Ref. Ares(2025)1625150 - 28/02/2025

Project Acronym:	SEADOTs
Grant Agreement number:	101156488 (HORIZON-CL5-2023-D6-01-03 – HORIZON Innovation Actions)
Project Start Date	1st September, 2024
Project Full Title:	Social-Ecological Ocean Management Applications with Digital Ocean Twins





Funded by the Horizon Research & Innovation Programme part of the EU Missions of the European Union

DELIVERABLE 5.2

D5.2-Dissemination Plan and Communication Activities, Version 1

Dissemination level:	PU -Public
Type of Document	DEC - Websites, patent filings, videos, etc
Contractual date of delivery	28/2/2025
Deliverable Leader	NETCOMPANY – INTRASOFT (INTRA)
Status - version, date	Final – v1.0, 28/2/2025
WP / Task responsible	WP5
Keywords:	Ocean, Climate Change, Ocean Monitoring, Ocean Management, Socio-Ecological

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Executive Summary

This document, Deliverable 5.2 – Dissemination Plan and Communication Activities (Version 1), outlines the strategic framework for communication, dissemination, and stakeholder engagement in the SEADOTs project. As part of Work Package 5 (WP5) – Engagement: Stakeholder Engagement, Dissemination, and Exploitation, this deliverable establishes a comprehensive plan to ensure project visibility, maximize outreach, and facilitate knowledge transfer across scientific, policy, and industry communities.

The SEADOTs project focuses on advancing sustainable ocean governance by integrating socio-ecological and socio-economic models into Digital Ocean Twins (DOTs). To support this mission, the dissemination and communication strategy employs a multi-channel approach, including a dedicated project website, social media engagement, press releases, scientific publications, conference participation, and stakeholder collaboration. The project also ensures strong branding and visual identity, with customized communication materials such as brochures, posters, roll-ups, and newsletters designed to enhance stakeholder engagement.

This document also defines the Key Performance Indicators (KPIs) that will be used to monitor outreach effectiveness, track engagement across social media, website traffic, event participation, and scientific impact, and refine communication activities accordingly. As SEADOTs progresses, the final version of this deliverable (D5.5) will provide a comprehensive assessment of the project's long-term dissemination impact, ensuring its outputs remain relevant and accessible beyond the project's duration.

SEADOTs (Social-Ecological Ocean Management Applications using Digital Ocean Twins) has the objective of advancing holistic, just and sustainable ocean management by bringing a predictive component for social-ecological aspects into comprehensive digital ocean twins (DOTs). These DOTs will combine digital twins of the ocean (DTO) with human activities in the ocean and combine socio-ecological and socio-economic data with ocean data, ecosystem data, and a variety of models. By creating and demonstrating applications in the Norwegian North Sea, the Southern North Sea and the Baltic Sea that address current challenges and developments and can simulate the intricate interactions between human activities and marine ecosystems, SEADOTs aims to facilitate and inform political decision making, marine spatial planning and adaptive management. SEADOTs ambition is to help safeguard ocean ecosystems, promote sustainable resource use, and enhance social and economic well-being.

The project will leverage developments from ongoing Mission and Green Deal projects where partners are involved in, including the European Digital Twin projects Iliad and EDITO, OLAMUR, and CLIMAREST and demonstrate Ocean Management Applications with Digital Ocean Twins on the EU Digital Twin Ocean (DTO) infrastructure as well as distributed platforms for socio-ecological, socio-economic and political endpoints. For that purpose, will SEADOTs work with data acquisition and beyond the state of the art and the objective to provide spatially explicit social-ecological data and data interoperability with geospatial ocean data also after the project period in suitable repositories, through stakeholder capacity building and through collaboration with the co-funded projects of this call. The SEADOTS consortium was built across scientific and technical excellence and is accompanied by an Advisory Board that spans marine spatial planning, political aspects, gaming and social science as well as Ocean Best Practices.

Deliverable Leader:	Nikolaos Chondrogiannis (INTRA)
Contributors:	
Reviewers:	Ute Brönner, Agnes Piecyk
Approved by:	Ute Brönner

Document History			
Version	**Date**	**Contributor(s)**	**Description**
0.1	2025-2-3	Nikolaos Chondrogiannis	Initial Draft Creation (Website Content and Information)
0.2	2025-2-12	Nikolaos Chondrogiannis	Content Expansion and Refinement (Additional Information and Screenshots)
0.3	2025-2-19	Nikolaos Chondrogiannis	Review
0.4	2025-2-20	Nikolaos Chondrogiannis	Images of Promotional Materials Added
0.5	2025-2-27	Nikolaos Chondrogiannis	Review of the deliverable and implementation of the provided feedback
1.0	2025-2-27	Nikolaos Chondrogiannis	Final version

