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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:	D6.1
Deliverable title:	Plan for Dissemination, Exploitation and Communication (PDEC)
Document version:	Ver1
WP number:	WP6
Lead beneficiary:	P8 Low Impact Fishers Europe (LIFE)
Main author(s):	Claudia Orlandini, Low Impact Fishers Europe (P8 LIFE)
Internal reviewers:	Kersti Haugan (P7 FBCD), Michael Rafn (P1 NDEU), Marie Poulsen (P1 NDEU), Marc Eskelund (PP FSKPO)
Nature of deliverable:	Report
Dissemination level:	PU
Delivery date from Annex 1:	M6
Actual delivery date:	10/2024

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

## Deliverable D6.1

### Plan for Dissemination, Exploitation and Communication (PDEC)



## 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		
Project coordinator	NorthDenmarkEU-Office/Nord Danmarks EU – Kontor		
Project partners	1	NordDanmarks EU-kontor (NDEU)	DK
	2	SINTEF Ocean (SINTEF)	SE
	3	Teknologisk Institut (DTI)	DK
	4	Fraunhofer Gesellschaft zur Förderung 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 Fiskerforening (HFF)	DK
	12	Sveriges Fiskares Producentorganisation (SFPO)	SE
	13	Võiste Sadama OÜ (VSO)	EE
	14	Clean Ocean Coating GMBH (COC)	DE
	15	Thai Union (THAI)	TH
	16	Per Harald M Skibstad (PHMS)	NO



## Deliverable details

Deliverable type	Report
Deliverable status	First draft
Dissemination level	Public
Due date	M6
Work Package	WP6
Deliverable leader	Low Impact Fishers Europe
Deliverable author(s)	Claudia Orlandini, Low Impact Fishers Europe

## Revision History

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

## Peer

## Reviews

1	NordDanmarks EU-kontor (NDEU)	Michael Rafn Marie Poulsen
2	SINTEF Ocean (SINTEF)	Sepideh Jafarzadeh
3	Teknologisk Institut (DTI)	Lisa Maria Rivera Kjær
4	Fraunhofer Gesellschaft zur Förderung der angewandten Forschung (FCML)	Claudia Bosse
5	Research Institutes of Sweden (RISE)	Hanna Varvne
6	Fundación AZTI (AZTI)	Oihane Cabezas
7	Food & Bio Cluster Denmark (FBCD)	Lene Tougaard

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8	Low Impact Fishers of Europe (LIFE)	Claudia Orlandini
9	Danish Small-Scale Fishermen's Producer Organisation (FSKPO)	Marc Eskelund
10	Bona Fide ApS (BF)	Allan Vestergaard
11	Hanstholm Fiskerforening (HFF)	Henrik Amdisen
12	Sveriges Fiskares Producentorganisation (SFPO)	Peter Ronelöv
13	Võiste Sadama OÜ (VSO)	Argo Mengel
14	Clean Ocean Coating GMBH (COC)	Christina Linke Jens Deppe
15	Thai Union (THAI)	Markus Reber
16	Per Harald M Skibstad (PHMS)	Per Harald M. Skibstad

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- A. Social Media Guidelines for Project Partners**
- B. Visual Identity Guidelines**

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# Executive Summary

The provided text outlines the initial phase of SEAGLOW's dissemination and communication plan. Its main objective is to enhance the visibility of the SEAGLOW project within relevant target groups and effectively communicate project outcomes using suitable channels. It covers an extensive summary of the involved stakeholders, specific content, target audiences, and the schedule for dissemination and communication activities. Additionally, the document provides an overview of key messages, content and design strategies, as well as the most impactful delivery channels.

Furthermore, the plan acts as a guide for dissemination and communication activities during the project, providing support and engagement guidelines for partners to achieve widespread sharing of the project's results. Although P8 LIFE takes the lead on work package 6 - Communication, Dissemination, and Exploitation, all partners are expected to contribute to the established Key Performance Indicators (KPIs). The plan is a dynamic document, with scheduled updates in months 18 and 38 to incorporate project experiences, evaluations, and monitoring activities. A final report based on this plan is anticipated to be delivered in month 48.

## 1. Introduction

The primary objective of WP6 – Communication, Dissemination, and Exploitation – is to employ a comprehensive strategy to ensure the maximum impact and dissemination of the project's results. This will be achieved by outlining the strategy, description of project assets, target groups, communication tools to be used and detailed planning including actions, resources, and time plan.

The aim is to provide targeted information to various audiences such as fishing communities and fishing support organisations, energy and technology providers, shipyards and outfitters, government policymakers and public authorities, investors, media. The dissemination and communication plan is designed to ensure that the project's opportunities and outcomes are communicated to the appropriate target groups, raising awareness among stakeholders and achieving the anticipated impacts. To achieve this, SEAGLOW will utilize a multi-step and multi-channel approach to

provide information to stakeholders and target groups, addressing their specific needs and interests in a timely manner throughout the project lifecycle.

## 2. Funding acknowledgement

SEAGLOW partners comply with grant agreement article 17 when dealing with Communication, Dissemination and Visibility. Recipients of EU funding have a general obligation to communicate and raise EU visibility. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support. To this end, SEAGLOW partners are informed about EU "[Operational guidelines for recipients of EU funding](#)" and make sure that communication activities related to the action, dissemination activities and any supply or major result funded by the grant acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). This includes outputs for media relations, conferences, seminars, brochures, leaflets, posters, presentations and other information material disseminate via digital or traditional means.

## 3. Communication management and WP6 coordination

The coordination of communication activities for the SEAGLOW Project is managed by the project partners within Work Package 6 (WP6). These partners maintain contact through regular email exchanges and timely online meetings, utilizing a combination of communication tools and platforms to ensure efficient and effective coordination. The leader of WP6 oversees all aspects of communication, tracking deliverables and closely monitoring the timeline to ensure that targets are met with precision.

To guarantee seamless operation, the project leader is kept informed and actively engaged in the communication process, being included in decision-making processes and kept informed through regular updates. This approach not only ensures that the project leader can provide final approval for important decisions but also maintains oversight and alignment with the project's overall goals, making sure that all activities are carefully coordinated and ultimately contributing to the overall success and effectiveness of the SEAGLOW Project.

To maximize dissemination and impact, all project partners are required to provide inputs and contribute to dissemination initiatives. To facilitate this, a communication contact has been identified by each partner. These contacts will play a key role in promoting the project internally and externally, such as making good use of their communication networks to distribute relevant project content, and sending out press releases as needed.

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## Communication contacts supporting the activities of WP6:

1	NordDanmarks EU-kontor (NDEU)	Michael Rafn Marie Poulsen	<a href="mailto:emn@ndeu.dk">emn@ndeu.dk</a> <a href="mailto:mpo@ndeu.dk">mpo@ndeu.dk</a>
2	SINTEF Ocean (SINTEF)	Sepideh Jafarzadeh	Sepideh.Jafarzadeh@sintef.no
3	Teknologisk Institut (DTI)	Lisa Maria Rivera Kjær	lmrk@teknologisk.dk
4	Fraunhofer Gesellschaft zur forderung der angewandten Forschung (FCML)	Claudia Bosse	claudia.bosse@cml.fraunhofer.de
5	Research Institutes of Sweden (RISE)	Hanna Varvne	hanna.varvne@ri.se
6	Fundación AZTI (AZTI)	Oihane Cabezas	ocabezas@azti.es
7	Food & Bio Cluster Denmark (FBCD)	Lene Tougaard	lto@foodbiocluster.dk
8	Low Impact Fishers of Europe (LIFE)	Claudia Orlandini	communications@lifeplatform.eu
9	Danish Small-Scale Fishermen's Producer Organisation (FSKPO)	Marc Eskelund	marc@fskpo.dk
10	Bona Fide ApS (BF)	Allan Vestergaard	bonafide@live.dk
11	Hanstholm Fiskeriforening (HFF)	Henrik Amdisen	henrik@hhf.dk
12	Sveriges Fiskares Producentorganisation (SFPO)	Peter Ronelöv	peter@sfpo.se
13	Võiste Sadama OÜ (VSO)	Argo Mengel	argomengel@gmail.com
14	Clean Ocean Coating GMBH (COC)	Christina Linke Jens Deppe	<a href="mailto:christina@cleanoceancoatings.com">christina@cleanoceancoatings.com</a> <a href="mailto:jens@cleanoceancoatings.com">jens@cleanoceancoatings.com</a>
15	Thai Union (THAI)	Markus Reber	Markus.Reber@thaiunion.com
16	Per Harald M Skibstad (PHMS)	Per Harald M. Skibstad	perskibstad@gmail.com

## 4. Target groups and messages

The consortium has identified a comprehensive array of stakeholders to whom the dissemination and communication materials and tools will be directed. Communication activities are meant to increase the project's dissemination and exploitation efforts by furnishing universally comprehensible information to the general public, extending beyond the core project target groups to maximalize SEAGLOW's impact.

