

# WP7 Communication, Dissemination & Exploitation

SSBE, DLT, HER, IFR, GEM, COV, USTIR, MARIS, SMHI, CNR, TEM

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# Work Package 7: Communication, Dissemination & Exploitation

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# Work Package 7: Communication, Dissemination & Exploitation

Meet the Team!



WP7 LEAD

**Julia Vera**

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WP7 Lead & Team Lead @ SSBE



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Senior Communications Officer  
LandSeaLot **Task 7.2 Lead**



**Debbie Tsang**

Junior Science Officer  
LandSeaLot **PCO @ SSBE**



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Science & Comms Officer



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Junior Communications Officer



**Anaïs Dyckmans**

Multimedia Expert



**Oonagh McMeel**

Lead Manager Science & Policy

Presenting on behalf of WP7 Partners





# WP7 Objective

**WP7 overall objective is to maximise the impact of LandSeaLot by ensuring effective Dissemination, Exploitation & Communication of the project's activities and its results.**

**WP7 designs, develops, implements and updates LandSeaLot DEC strategy, supporting effective stakeholder engagement and participation across the action.**



Target Stakeholder Groups (SGs)	
SG.1	<b>Researchers &amp; data scientists and managers</b> Scientists (in situ/satellite observation, modelling, research) bridging LSI communities, including data scientists. Data managers working in marine and freshwater domains.
SG.2	<b>Research Infrastructures</b> The LSL RI partners (JERICO-RI, DANUBIUS-RI, ICOS-ERIC), other relevant environmental RIs (eLTER, EMBRC, Lifewatch, AQUACOSM), and the ENVRI/BeerI.
SG.3	<b>Long-term EU marine data services &amp; relevant EU initiatives</b> Copernicus Marine, EMODnet, SEADatNet, EuroGOOS
SG.4	<b>Users &amp; managers of the land-sea environment</b> Delta & estuaries management organisations, Protected Area managers, Port Authorities, fishermen & aquaculture professionals, agricultural communities in delta areas affected by saltwater intrusion and reduction of freshwater availability (e.g., farmers), communities affected by the loss of land (e.g., coastal tourism destination management organisations and operators, inhabitants of urban areas exposed to extreme events), local NGOs.
SG.5	<b>Citizen science leaders &amp; multipliers</b> Citizen scientists, citizen science networks and organisations, TEM associated marinas, teachers, trainers
SG.6	<b>Innovators (SMEs)</b> Producers and/or distributors of low-cost remote sensors and technologies
SG.7	<b>Mission Lighthouses &amp; Blue Parks initiatives:</b> CSA supporting Mission Lighthouses and Blue Parks initiatives
SG.8	<b>Water quality reporting organisations:</b> EEA, Regional Sea Conventions (i.e., OSPAR, HELCOM, Black Sea Commission, Barcelona Convention), national Member States reporting to MSFD & WFD
SG.9	<b>European Space Agency (ESA)</b>
SG.10	<b>EU &amp; international policy and governance bodies</b> European Commission (DG ENV, DG MARE, DG DEFIS), International Ocean Commission
SG.11	<b>International ocean observing efforts &amp; UN Agenda 2030 initiatives</b> GEOSS, UN Decade of Ocean Science and UN Decade of Ecosystem Restoration

# WP7 Tasks, Milestones & Deliverables



## T7.1 Designing an impact driven Communication & Outreach Plan [Feb2024 - Jul2025]

Lead: SSBE; Participants: DLT, HER, IFR, GEM, COV, USTIR, MARIS, SMHI, CNR

- **D7.1** Communications & Outreach Plan SSBE (M6)
- **D7.2** Update of LandSeaLot COP SSBE (M18)

Task 7.1  
PLANNING

## T7.2 Promoting stakeholder interactions via effective communications & outreach [Feb2024 - Jan2028]

Lead: SSBE Participants: DLT, HER, IFR, GEM, COV, USTIR, MARIS, SMHI, CNR

- **MS2** LandSeaLot project website SSBE (M6)
- **MS9** Factsheets – support outreach activities SSBE (M13)
- **MS18** First LandSeaLot project video – support project outreach SSBE (M12)
- **MS19** Final LandSeaLot project video – support project legacy SSBE (M48)