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Definitions, Acronyms and Abbreviations

Acronym/Abbreviation	Title
DITTO	Digital Twins of the Ocean programme within the UN Decade of Ocean Science for Sustainable Development
DTO	Digital Twins of the Ocean
DOTs	Digital Ocean Twins
EU DTO	European Digital Twin of the Ocean
WP	Work Package
KPI	Key Performance Indicator
GA4	Google Analytics 4
EMODnet	European Marine Observation and Data Network
EC	European Commission
Horizon Europe	EU Framework Programme for Research & Innovation
MIP Ocean	Mission Implementation Platform for Ocean and Waters
EDITO	European Digital Twin of the Ocean
Iliad Project	EU-funded project developing interoperable Digital Ocean Twins
OLAMUR	EU-funded project: Multi-use offshore marine infrastructure
CLIMAREST	EU-funded project: Climate resilience and marine ecosystem restoration
DTO-BioFlow	EU-funded project: Integration of biodiversity monitoring data into the Digital Twin Ocean
Mission Ocean & Waters	EU initiative focused on ocean health and blue economy
SEO	Search Engine Optimization
GDPR	General Data Protection Regulation
EERA	European Energy Research Alliance
ICES	International Council for the Exploration of the Sea

1. Introduction

1.1 Objectives of the Deliverable

The D5.2 "Dissemination plan and communication activities, version 1" is part of Work Package 5 (WP5) – Engagement: Stakeholder Engagement, Dissemination, and Exploitation within the SEADOTs project. This deliverable serves as a foundational component of the project's dissemination and communication framework, developed in alignment with SEADOTs' objectives and work plan over its 36-month duration.

The purpose of this deliverable is to establish and present a comprehensive dissemination and communication strategy for SEADOTs, incorporating early project results, key messaging, and stakeholder engagement approaches. It outlines the characteristics of the information that needs to be disseminated and defines the target audiences, ensuring a high-impact outreach strategy. The document also details the assessment metrics, expected outcomes, and impact measurement tools that will guide and evaluate the project's awareness-raising and promotional efforts throughout its lifecycle.

As the first version of this deliverable, it reflects the activities undertaken during the first six months of the project and provides an overview of the planned actions for the upcoming months. A final version of this report, entitled D5.5 - Dissemination Plan and Communication Activities (Final Version), will be submitted at a later stage, including, and assessing the full scope of dissemination and communication activities carried out throughout the project.

Additionally, another deliverable, D5.1 - Project Website Report (SEADOTs, n.d.), was submitted in Month 3 (M3), detailing the development, launch, and functionalities of the SEADOTs website and it falls under the T5.1 Stakeholder Engagement and Dissemination, implement effective stakeholder engagement strategies. Together, these three deliverables form the core reporting structure for WP5, ensuring a transparent and strategic approach to dissemination and communication.

WP5 plays a central role in identifying and engaging key stakeholders, ensuring their involvement in SEADOTs' research and technological developments. Additionally, the work package focuses on the creation of high-quality communication materials, including digital content, promotional assets, and multimedia training material. These materials are designed to support SEADOTs' overarching dissemination strategy, enhancing visibility and engagement across various stakeholder communities.

Through these targeted activities, SEADOTs aims to increase awareness, foster collaboration, and ensure knowledge transfer among policymakers, researchers, marine industry professionals, and the broader public, reinforcing its contributions to sustainable ocean governance.

The purpose of the deliverable is to outline an all-encompassing dissemination and communication plan, aiming to present all the aforementioned targets and goals and particularly to:

- Present the strategy put in place for the dissemination and communication of knowledge and results.

- Define the rules and procedures that will be applied to implement, monitor and evaluate all the communication and engagement activities.

- Ensure the dissemination and communication of the project's results by the partners and that the technologies produced from research activities will be exploited by industrial partners.

- Identify and develop for each target audience a tailored suite of dissemination and engagement tools & channels.

- Depict the methods, tools and promotional material (e.g. project logo, website, printable dissemination material, events, publications) that will be used in the project's dissemination and communication.

- Provide a complete overview of the planned communication and outreach activities, as well as list other potential dissemination opportunities to be exploited in the project.

- Identify the targeted audiences in the industrial and business world, communities of users and experts, relevant projects and initiatives, policy makers, researchers in the field, and the general public who will be interested about the SEADOTs project and its outcomes.