The communication strategy will strengthen efforts to inform and showcase the societal and economic benefits stemming from the project, particularly its goals and outcomes. This aims to heighten the visibility of Horizon Europe, advocate for the European Green Deal, and underscore SEAGLOW's contributions to these



imperatives. This will be achieved through the dissemination of project results and success stories, the illustration of prospective environmental enhancements, and the exhibition of the commercial and societal value engendered.

SEAGLOW aims to engage a diverse range of target groups to maximize the impact and reach of the SEAGLOW project. The primary audiences include fishing communities and fishing support organizations, who are crucial for the practical application and local adoption of project findings. It will also focus on the science and research community to encourage collaboration and the sharing of knowledge that can drive further innovation. Energy and technology providers, along with shipyards and outfitters, are essential partners for integrating and implementing new technologies developed through the project. Government policymakers and public authorities will be targeted to ensure that findings inform policy and regulatory frameworks, fostering a supportive environment for sustainable practices. Investors will be engaged to secure funding and support for scaling successful initiatives. Finally, the media will play a key role in raising public awareness and promoting the project's goals and achievements, helping to build broad-based support for our efforts.

By tailoring communication strategies to these specific groups, SEAGLOW can effectively disseminate information, foster collaboration, and drive the adoption of innovative solutions across the maritime and energy sectors. This targeted approach will maximize the impact of SEAGLOW's initiatives, contributing to a more sustainable and decarbonized future.



Table 1 - Key messages by target group

Target Group	Key Messages	Communication results	Outcome for SEAGLOW
Fishing organizations and supporting organizations	<ul style="list-style-type: none"> <li>- Overcoming barriers to sustainable practices.</li> <li>- Benefits of adopting green technologies.</li> <li>- Importance of community involvement.</li> </ul>	<ul style="list-style-type: none"> <li>- Increased participation in sustainability workshops.</li> <li>- Positive feedback and engagement from local communities.</li> </ul>	<ul style="list-style-type: none"> <li>- Enhanced adoption of fuel-efficient fishing practices.</li> <li>- Strengthened community support and involvement.</li> </ul>
Science and Research	<ul style="list-style-type: none"> <li>- Research findings and technological innovations.</li> <li>- Collaboration opportunities.</li> <li>- Impact of technological advancements on fisheries.</li> </ul>	<ul style="list-style-type: none"> <li>- Increased collaboration with research institutions.</li> <li>- Publication and dissemination of research findings</li> </ul>	<ul style="list-style-type: none"> <li>- Integration of cutting-edge technologies.</li> <li>- Enhanced knowledge sharing and research outcomes.</li> </ul>
Energy Technology Providers	<ul style="list-style-type: none"> <li>- Integration of green technologies into fishing operations.</li> <li>- Partnership opportunities in technology development.</li> <li>- Economic benefits of green investments.</li> </ul>	<ul style="list-style-type: none"> <li>- Piloting of new technologies on fishing vessels.</li> <li>- Establishment of partnerships with technology providers.</li> </ul>	<ul style="list-style-type: none"> <li>- Adoption of eco-friendly technologies.</li> <li>- Enhanced operational efficiency and economic benefits.</li> </ul>
Shipyards and Outfitters	<ul style="list-style-type: none"> <li>- Incorporating sustainability in vessel design and retrofitting.</li> <li>- Economic advantages of green vessel solutions.</li> <li>- Compliance with environmental standards.</li> </ul>	<ul style="list-style-type: none"> <li>- Increased demand for eco-friendly vessel designs.</li> <li>- Development of green retrofitting solutions.</li> </ul>	<ul style="list-style-type: none"> <li>- Improved vessel sustainability.</li> <li>- Enhanced competitiveness and compliance with environmental regulations.</li> </ul>
EU Government Policymakers and Authorities	<ul style="list-style-type: none"> <li>- Policy recommendations for low impact fisheries.</li> <li>- Regulatory support for green initiatives.</li> <li>- Importance of stakeholder engagement in policy-making.</li> </ul>	<ul style="list-style-type: none"> <li>- Adoption of policy recommendations for low impact fisheries.</li> <li>- Increased stakeholder engagement in policy development.</li> </ul>	<ul style="list-style-type: none"> <li>- Strengthened regulatory frameworks.</li> <li>- Enhanced community involvement and support for sustainable policies.</li> </ul>
Investors	<ul style="list-style-type: none"> <li>- Financial returns from sustainable investments</li> <li>- Success stories of green investment portfolios.</li> <li>- Impact of low impact fisheries on economic growth.</li> </ul>	<ul style="list-style-type: none"> <li>- Increased investment in sustainable fishing projects.</li> <li>- Expansion of green investment portfolios.</li> </ul>	<ul style="list-style-type: none"> <li>- Enhanced funding for sustainable initiatives in fisheries.</li> <li>- Stimulated economic growth through sustainable practices.</li> </ul>
Media	<ul style="list-style-type: none"> <li>- Project achievements and impact stories.</li> <li>- Importance of low impact fisheries for environmental and economic health.</li> <li>- Public engagement initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>- Increased media coverage and positive public perception.</li> <li>- Enhanced public awareness and engagement.</li> </ul>	<ul style="list-style-type: none"> <li>- Raised public awareness and support for decarbonisation in small-scale fisheries.</li> <li>- Heightened project visibility and outreach.</li> </ul>

## 5. Tools and channels

SEAGLOW is dedicated to employing a wide range of communication tools and channels to effectively disseminate information and involve stakeholders throughout the project. Work Package 6 (WP6) will have a significant role in executing this communication strategy. WP6 will work closely with project partners to ensure consistent messaging and information dissemination across their websites. This coordinated approach is expected to amplify SEAGLOW's reach and reinforce key messages, creating a unified narrative that resonates with stakeholders.

A pivotal element of this effort is the development of a project website designed to serve as a comprehensive hub for updates, project milestones, and valuable resources. This website is intended to provide stakeholders with easy access to the latest information, thereby ensuring transparency and ongoing engagement.

In addition to the project website, SEAGLOW is committed to active engagement on various social media platforms with the goal of fostering dialogue and interaction and creating a dynamic community around the project. Through platforms like Twitter, LinkedIn, and Facebook, SEAGLOW aims to make everyone feel included and an integral part of the project, ultimately increasing awareness and participation among diverse groups.

To further enhance SEAGLOW's visibility, press releases will be utilized to announce significant developments and achievements, attracting media attention and informing the public about the project's progress and impact. This engagement with the media is vital for raising awareness and generating interest in SEAGLOW's activities.

Moreover, SEAGLOW plans to produce a policy paper that offers insights into its recommendations on current small-scale fisheries decarbonisation regulations. This paper aims to achieve broader visibility and understanding among policymakers and relevant stakeholders, providing well-researched guidance that has the potential to influence policy decisions and drive change.

These tools and channels will collectively empower SEAGLOW to maximize outreach, enhance engagement, and achieve impactful dissemination of project insights and advancements. SEAGLOW want to ensure that its efforts are widely recognized and its findings are effectively shared with all interested parties.