Task 7.2  
STORYTELLING

## T7.3 Enabling dissemination & knowledge transfer, linking Land-Sea observing communities

[Feb2024 - Jan2028]

Lead: SMHI Participants: IFR, MARIS, SSBE, TEM

- **D7.3** Leveraging low-cost technologies to support land-sea observations through citizen science – initial report SMHI (M36)
- **D7.4** Leveraging low-cost technologies to support land-sea observations through citizen science –final report SMHI (M48)
- **MS11** Training Academy SMHI

Task 7.3  
TRAINING

## T7.4 Building paths towards exploitation & legacy, policy foresight & recommendations [Feb2024 -

Jan2028]

Lead: COV Participants: SSBE, DLT, HER, IFR, GEM, USTIR, MARIS, SMHI, CNR, COV

- **D7.5** LandSeaLot initial exploitation plan COV (M11)
- **D7.6** LandSeaLot final exploitation plan COV (M40)
- **D7.7** Draft Policy Brief: Enhancing & Sustaining Observations of the Land-Sea Interface in support of EU GD & the Mission SSBE (M40)
- **D7.8** Final Policy Brief SSBE (M48)
- **MS16** Draft (updated) Exploitation Plan circulated to Consortium for feedback COV (M36)
- **MS20** Consultation towards vision & policy recommendations launched SSBE (M40)

Task 7.4  
EXPLOITATION &  
LEGACY

# Overall effort & Partners involved

## WP7 Roles



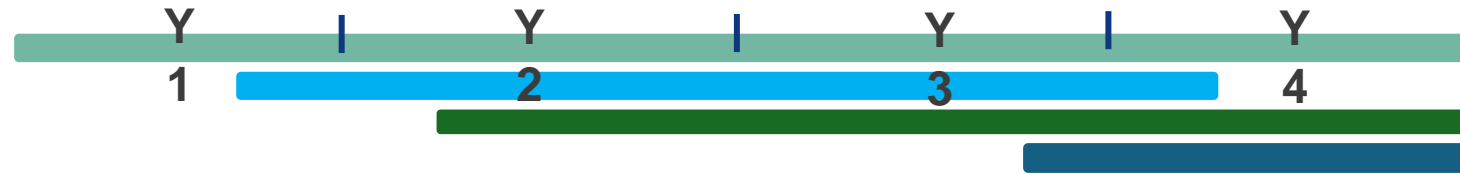
<b>Task 7.1 PLANNING</b>	<b>Lead:</b> SSBE <b>Participants:</b> DLT, HER, IFR, GEM, COV, USTIR, MARIS, SMHI, CNR
<b>Task 7.2 STORYTELLING</b>	<b>Lead:</b> SSBE <b>Participants:</b> DLT, HER, IFR, GEM, COV, USTIR, MARIS, SMHI, CNR
<b>Task 7.3 TRAINING</b>	<b>Lead:</b> SMHI, <b>Participants:</b> IFR, MARIS, TEM, SSBE
<b>Task 7.4 EXPLOITATION &amp; LEGACY</b>	<b>Lead:</b> COV <b>Participants:</b> SSBE, DLT, HER, IFR, GEM, USTIR, MARIS, SMHI, CNR

<b>Partner</b>	<b>PMs</b>
Seascope Belgium	34
Ifremer	5,5
SMHI	5,5
Covartec	5
Geoecomar	4,5
CNR	3,5
MARIS	3,5
Deltares	3
Hereon	3
USTIR	3
Tansnational Marinas	1
<b>TOTAL</b>	<b>71,5</b>



# WP7 Links with other Work Packages

## Communication & Outreach Campaigns in support of Project activities



### WP1-WP7 Campaign 1 - Promoting for Visibility and Outreach

Generating awareness, as well as identifying and connecting with members of key stakeholder groups to bring them onboard via targeted communications and storytelling activities.

**Delivers:** Project website, social media, blogs, newsletters, press releases, promo video, multimedia, PPC campaigns. **Supports** > LSL webinars

### WP2-WP5 Campaign 2 - Engaging for Co-design

Producing attractive materials and driving communications to support the engagement of selected stakeholders in co-design activities across WPs (e.g., WP2 LSL Co-designer Forum, WP4 LSL Citizen Empowerment Forum, WP5 LSL Integration Labs), for productive stakeholder interactions.