1.2 Structure of the Deliverable

The present deliverable is organized into the following sections:

- **Section 1** serves as an introduction, providing the context, scope, and purpose of the deliverable within the SEADOTs project.
- **Section 2** outlines the objectives, vision, project phases, target audiences, and major dissemination and communication means used in SEADOTs.
- **Section 3** introduces and reports the various types of communication activities, including branding, online presence, press releases, newsletters, and multimedia content that support project outreach.
- **Section 4** presents an overview of the dissemination strategy, focusing on the approach to stakeholder engagement, scientific dissemination, and policy influence.
- **Section 5** details the planned dissemination activities, including scientific publications, participation in conferences and workshops, and engagement with key EU initiatives.
- **Section 6** highlights SEADOTs' collaboration with other projects and initiatives, emphasizing synergies with Mission Ocean & Waters, EDITO, Iliad, EcoTwin, SURIMI, SEADITO, and other EU-funded projects.
- **Section 7** provides insights into standardization activities, ensuring SEADOTs' methodologies align with existing frameworks and emerging best practices.
- **Section 8** covers monitoring and evaluation, detailing the Key Performance Indicators (KPIs) used to assess dissemination impact, engagement metrics, and progress achieved so far.

- **Section 9** summarizes the key insights and conclusions from the deliverable, reinforcing the importance of SEADOTs' dissemination and communication efforts in ensuring long-term impact.

2. Communication Strategy

2.1 Vision

The ocean is a vital resource, supporting biodiversity, climate regulation, and economic activities such as fisheries, tourism, and offshore energy. However, it faces growing environmental pressures, including climate change, pollution, and resource exploitation. The Intergovernmental Panel on Climate Change (IPCC) highlights that oceans have absorbed nearly 90% of the additional heat from human-induced global warming, leading to rising sea levels, ocean acidification, and biodiversity loss. To tackle these challenges, a holistic, interdisciplinary approach is needed, integrating scientific data, socio-economic insights, and digital technologies for effective marine governance.

The European Digital Twin of the Ocean (EU DTO) is an innovative initiative providing high-resolution, multidimensional ocean data to policymakers, researchers, and industry stakeholders. While Digital Ocean Twins (DTOs) simulate physical, chemical, and biological oceanic processes, they often lack socio-ecological dimensions, limiting their ability to address human-environment interactions in marine management. SEADOTs (Socio-Ecological Ocean Management Applications using Digital Ocean Twins) fills this gap by integrating social, economic, and ecological models into DTOs, enabling a more comprehensive and predictive decision-support system.

A key challenge in ocean management is the lack of standardized socio-economic data and modeling approaches that capture human-ocean interactions. The European Marine Observation and Data Network (EMODnet) emphasizes that integrating social and economic factors into marine spatial planning is essential for sustainable policy development. SEADOTs addresses this by enhancing data interoperability, stakeholder collaboration, and policy-driven scenario analysis, ensuring that decision-makers have access to actionable socio-ecological insights.

SEADOTs (Socio-Ecological Ocean Management Applications using Digital Ocean Twins) aims to supply socio-ecological and socio-economic data and models. It will illustrate their application within Digital Ocean Twins by fostering innovation and collaboration across various disciplines and domains. By merging socio-centric models with digital twins' depictions of specific oceanic regions, SEADOTs will enhance data collection for the social domain, which typically depends on data that is limited and lacking geospatial attributes.

SEADOTs will display the application of diverse DTO frameworks and demonstrate the capabilities of digital ocean twins through selected case studies. This will improve the understanding of intricate marine systems, considering their physical, biological, ecological, and economic determinants, aiding in informed policymaking. The successful integration of the socio-centric element into digital ocean twins necessitates a collaborative approach involving stakeholders from the social sciences, information technology, local communities, marine industries, and decision/policymaking.

This approach aims to encourage data collection and its subsequent application within the predictive facets of digital twins. Pertinent 'what-if' scenarios will focus on harmonizing sustainable fisheries management with marine protected zones, assessing the impact of

offshore wind projects on coastal communities, and examining the economic advantages and implications of shared marine spaces.

2.2 Objectives of D&C Strategy

The primary objective of the Dissemination and Communication (D&C) strategy for SEADOTs is to effectively communicate the project's core achievements, innovations, and impact to a broad audience, ensuring high visibility across Europe (Commission, 2024). The strategy is designed to promote a complete understanding of SEADOTs' contributions to sustainable ocean governance, particularly through the integration of socio-ecological and socio-economic models into Digital Ocean Twins (DOTs). By engaging both the general public and key professional stakeholders, SEADOTs aims to foster awareness, collaboration, and support for its findings, ultimately enhancing the adoption of its digital solutions in marine policymaking and management.

To achieve these objectives, the D&C strategy focuses on building a strong project identity through the development of visually compelling materials, including the SEADOTs logo, brochures, infographics, posters, and video content. A key component is the initiative-taking management of digital channels, such as the project website and social media platforms (Facebook, Instagram, LinkedIn, X (Twitter), and YouTube), ensuring continuous engagement with diverse audiences.