Table 2 - Overview of tools, activities and relevant indicators and targets used for impact assessment purposes.

Tools	Activities	Start Month	Indicator	Total Target
SEAGLOW website	The consortium will build a website, providing information on project actions, and opportunities. The site will provide all information on the project itself, with focus on the learning generated, videos of the pilots in operation, training manuals, policy recommendations, as well as news and events.	4	Web visits	20000
Social media	The team will use relevant social media, and success stories to create messages which can be shared for wider readership. E.g., Twitter (X) / Threads or similar, Facebook, and LinkedIn where the project team has channels, and YouTube for audio-visual.	4	N° of shares/views	90 posts, 6000 views, 500 shares
Newspaper and magazines	The partnership will use consortium contacts at local and regional level, relevant European level publications, such as Euractive.com, EuroNews, EUagenda, and EuroFish etc. to provide information on product results as part of widespread communication.	6	No. of press releases	6 press releases
Scientific journals	While an Innovation Action, SEAGLOW will still carry out research into energy optimisation in marine environments, effects on marine environments, acoustic noise, and other outputs. Research will be promoted to relevant scientific journals.	2	No. of articles	2 articles
Events/Sector-specific conferences	SEAGLOW will market the project at relevant events, leveraging on existing events with the right audience, with at least 240 participants. Relevant events can include major fairs such as BlueFish, DanFish, Hav Expo, European Maritime Day (Denmark 2024) and Nor-Fishing.	6	No. of events / participants	6 regional events, 240 participants
Sustainable maritime policy brief	The consortium will create a policy paper / brief addressing policymakers and public authorities, demonstrating the benefits of the SEAGLOW technology cases. This can feed into legislation and form an integrated element of future policymaking.	1	No. of policy papers	1 policy paper
Final Conference	SEAGLOW will ensure an effective channel to policymakers and stakeholders throughout, including them in the Advisory Board, organising local workshops and a final conference targeting 100+ policymakers and public authorities.	1	No. of events / participants	1 conference / 100 participants

## 5.1 SEAGLOW website

The SEAGLOW consortium recognizes the critical role of effective communication and dissemination in fostering knowledge exchange and engagement. Central to this strategy is the development of the website ([www.seaglow.eu](http://www.seaglow.eu)), a platform designed to inform stakeholders about project actions and opportunities. This website will serve as the primary repository of information, providing technical data about the vessels and the novel technology applied to it, emphasizing the insights gained, presenting recommendations derived from our findings, and highlighting upcoming events and news updates. Through this digital hub, the project aims to facilitate transparent access to project outcomes, encourage collaboration among stakeholders, and promote sustainable practices in coastal management globally.

To enhance project communication and dissemination efforts, partners are encouraged to integrate information about SEAGLOW into their respective organizational websites. This can be achieved by incorporating a project description, sharing updates on progress and results, and promoting relevant events. Additionally, partners are encouraged to include a link to SEAGLOW's website to drive traffic to the central project website. By using these channels, we aim to amplify awareness, facilitate knowledge sharing, and foster collaborative engagement across our network. The Project will also be promoted on external websites, such as that of [Horizon Europe](#) and other EU-funded project initiatives (see 6. Cooperation with other project and initiatives).

The SEAGLOW website embodies the consortium commitment to EU standards and GDPR compliance. Designed by a professional web graphic design company, it integrates cookies, privacy policies, and data protection measures, ensuring visitor data is safeguarded. The CMS used is WordPress, which offers numerous benefits, including its user-friendly interface, making content management accessible to users of all technical levels. It also provides extensive flexibility and customization options through different themes and plugins, enabling the creation of virtually any type of website. The platform was built to incorporate regular updates, security features, and multimedia assets. Additionally, Word Press integrates seamlessly with various third-party services, enhancing its functionality and appeal as a comprehensive CMS solution.

The initial setup of the website offers a foundational structure with five essential pages: Home, About Us, What We Do, News and Contacts. It provides a clear framework to introduce visitors to the consortium partners', mission, demonstrators and latest news. As the project advances, the website will undergo further development to incorporate additional functionalities and content that align with evolving project milestones and stakeholder needs. This will ensure that the website remains dynamic and responsive,



effectively supporting ongoing communication and dissemination efforts for SEAGLOW.

For impact assessment purposes, the website is linked to an analytical tool. This allows the project to track and analyse key performance indicators, understand and measure users' behaviour and make data-driven decisions to enhance the website's effectiveness and achieve communication objectives.

*KPI: In line with the application the goal is to reach 20,000 web visits, which in Google Analytics terms is equivalent to “sessions”.*

## 5.2 Social media channels

SEAGLOW will leverage various social media channels strategically to maximize outreach and engagement across diverse audiences. LinkedIn will serve as a platform to connect with professionals in relevant fields, facilitating discussions, sharing project updates, and building professional networks. Facebook will be utilized to engage with fishing communities and the general public, providing accessible updates on project activities, highlighting community involvement, and fostering dialogue around decarbonization, fuel-efficiency and reduction of CO2 emissions to collectively attain European targets. Twitter will be instrumental in providing real-time coverage during events, promoting live discussions, and amplifying key messages through active engagement with stakeholders and followers. By harnessing these platforms effectively, SEAGLOW aims to foster a vibrant online community, raise awareness, and encourage participation in sustainable coastal management initiatives.

To maximize dissemination on social media, all project partners are actively compiling a database that includes the social media accounts of every staff member involved in the project, as well as the official accounts of their respective organizations. This comprehensive approach ensures that each individual's professional networks and organizational platforms can be utilized strategically to amplify project-related content. By pooling these resources, the partners can coordinate and synchronize their social media efforts more effectively, ensuring consistent messaging and broader outreach across various platforms. This initiative not only enhances visibility but also facilitates engagement with diverse audiences, thereby optimizing the dissemination of project updates, achievements, and relevant information to stakeholders and the public alike.

The project partners will collaborate on social media efforts by adhering to a set of guidelines (*Attachment A*) that were collectively drafted to ensure consistency and alignment with the project's objectives. These guidelines outline best practices for messaging, branding, content sharing, and audience engagement, helping maintain a unified voice across all platforms. By working within this agreed framework, the partners will be able to coordinate effectively, ensuring that the social media content



reflects shared goals and is distributed strategically to maximize reach and impact. Regular communication will further support alignment and adapt the guidelines as needed.

*KPI: In line with the application the goal is to produce 90 posts, with a view to reaching 6000 views and 500 shares*

## 5.3 Newspapers and journals

To increase awareness about the SEAGLOW Project, the consortium plans to also utilize newspapers and journals to disseminate information widely. Leveraging the consortium's network of contacts at local, regional and European levels, the aim is to reach diverse audiences and ensure comprehensive coverage of the initiatives. At the European level, the organization plans to engage with reputable publications to share project results and updates. These platforms will play a pivotal role in highlighting key milestones, showcasing the impact of the work, and disseminating policy recommendations. Through this comprehensive media outreach, the organization strives to enhance visibility, foster informed discussions, and drive engagement with stakeholders committed to sustainable coastal management.

*KPI: In line with the application the goal is to produce 6 press releases*

## 5.4 Scientific journals

SEAGLOW will make good use of scientific journals to address the complex challenges faced in meeting the energy demands necessary for transformation within the fishing sector, especially in the small-scale segment, as the industry suffers from a knowledge and skills gap. SEAGLOW pilots will demonstrate technologies capable of delivering short, medium, and long-term benefits. Supported by high-quality data, these efforts aim to improve investments in appropriate energy transition solutions, utilizing a combination of cost-effective, supportable, and maintainable technologies.

While primarily an Innovation Action, SEAGLOW will conduct research into energy optimization in marine environments, effects on marine ecosystems, acoustic noise, and other outputs. This research will be promoted through scientific journals to disseminate findings, share insights, and advance knowledge within the scientific community. By publishing in scientific journals, SEAGLOW aims to contribute to the broader understanding of sustainable technologies in the blue economy, facilitating informed decision-making and fostering innovation in the industry.