**Delivers:** Factsheets (9), Infographic (1) on LSI, Mid-Term Conference **Supports** > LSL Weeks (3), LSC/LCD Workshops (3), Integration Workshops (4), Online surveys

### WP5, WP7 Campaign 3 – Onboarding in Training for Wider Dissemination and Uptake

Giving outreach to networking and training opportunities undertaken to connect land-sea communities, and to build capacity amongst citizen scientists to enable them to leverage innovative low-cost technologies when addressing observations of the LSI.

**Supports** > LSL Weeks (3), Training Academy & materials

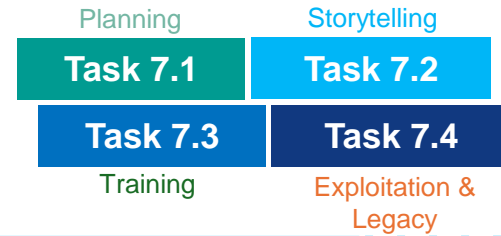
### WP2-WP7 Campaign 4: Transferring Knowledge for Exploitation and Sustainability

Supporting the transfer of knowledge and lessons learned from the project to key target audiences, ensuring wide exploitation and uptake of results, towards long-term impact and sustainability.

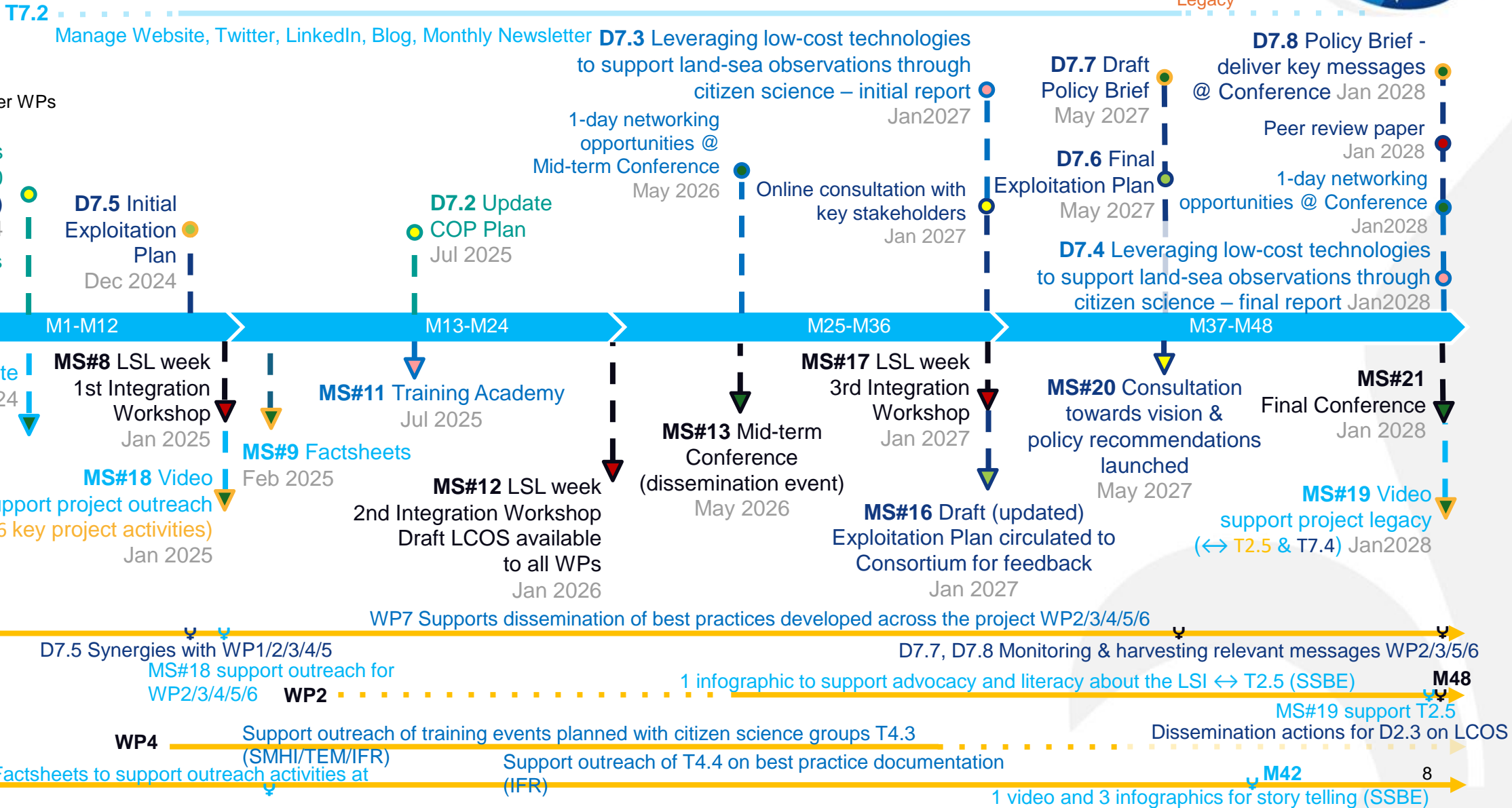
**Delivers:** Infographics (3) introducing the value of integrated observations (for biodiversity, climate change, pollution) final video, Policy brief, Final Conference. **Supports** > Posters at third-party events, dissemination of Citizen-Science Toolkit (WP5), Roadmap for integrating observations and models at the LSI (WP3), Recommended interoperability & semantic solutions (WP4), LCOS & Exploitation Plan