*KPI: In line with the application the goal is to produce 2 scientific articles*

## 5.5 Events

The SEAGLOW Project supports the European Commission's measures to improve the sustainability and resilience of the EU's fisheries and aquaculture sector by

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promoting energy efficiency, facilitating the transition to renewable energy, reducing ecological impacts, fostering research and innovation, developing labour skills, and enhancing the business and investment environment. These efforts are crucial for achieving the EU's targets of reduced fossil fuel dependency and CO2 neutrality by 2050. SEAGLOW wants to engage with stakeholders committed to reaching these objectives and, to this end, will promote the project by targeting events hosting a minimum of 240 participants (*Annexe 1*).

In May 2024, the Project was presented at the [European Maritime Day](#), in the framework of which [NorthDenmark EU-Office](#), the Project Leader, presented the project to the audience.

Promoting SEAGLOW during medium and large-scale events offers numerous benefits, including:

- Enhanced Visibility:
  - Exposure to a large audience: sector medium and large-scale events attract diverse audiences, including industry professionals, academics, policymakers, and potential investors. Promoting SEAGLOW in such forums ensures that it reaches a broad and varied audience.
  - Media coverage: these events often garner significant media attention, providing opportunities for additional exposure through press releases, interviews, and media mentions.
- Networking opportunities:
  - Collaboration prospects: sector medium and large-scale events are excellent venues for networking with other researchers, industry leaders, and potential partners, fostering new collaborations that can enhance the project's scope and impact.
  - Stakeholder engagement: engaging with key stakeholders, including policymakers, funding agencies, and industry representatives, can help align SEAGLOW's goals with broader societal needs and secure additional support.
- Knowledge exchange:
  - Sharing Innovations: presenting at sector medium and large-scale events allows the SEAGLOW's partners to share their innovations and findings with the scientific community and industry, encouraging feedback and further development.
  - Learning from peers: attending sector public-facing events provides opportunities to learn about the latest advancements and trends in related fields, which can inspire new ideas and improvements for the project.
- Funding and investment:



- Attracting investors: exposure at high-profile events can attract potential investors interested in supporting innovative projects, providing additional funding opportunities beyond the initial Horizon 2020 grant.
- Showcasing impact: demonstrating the project's progress and potential impact can persuade funding bodies and investors of its value, enhancing prospects for future funding.

➤ Public engagement and outreach:

- Raising Awareness: these events often include public outreach activities, which help raise awareness about the project's objectives, benefits, and societal impact among the general public.
- Educational Opportunities: engaging with educational institutions and students during these events can inspire the next generation of researchers and professionals, contributing to the long-term sustainability of SEAGLOW's results.

➤ Policy influence:

- Informing policy makers: highlighting SEAGLOW's relevance and contributions to addressing societal challenges can influence policymakers, potentially shaping future research agendas and funding priorities.
- Aligning with EU priorities: Demonstrating alignment with EU priorities and strategic goals can strengthen SEAGLOW's position within the Horizon 2020 framework and other EU funding programs.

➤ Benchmarking and Validation:

- Comparative Analysis: presenting the SEAGLOW's progress and results in a competitive environment allows for benchmarking against other leading projects, providing validation and identifying areas for improvement.
- Feedback and Critique: engaging with experts and peers at these events offers valuable feedback and constructive criticism, which can help refine SEAGLOW's direction and methodologies.

*KPI: Participation to 6 regional events hosting a minimum of 240 participants*

## 5.6 Sustainable Maritime Policy Brief

Through this policy brief, the SEAGLOW Project aims to influence legislation and become an integral part of future policymaking. It provides evidence on the benefits of SEAGLOW pilot cases, making a case for their adoption and offering actionable policy recommendations. This kind of document supports the drafting of new legislation or amending existing laws to facilitate the implementation and scaling of these technologies. The paper also serves as an educational resource, informing



policymakers and public authorities about the technical aspects, benefits, and potential impacts of the technologies, thereby fostering a better understanding and appreciation of the project's significance.

By demonstrating environmental benefits, such as reduced carbon footprint and minimized ecological impact, alongside economic advantages like cost savings, SEAGLOW aims to contribute to making use of technologies in promoting sustainability. The brief is addressed to a wide range of stakeholders, including industry leaders, NGOs, and the scientific community, fostering support and encouraging efforts to advocate for policy changes. This engagement helps build consensus and facilitates dialogue among stakeholders, promoting a unified vision and collaborative approach. Aligning the project with broader EU priorities, such as the Green Deal and Horizon 2020 objectives, enhances its relevance and potential for replication. By documenting best practices and success factors from pilot cases, the paper guides the scaling of successful models and facilitates the adoption of these technologies by public authorities and the fishing industry.

This approach builds credibility, demonstrating a professional and thorough approach to addressing industry challenges, and maximizes the impact of SEAGLOW by ensuring their adoption for sustainable fishing practices. In summary, the policy paper supports the creation of sustainable change within the fishing sector, aligning with broader goals of environmental conservation and economic development.

*KPI: Production of 1 Policy brief*

## 5.7 Final Conference

The SEAGLOW Project will organize a series of workshops to engage with policymakers and small-scale fishing communities with a view to generating policy alignment, enhanced project development, increased support and awareness, facilitated implementation, and valuable knowledge exchange. These workshops are crucial for addressing policy gaps, co-creating practical solutions, and ensuring the successful adoption and implementation of low energy/low impact fishing technologies in the Baltic and North Sea regions.

These workshops will build into a final conference which is expected to provide numerous benefits, particularly in terms of engaging policymakers and public authorities. The audience of 100+ policymakers and stakeholders play a crucial role in the success of the project and serves as a platform to consolidate and present the project's findings, technologies and impacts.

Firstly, the final conference ensures dissemination of the project's results, offering a forum to showcase SEAGLOW's achievements and technological innovations. It



maximizes exposure, reaching a diverse audience that includes key decision-makers, industry leaders, and other stakeholders who can influence policy and practice.

Secondly, the conference facilitates interaction and dialogue between the consortium and policymakers. This engagement allows for real-time feedback and discussions, enhancing the understanding of SEAGLOW and fostering support for replication. By presenting clear evidence and success stories, the conference can persuade policymakers of the value and feasibility of adopting SEAGLOW's approach and methodologies.

Moreover, the final conference serves as a networking hub, bringing together various stakeholders from different regions and sectors. This creates opportunities for new collaborations, partnerships, and the sharing of best practices. Stakeholders can exchange ideas, learn from each other's experiences, and explore potential synergies that can enhance the impact of SEAGLOW.

Additionally, the event provides a strategic platform to align SEAGLOW's outcomes with broader EU priorities and policies, such as the Green Deal and Horizon 2020 objectives. Demonstrating alignment with these high-level goals can further legitimize the project's efforts and attract additional support and funding.

The final conference also plays a role in ensuring transparency and accountability. By openly sharing results and engaging with a wide audience, SEAGLOW can demonstrate its commitment to achieving its stated goals and addressing stakeholders' concerns. This transparency builds trust and credibility, reinforcing the project's reputation and impact.

In summary, organizing the final conference will provide an opportunity to disseminate results, engage policymakers, foster networking, align with EU priorities, and ensure transparency. This event will significantly enhance the project's visibility, influence, and long-term sustainability and drive the adoption of innovative, low-impact fishing technologies across the Baltic and North Sea regions.

## 6. Communication material

### 6.1 SEAGLOW logo

The SEAGLOW Project, funded by Horizon 2020 and dedicated to advancing energy transition, unveils a logo that symbolizes its core mission and values. The development process for the logo involved a collaborative effort among partners, the project leader and graphic designers, making sure that it encapsulates the essence of the initiative. The final design features a boat navigating two leaves, representing forward movement and illustrating the shift from traditional energy sources to renewable ones. The fluid lines and dynamic elements of the logo convey innovation and sustainability, while the incorporation of bright, eco-friendly colours emphasizes

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the project's commitment to a cleaner future. This logo not only serves as a visual representation of the SEAGLOW Project but also as an emblem of the broader goals of Horizon 2020 in fostering groundbreaking solutions for the energy sector. The use of the SEAGLOW logo will be based on the visual identity guidelines (*Attachment B*)



Figure 1- SEAGLOW logo in different styles

## 6.2 Leaflet

The Seagow Project developed a leaflet available in both digital and printed formats. This leaflet aims to effectively disseminate important information about the project to a broad audience. The digital format facilitates easy distribution and accessibility through various online platforms, while the printed format allows for tangible distribution at events, meetings, and other in-person engagements. This dual-format approach is intended to enhance the project's outreach, ensuring that stakeholders and interested parties can access the information in their preferred format.

## 6.3 Standard presentation

SEAGLOW developed a standardized presentation and made it available to partners via the Microsoft Teams Channel. This presentation is intended to support communication and dissemination efforts and can be utilized by all partners during public-facing events.

A uniform PowerPoint presentation model, with the option for partners to modify content based on specific focuses, offers numerous advantages for public interactions. This method ensures that the visual identity and ethos of the Project remains unchanged across all presentations, thus maintaining a unified narrative about the project's objectives, accomplishments, and overall vision, establishing a strong and identifiable identity, fostering trust and credibility among various audiences.

Moreover, enabling partners to customize the slides allows them to spotlight the most pertinent aspects for their audience, whether it's technical advancements, environmental impacts, or sector benefits. This adaptability ensures that the



presentation connects more effectively with different stakeholders, resulting in more engaging communication. Additionally, this flexibility enables partners to incorporate updates and region-specific information, ensuring that presentations are both EU and locally pertinent.

A standard yet flexible presentation format simplifies the preparation process for partners, saving time and resources. They can rely on a well-designed template while having the creative freedom to highlight specific areas of interest.

This balance between consistency and customization enhances the overall professionalism of the presentations, as all partners will benefit from a cohesive visual style and structure while delivering content tailored to their requirements. It is a valuable asset for the SEAGLOW Project, promoting a unified identity while providing partners with the flexibility to engage with diverse audiences.

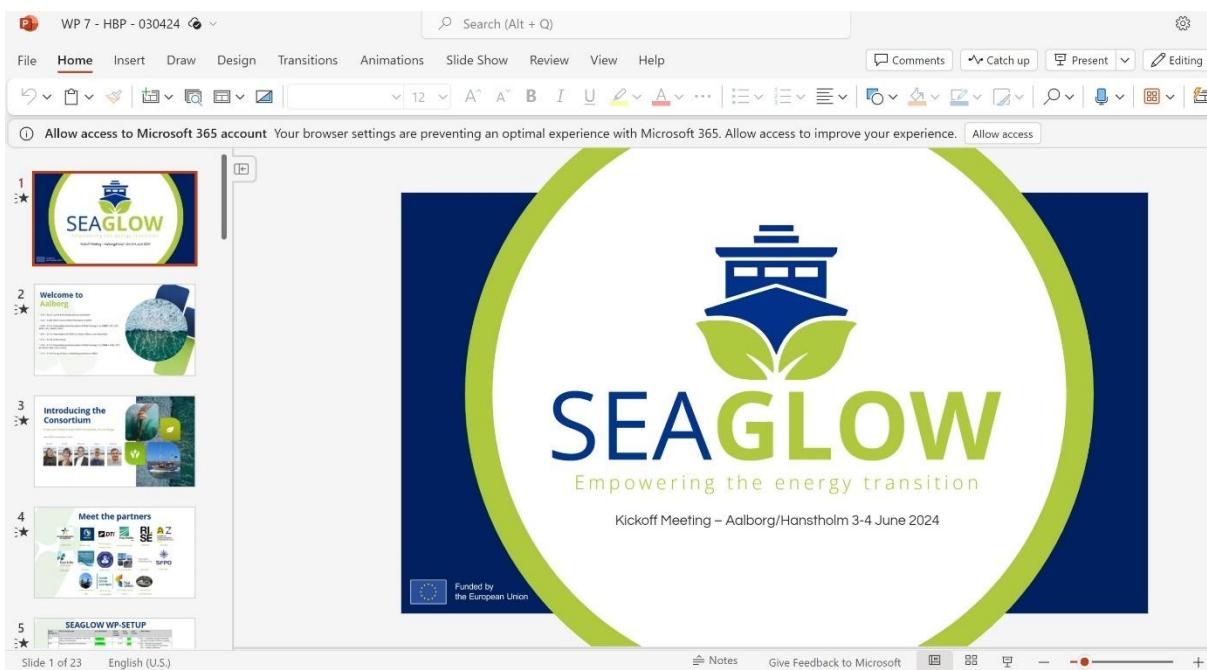


Figure 2- A preview of the standardized presentation as used by Project leader NDEU during SEAGLOW kick-off meeting in Aalborg, Denmark (3-4 June 2024)

## 6.4 Roll-ups

The project designed and printed two roll-ups featuring the SEAGLOW logo and photos of the original boats involved in the project in order to improving visibility and engagement during public events. These roll-ups serve as visual aids that convey the essence of the SEAGLOW Project, communicating its mission and the elements of its work.

The design process involved a selection of images of the original boats involved in the project and which are integral to the project's narrative. These images aim to

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showcase the project's implications but also emphasize the technological journey of the boats. The display of the SEAGLOW logo ensures immediate project recognition, reinforcing the project's identity and its association with innovation and sustainability in energy transition. This combination helps to attract attention and spark interest among event attendees.

Furthermore, the roll-ups are designed to be portable and easy to set up, making them convenient for various public events, from conferences and exhibitions to community outreach programs. Their durable construction ensures they can withstand repeated use, offering long-term value for the project's promotional efforts.

The first printed version of the roll-ups was delivered to the project leader, who showcased the roll-ups during several events (e.g. the European Maritime Day which was held on 30 and 31 May 2024 in Svendborg, Denmark, and Project's kick-off meeting held in Aalborg, Denmark, on 3-4 June 2024). The files are available to all partners on Microsoft teams, allowing them to print them regardless of their location, thus avoiding additional shipping costs and the risk of losing or damaging the items during transport.

Overall, the production of these roll-ups enhances the SEAGLOW Project's ability to communicate its objectives and successes, leading to greater public awareness and support.





Figure 3 - SEAGLOW roll-ups displaying the project's demonstrator boats Ester T247 (Denmark) and Anna Katharina (Norway)



Figure 4 - From left to right, SEAGLOW partners Low Impact Fishers of Europe (LIFE- P8), NordDanmarks EU-kontor (NDEU - P1) and Food & Bio Cluster Denmark (FBCD - P7) posing in front of one of the roll-ups during the European Maritime Day held on 30 and 31 May 2024 in Svendborg (Denmark)

## 7. Cooperation with other projects and initiatives

Building synergies with complementary projects and initiatives holds significant importance for SEAGLOW, including for communication and dissemination purposes. Such projects will be either those in which project partners are already involved (Annexe 2) and other EU-funded projects, namely HORIZON-CL5-2021-D5-01, HORIZON-CL5-2022-D5-01, HORIZON-CL5-2023-D5-3, and HORIZON-CL5-2024-D5-3 (Annexe 3), along with initiatives under the Zero Emission Waterborne Transport

Partnership (ZEW) and the Sustainable Blue Economy Partnership (SBEP). By doing so, SEAGLOW aims to extend its outreach and maximize its impact.

Cooperation among Horizon 2020 projects is crucial for achieving the objectives of the European Green Deal and the EU Biodiversity Strategy for 2030. These collaborations facilitate the implementation of EU policies by fostering innovation, promoting sustainable practices, and advancing technological solutions for climate neutrality and biodiversity conservation. Projects can collectively address the barriers to decarbonizing small-scale fisheries through multidisciplinary approaches, accelerating the adoption of greener technologies, and promoting responsible behaviours among stakeholders. Cooperation also helps to improve the monitoring of environmental impacts, ensuring that transitions to sustainable practices support marine conservation effectively.