# WP7 Links with other Work Packages

## Timeline of Tasks, Deliverables, Milestones



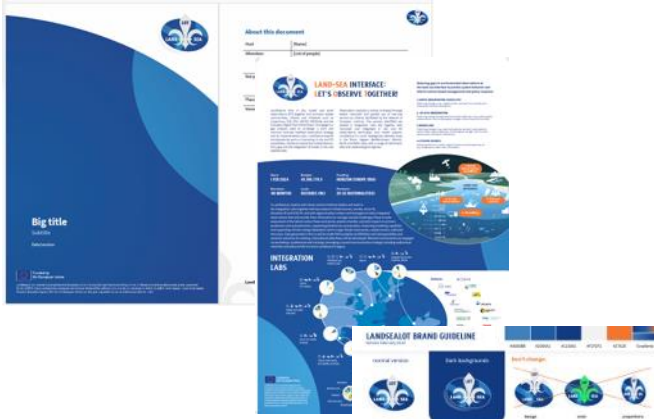
- Lead by
- ▲ SSBE
  - ▲ SMHI
  - ▲ COV
  - ▲ DLT
  - △ Connect to other WPs



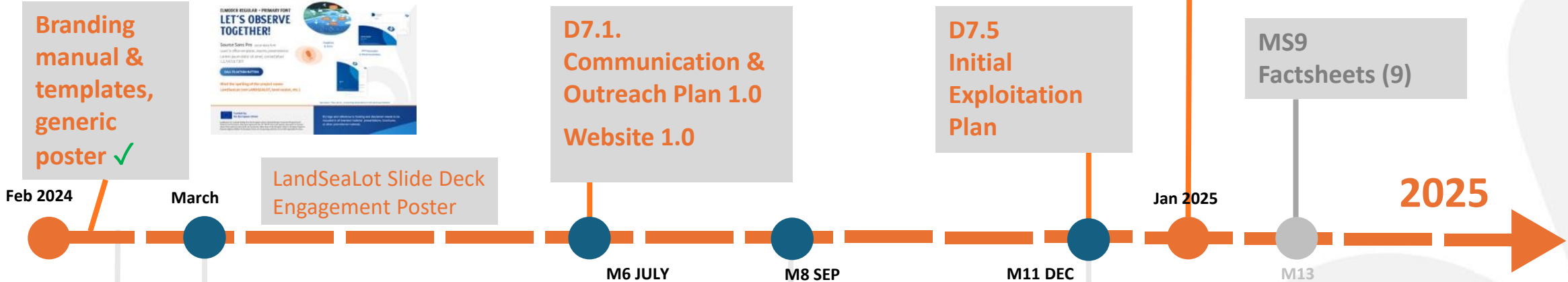


# Our Work Plan Priorities

## M1-M12



Landsealot.eu



Support presence at Events

AGU Ocean Sciences Meeting 2024

DOORS Stakeholder Conference: Black Sea Futures: Science, Prosperity and People 23-24 April 2024

...others?