In terms of communication, such synergies will facilitate the exchange of resources, insights, and best practices, creating a unified front to better achieve collective goals. This will be carried out by implementing several actions, including:

- Linking to each other's project websites: by providing links to partner projects on their respective websites, projects can drive traffic and interest across the network. This interlinking helps stakeholders, researchers, and the general public discover related initiatives, fostering a sense of community and shared purpose.
- Following each other on Social Media and sharing content: projects can follow each other on platforms like Twitter, LinkedIn, and Facebook. By liking, sharing, and commenting on each other's posts, they can amplify messages and reach a broader audience. Coordinated social media campaigns can highlight collaborative achievements and promote upcoming events or milestones.
- Inviting representatives from other projects to participate in meetings and events: including representatives from related projects in meetings, workshops, and conferences can provide valuable insights and foster cross-project learning. These interactions can lead to the exchange of best practices, identification of common challenges, and development of joint solutions.
- Cross-promotion in news releases and blogs: mentioning and promoting each-other projects in news releases, blogs, and press articles can increase the visibility and credibility of all involved. Highlighting collaborative efforts and shared successes in these communications can draw attention to the broader impact of the collective work.

- Coordinated attendance at external conferences: Projects can coordinate their participation in major industry conferences and events to present a united presence. Joint presentations, panels, or exhibition booths can showcase the synergy between projects and attract more attention from attendees.

Joint efforts enhance the implementation of EU policies, improve the understanding of decarbonisation barriers, reduce environmental impacts, accelerate the adoption of sustainable technologies, promote responsible behaviours, and improve ecological monitoring. Through these combined actions, Horizon 2020 projects significantly contribute to the overarching goals of sustainability, biodiversity conservation, and environmental protection in Europe. Fostering a collaborative approach supports mutual learning and capacity building among the projects. In particular, regular exchanges of knowledge and feedback will lead to the refinement of strategies and methodologies, resulting in more effective outcomes. The interconnected network of projects also creates opportunities for cross-promotion, where success stories and key milestones from one project can be highlighted in the communications of another, enhancing overall project visibility and impact.

In conclusion, the significance of cooperating with complementary projects in communication and dissemination cannot be overstated. SEAGLOW and its partners will be able to strengthen the reach and effectiveness of their efforts, fostering a more integrated and informed stakeholder community, and ultimately accelerating progress towards achieving sustainable and innovative solutions in marine energy transitions.

## 8. Timeline for the implementation of communication and dissemination activities

SEAGLOW's timeline for the communication and dissemination activities was designed for structured planning and execution. This approach ensures that all tasks are organized in advance and executed when most relevant, leading to enhanced coordination among team members, clear objectives, and effective resource management, which in turn reduces miscommunication and delays. A visual timeline allows SEAGLOW to track progress, monitor accomplishments, and manage pending tasks more effectively. Additionally, it facilitates better adjustments and ensures that stakeholders are engaged at the right times, thus maintaining their interest and support. By identifying potential risks in advance, SEAGLOW's partners can develop contingency plans, leading to smoother execution and maximizing impact, for example, by releasing information during key events to garner more attention.



Moreover, it will be used for evaluating the effectiveness of communication efforts, enabling continuous improvement. To achieve better results, the timeline will be used as a living document. This flexibility allows the timeline to be adjusted in response to changes and unforeseen circumstances, ensuring that the project can remain on track despite any challenges that may arise. By being adaptable, the timeline can incorporate new information, changes in project scope, or shifts in stakeholder needs, maintaining its relevance and effectiveness throughout the project's duration.

The timeline is set to be updated in alignment with the Project Dissemination and Exploitation Plan (PDEC) review, set at M18 (Month 18) and M36 (Month 36). These updates ensure that the timeline reflects the latest developments and results achieved. By synchronizing the timeline with these critical review points, the consortium can reassess and refine their communication and dissemination activities, integrating new insights and adjusting to any project evolution.

Overall, the living nature of the SEAGLOW timeline, combined with its scheduled updates, ensures continuous alignment with project goals and stakeholder expectations.



Table 3 - Timeline for the implementation of communication and dissemination 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																			
<i>Deliverables-Public dissemination level</i>				<i>D6.7</i> <i>D7.1</i> <i>D7.3</i>		<i>D6.1</i> <i>D7.2</i>						<i>D5.1</i>					<i>D5.2</i> <i>D6.5</i> <i>D7.4</i>		
<i>Deliverables – Sensitive dissemination level</i>									<i>D2.1</i>			<i>D3.1</i>		<i>D2.2</i>					

Table 4 - Timeline for the implementation of communication and dissemination 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																		
<i>Deliverables-Public dissemination level</i>																		<i>D6.6</i>
<i>Deliverables – Sensitive dissemination level</i>																		<i>D5.4</i> <i>D7.5</i>

Table 5- Timeline for the implementation of communication and dissemination 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												
<i>Deliverables-Public dissemination level</i>		<i>D4.1</i> <i>D5.5</i>					<i>D2.3</i> <i>D4.2</i> <i>D4.3</i> <i>D4.4</i> <i>D4.5</i>		<i>D6.3</i>	<i>D6.4</i>		<i>D6.2</i>
<i>Deliverables – Sensitive dissemination level</i>				<i>D3.3</i>		<i>D5.3</i>						

## 9. Impact assessment

SEAGLOW is committed to achieving the Key Performance Indicators (KPIs) and total targets outlined in the Grant Agreement. Communication impact assessment is essential for achieving SEAGLOW's goals, engaging stakeholders, demonstrating accountability, optimizing resources, and maximizing the overall impact and sustainability of EU-funded initiatives. It ensures that communication actions contribute to the successful implementation and long-term legacy of SEAGLOW.

To this end, SEAGLOW makes use of advanced analytical tools and of a reporting table filled in by project partners, with a view to:

- Enhancing understanding of audience engagement: providing detailed insights into how different stakeholders are engaging with the communication materials. This includes metrics like the number of views, clicks, shares, and comments on social media posts or website articles.
- Data-Driven decision-making: by analyzing the data collected, SEAGLOW can make informed decisions about which communication strategies are most effective. This helps in allocating resources more efficiently and optimizing future communication efforts.
- Improving transparency and accountability: analytical tools help in documenting and reporting the impact of communication activities. This is crucial for transparency and accountability, particularly in EU projects where there is a need to demonstrate the value and effectiveness of funded activities.
- Relying on Real-Time feedback: allowing for quick adjustments to communication strategies. This agility ensures that SEAGLOW can adapt to changing circumstances and stakeholder needs more effectively.
- Measuring impact: tools can quantify the impact of communication efforts, such as the number of people reached, the level of engagement, and the changes in awareness or perception among target audiences. This helps in assessing whether the communication objectives are being met.
- Enhancing collaboration: sharing insights, coordinating communication strategies, and collectively analyzing data to improve overall project outcomes.
- Identifying trends and patterns: understanding what messages resonate most with the audience and predicting future engagement.
- Ensuring cost-efficiency: avoiding spending on less effective methods, thus ensuring better use of the budget.
- Supporting compliance and reporting: providing necessary data for reporting and compliance purposes.



- Benchmarking and making progress: benchmarking performance against similar initiatives and identify areas for improvement. This fosters a culture of continuous improvement and learning.

In its use of analytical tools, the approach of the consortium will be flexible and adaptive, tailored to the dynamics of each communication activity and the outputs generated. Flexibility allows to adjust implementation based on ongoing analytics and feedback, ensuring that goals are met. SEAGLOW will ensure that communication efforts are aligned with project objectives, maximizing outreach, engagement, and impact throughout the duration of the project, underscoring its commitment to transparency, accountability, and the successful fulfillment of grant obligations.

## 10. Conclusion

The communication plan of the SEAGLOW Project plays a crucial role in realizing the project's goals. The project aims to showcase the impact and potential of various technologies that can reduce fossil fuel consumption and greenhouse gas emissions on small-scale fishing boats. An effective communication strategy will ensure that the project's innovations and findings are accurately disseminated, fostering the adoption of sustainable practices in the fishing industry.

The primary objectives of the communication plan are to raise awareness, share knowledge, ensure transparency, and influence behaviour in the fisheries sector. Raising awareness about the SEAGLOW Project among stakeholders is crucial for garnering support and fostering a collective effort towards sustainable fishing practices. Providing information about the results achieved by using the technological applications being tested will inspire similar initiatives and technological advancements in other regions and industries. Ensuring transparent communication about the project's progress, methodologies, and results will build credibility and trust among stakeholders. The dissemination of data and findings from the case vessels will highlight the benefits of the technologies in real operational conditions, encouraging more fishers to adopt sustainable practices.

The communication plan includes several key components, such as identifying and engaging key stakeholders early in the project, utilizing a variety of communication channels to reach a broad audience, developing comprehensive materials, publishing regular press releases on the project's progress, and highlighting success stories and case studies from the vessels involved in the project.

Stakeholders will be able to follow the project's advancements through the project website, social media, and in the media. Interactive platforms such as workshops will be created for stakeholders to engage with the consortium. The project will wrap-up



with a comprehensive dissemination event that showcases the final results and provides a roadmap for future initiatives based on the project's findings.

By implementing a robust communication plan, the SEAGLOW project will not only achieve its immediate objectives but also contribute to a broader movement towards environmental sustainability in the maritime industry.



## Annexe 1

### Sectoral conferences and public-facing events that SEAGLOW is considering for participation

<b>2024</b>				
Hav Expo 2024	Bergen	Norway	<a href="https://havexpo.no/en/">https://havexpo.no/en/</a>	6 - 8 May 2024
Scottish Skipper Expo	Aberdeen	Scotland	<a href="https://theskipper.ie/scottish-skipper-expo/">https://theskipper.ie/scottish-skipper-expo/</a>	9 - 10 May 2024
Aquaculture UK	Aviemore	Scotland	<a href="https://aquacultureuk.com/">https://aquacultureuk.com/</a>	14 - 15 May 2024
European Maritime Day 2024	Svenborg	Denmark	<a href="https://maritime-day.ec.europa.eu/conference_en#european-maritime-day-2024">https://maritime-day.ec.europa.eu/conference_en#european-maritime-day-2024</a>	30 - 31 May 2024
Nor-Fishing	Trondheim	Norway	<a href="https://nor-fishing.no/en/">https://nor-fishing.no/en/</a>	20 - 22 August 2024
Aqua 2024	Copenhagen	Denmark	<a href="https://www.eaba-association.org/en/events/">https://www.eaba-association.org/en/events/</a>	26 - 30 August 2024
SMM 2024	Hamburg	Germany	<a href="https://www.smm-hamburg.com/">https://www.smm-hamburg.com/</a>	03 - 06 September 2024
<b>2025</b>				
European Maritime Day	Cork	Ireland	<a href="https://maritime-day.ec.europa.eu/about-european-maritime-day_en">https://maritime-day.ec.europa.eu/about-european-maritime-day_en</a>	xx May 2025
Aqua Nor 2025	Trondheim	Norway	<a href="https://aquanor.no/en/">https://aquanor.no/en/</a>	19 - 21 August 2025
Bluefish Expo 2025	Ålesund	Norge	<a href="https://www.bluefish.no/no">https://www.bluefish.no/no</a>	2 - 4 September 2025
IceFish 2025	Reykjavik	Iceland	<a href="https://icelandfishexpo.is/en/">https://icelandfishexpo.is/en/</a>	10 - 12 September 2025
DanFish 2025	Aalborg	Denmark	<a href="https://danfish.com/en/">https://danfish.com/en/</a>	7 - 9 October 2025

## Annexe 2

### List of Projects within the Consortium

Project	Description
SINTEF: Sea Zero (zero-emission coastal express by 2030 in Norway)	Application of various technologies (e.g., batteries and anti-fouling coating) on Hurtigruten vessels to reduce greenhouse gas emissions and sustainability assessment of them
SINTEF: Electrification of the coastal fishing fleet using batteries and fuel cells	General arrangement of a 13 m fishing vessel to use batteries, fuel cells, hydrogen and ammonia. Environmental, economic, safety and infrastructure assessment
SINTEF: Preparation of knowledgebase for reducing CO2 emissions from the fishing fleet in the short (2030) and long term (2050)	Emission reduction potential of various technologies and alternative fuels, scenarios for the green shift in fisheries, developing a model for estimating & registering fuel consumption and CO2 emissions from fisheries
SINTEF: ZeroKyst (Decarbonising the fisheries & aquaculture industries)	Development and demonstration of a new zero-emission powertrain (Siemens Blue Drive and HybridZ), a new zero-emission vessel, 10 retrofitted vessels, services for retrofitting and maintaining zero-emission vessels, and a complete solution for a flexible supply of electricity and green hydrogen as maritime fuel.
DTI: Energy audit on fishing vessels	Performed energy audits on 155 fishing vessels. Average energy saving potential 13.52%. EFF 2007-2013.
DTI: Handbook in Energy Savings for Fishing Vessels	The European Fisheries Fund: Denmark and EU's investment in sustainable fishery, December 2011
DTI: The Progress of Advanced Marine Fuels	IEA-AMF Task 60 (Task Manager), 2023
DTI: Methanol as Fuel for Marine Diesel Engines	Design of a low-compression methanol engine with MAN ES, 2022. EUDP Final report 64019- 0036.
NDEU and FBCD: Enterprise Europe Network	DG GROW network to promote business, research and innovation across 60 countries including all EU, accession regions and key neighbouring countries. NDEU chairs the Maritime Sector Group for the network, giving access to potential dissemination partners.
NDEU: EENERGY SMP-COSME-2023-EENEE-01	SMP cascade grant project ensuring vouchers for energy transition for 900 SMEs across Europe aimed at supporting the implementation of energy efficient solutions in energy intensive sectors

FCML: AIRCOAT coating solutions for maritime surfaces.	The Horizon 2020 project, coordinated by Fraunhofer CML. A micro-structured surface was designed and applied to a self-adhesive film to create a novel coating solution for ships that reduces frictional resistance and associated GHG emissions as well as underwater noise radiation and emission of toxic substances.
FCML: SCIPPER, state-of-the-art monitoring of emissions from ships	Horizon 2020 project SCIPPER objectives are achieved in five real-world experimental campaigns involving actual vessels and the largest ports in the EU. A mirror activity in Asia has been scheduled to validate results obtained in the EU.
FCML: Vindskip - prediction and route optimisation system.	Norwegian wind assisted ship concept where the whole superstructure of the ship acts as a sail, creating a unique fully passive system wind propulsion system. FCML developed a powering prediction and route optimisation solution for the concept, considering aero-hydrodynamic characteristics of the design as well as influence of waves and wind.
RISE: LC-IMPACT	The project objectives were the development and application of life cycle impact assessment methods, characterisation, and normalisation factors.
RISE: HYMETHSHIP	An H2020 project, HyMethShip combined a membrane reactor, a CO <sub>2</sub> capture system, a storage system for CO <sub>2</sub> and methanol as well as a hydrogen-fuelled combustion engine into one system.
RISE: FASTWATER	Fast track to clean and carbon-neutral waterborne transport through gradual introduction of methanol.

### Annexe 3

#### EU-funded projects and initiatives that SEAGLOW is considering for potential cooperation

	Name	Programme	Call	Link on EC portal
HORIZON-CL5-2021-D5-01	Nextgen vehicles: Innovative zero emission BEV architectures for regional medium freight haulage (2ZERO)	Horizon Europe Framework Programme	Clean and competitive solutions for all transport modes	<a href="https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl5-2021-d5-01-01">https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl5-2021-d5-01-01</a>
HORIZON-CL5-2022-D5-01-01	Exploiting electrical energy storage systems and better optimising large battery electric power within fully battery electric and hybrid ships (ZEWT Partnership)	Horizon Europe Framework Programme (HORIZON)	Clean and competitive solutions for all transport modes	<a href="https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl5-2022-d5-01-01">https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl5-2022-d5-01-01</a>
HORIZON-CL5-2023-D5-3	Frugal zero-emission vehicles concepts for the urban passenger challenge (2ZERO Partnership)	Horizon Europe Framework Programme (HORIZON)	Clean and competitive solutions for all transport modes	<a href="https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl5-2023-d5-01-03">https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl5-2023-d5-01-03</a>
HORIZON-CL5-2024-D5-01-03	Advanced battery system integration for next generation vehicles (2ZERO Partnership)	Horizon Europe Framework Programme (HORIZON)	Clean and competitive solutions for all transport modes	<a href="https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl5-2024-d5-01-03">https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl5-2024-d5-01-03</a>
Zero Emission Waterborne Transport Partnership (ZEWT)				<a href="https://www.waterborne.eu/projects">https://www.waterborne.eu/projects</a>
the Sustainable Blue Economy Partnership (SBEP)				<a href="https://bluepartnership.eu/">https://bluepartnership.eu/</a>



*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)

Social media guidelines for project partners

*As part of the collective effort to enhance the visibility of the Seaglow Project, the following guidelines outline how the project's social media channels will be managed. The objective is to ensure consistency and effective communication across all platforms, with the participation of Work Package 6 (WP6) partners and communication contacts of other partner organizations.*

## **1. Seaglow Official Channels Management**

It is expected that different project partners will assume responsibility for the management of Seaglow's official social media channels as follows:

- **LIFE** will oversee **X (formerly Twitter)**.
- **NDEU** will oversee **Facebook**.
- **FBCD** will oversee **LinkedIn**.

These partners will ensure that the respective channels remain active by taking care of community management, including:

- monitoring posts, mentions, hashtags, and comments to stay updated on what users are saying about Seaglow.
- liking and sharing user-generated content to build relationships and encourage interaction
- responding to enquiries in a timely and appropriate manner
- following channels that could be relevant for the Seaglow industry and partners

Access credentials for the channels will be stored by WP6 partners.

## **2. Content Creation, Approval & Coordination for Seaglow Official Channels**

Original content published on Seaglow official accounts will be created in two ways:

- a) Content provided by project partners

Partners will provide a draft of the posts with text, pictures and other background information to WP6 leader, which will review and approve it before publishing it on relevant social media channels

- b) Content created by WP6 leader

Additional original content will be created and scheduled, mainly based on the information provided in the **shared calendar**, which will be maintained on Teams by the Project Coordination Team (NDEU).

Content posted on Seaglow social media accounts will focus on building visibility, sharing progress, engaging stakeholders, and demonstrating the project's impact.

Examples of content that will potentially be shared include:

<b>Project Updates and Milestones</b>	<ul style="list-style-type: none"><li>Announce major milestones such as project launches, important meetings, and the completion of key phases.</li><li>Share updates on the project's progress, including research findings, new collaborations, and developments in the work packages.</li><li>Highlight important deliverables or reports.</li></ul>
<b>Partner Introductions and Collaborations</b>	<ul style="list-style-type: none"><li>Introduce the project partners, explaining their roles and expertise.</li><li>Showcase collaboration efforts between the various organizations involved.</li><li>Highlight any cross-border or interdisciplinary collaborations.</li></ul>
<b>Event Announcements and Highlights</b>	<ul style="list-style-type: none"><li>Promote upcoming events such as workshops, conferences, webinars, or training sessions.</li><li>Share summaries and key takeaways from events the project has organized or participated in.</li><li>Post updates or recaps from events, including photos, quotes, and insights.</li></ul>
<b>Impact Stories and Case Studies</b>	<ul style="list-style-type: none"><li>Share case studies or success stories that showcase the project's tangible impact on communities, industries, or research.</li><li>Feature interviews or testimonials from project beneficiaries, stakeholders, or team members.</li></ul>
<b>Educational and Informative Content</b>	<ul style="list-style-type: none"><li>Post articles, blog posts, or infographics that explain the goals and benefits of the project.</li><li>Share insights on relevant topics such as research areas, societal challenges, or innovations that the project is addressing.</li><li>Disseminate findings from the project in a simplified, engaging format.</li></ul>
<b>Media and Press Releases</b>	<ul style="list-style-type: none"><li>Share press releases announcing major project developments, collaborations, or results.</li><li>Post links to media coverage of the project, including news articles, interviews, and videos.</li></ul>
<b>EU and Funding Acknowledgments</b>	<ul style="list-style-type: none"><li>Acknowledge the support of the European Union and funding bodies by regularly tagging them and including official logos in posts.</li></ul>

	<ul style="list-style-type: none"> <li>Share updates on how the project aligns with broader EU goals or policy initiatives (e.g., Green Deal, Digital Europe).</li> </ul>
<b>Calls to Action and Participation</b>	<ul style="list-style-type: none"> <li>Announce opportunities for stakeholders or the public to participate, such as surveys, consultations, or calls for collaboration.</li> <li>Encourage attendance at project-organized events, workshops, or presentations.</li> </ul>
<b>Visual and Interactive Content</b>	<ul style="list-style-type: none"> <li>Post high-quality images, videos, or animations related to the project's activities, such as fieldwork, research, or events.</li> <li>Share project infographics or data visualizations that explain complex topics in a user-friendly way.</li> </ul>
<b>Sustainability and Impact Metrics</b>	<ul style="list-style-type: none"> <li>Share metrics and data that demonstrate the project's contribution to sustainability, innovation, or societal impact.</li> <li>Highlight progress toward achieving key performance indicators (KPIs) or goals.</li> </ul>

### 3. Special Social Media Packages

For significant announcements or particularly relevant content, a **social media package** will be prepared by the WP6 partners. This package will typically include:

- Suggested post copy.
- Visual assets, such as images or infographics.
- Appropriate hashtags and tagging guidelines.

These materials will be distributed to the communications representatives of all Seaglow partners, allowing for coordinated and timely dissemination across various channels to maximize the impact of the content.

### 4. Content Creation, Approval & Coordination on all other project partners official channels

All project partners are encouraged to post about the Seaglow Project on their respective organization's social media channels and are welcome to tag the project where appropriate. Partners are, of course, **free to create and share posts as they deem appropriate**, without the need for prior authorization.

By sharing relevant updates and content, partners can play an active role in building the project's media presence and expanding its reach. This collaborative approach will

amplify the project's visibility and ensure that key messages reach a broader audience across various networks.

#### **4. Social Media Resources & Contacts**

To facilitate seamless communication and coordination, an open Excel file will be made available to all project partners on the Teams platform. This file will contain key information, including:

- Partner social media accounts (both corporate and staff, when appropriate)
- A list of communications contacts for each partner organization.

The file will be kept updated to ensure that all partners have access to the most current information.

#### **5. Analytics and Reporting**

In the Seaglow Project, WP6 leader will be responsible for overseeing the analytics of the project's official channels to ensure effective engagement and impact. This monitoring will be carried out using the organic analytics tools provided by each social media and communication platform, allowing for real-time insights into performance metrics. Additionally, WP6 partners will enhance their analytics capabilities by subscribing to an external monitoring system. This comprehensive approach will not only aid in assessing the project's outreach and effectiveness but also provide valuable data for detailed reporting purposes.

PROJECT: SEAGLOW 2024

# Logo Guidelines

# OUR LOGO



LOGO GUIDELINES

# COLOR GUIDELINES

#01328a

#aec93e

EMPOWERING THE ENERGY TRANSITION



# TYPOGRAPHY

## OPEN SANS LIGHT

Presentation are communication tools that can be used to as demonstrations, lectures, reports, and more.

## OPEN SANS BOLD

For Titles, Aletres, Name, Headings, etc...

SWITCH COLORS