In addition to public communication, scientific dissemination is a key priority. SEADOTs will target peer-reviewed publications in leading marine, environmental, and digital twin journals, alongside presentations at academic and policy-focused conferences. The publication of policy briefs, white papers, and real-world case studies will further support knowledge transfer, ensuring that research findings inform industry leaders, policymakers, and marine spatial planners.

Furthermore, stakeholder engagement and strategic networking play a vital role in extending SEADOTs' impact. The project will identify key stakeholder groups, including policymakers, industry representatives, and research institutions, fostering collaboration through dedicated workshops, special interest groups, and knowledge-sharing initiatives. By integrating with European networks, Horizon Europe projects, and ocean governance frameworks, SEADOTs will leverage external expertise, enhance sustainability, and maximize its long-term influence on digital twin applications in marine management.

This integrated approach ensures that SEADOTs not only communicates its progress and results effectively but also establishes strong collaborative foundations to drive long-term adoption and real-world application of its digital ocean twin innovations.

2.3 Communication Strategy

The communication strategy for SEADOTs is designed to maximize the project's visibility, engage diverse stakeholders, and ensure the effective dissemination of results (Commission, n.d.). By leveraging multiple communication channels, SEADOTs aims to create a strong presence in the marine, policy, and digital twin ecosystems, ensuring that its findings and innovations reach key target audiences.

The communication plan follows a multi-channel approach, balancing digital outreach, traditional media, stakeholder engagement, and public events to optimize the project's impact. The key objectives of the communication plan are:

- Raise awareness about SEADOTs and their role in integrating socio-ecological and socio-economic models into Digital Ocean Twins (DOTs).
- Engage policymakers, industry stakeholders, researchers, and the general public in discussions about sustainable ocean governance.
- Ensure accessibility of project results, making findings available to target audiences through strategic communication materials.
- Encourage knowledge exchange and feedback, fostering a collaborative network of stakeholders.

2.4 List of Communication Targeted Activities

A comprehensive set of dissemination and communication activities has been planned to ensure that SEADOTs' achievements, results, and ongoing developments are effectively shared with key audiences. By leveraging diverse communication channels, SEADOTs aims to engage, inform, and involve stakeholders, ensuring that the project's findings contribute to the broader marine, policy, and research communities. These activities are designed not only to raise awareness of SEADOTs' objectives and progress but also to identify and actively engage stakeholders.

The following table presents the means and activities that will be utilized for each category of project dissemination and communication activities.

Table 1 - Communication Mechanisms

Communication mechanisms/activities	Objective	Responsibility	Timeline
Web-based communication			
Project website	Information and knowledge diffusion Results presentation	INTRA - All stakeholders	Constantly
Social Media package	Awareness creation Knowledge diffusion Results presentation	INTRA - All stakeholders Specific messages to targeted audiences	Constantly
e-Newsletter	Information and knowledge diffusion Results presentation	INTRA - All stakeholders, especially targeted stakeholders	Periodically based on project developments
e-Publications (third portals' publications)	Awareness creation Knowledge diffusion	INTRA - All stakeholders and targeted depending	As appropriate

	Results presentation Collaboration	on the targeted/ used portal	
Audio visual and multimedia	Awareness creation Information and knowledge diffusion Results presentation	General public All interested stakeholders	As appropriate

2.4.1 Stakeholder Engagement Strategy

SEADOTs is designed to be highly collaborative, involving diverse stakeholders from policymakers, researchers, industry, and civil society to ensure the effective integration of socio-ecological and socio-economic data into Digital Ocean Twins (DOTs). The stakeholder engagement strategy aims to maximize the uptake and impact of SEADOTs' findings, tools, and methodologies while fostering long-term cooperation.

The SEADOTs communication strategy is structured to engage a diverse range of stakeholders involved in marine governance, digital twin technologies, socio-ecological research, and sustainable ocean management. The table below provides an overview of the potential key stakeholders, their relevance to the project, their objectives, engagement strategies, and key messages tailored to their specific interests.

Table 2 - Stakeholder Engagement Framework

Stakeholder Group	Objective	Description & Relevance to SEADOTs	Engagement Strategy	Key Message
Policymakers & Regulatory Bodies *(European Commission, DG MARE, DG ENV, National Governments, Marine Regulators, EU Missions & Initiatives such as Digital Twin Ocean & Mission Ocean & Waters)*	Support **evidence-based policymaking** through data-driven insights and policy recommendations. Align SEADOTs with EU policy frameworks on **marine spatial planning, climate resilience, and the blue economy**.	Includes EU institutions (European Commission, DG MARE, DG ENV), national governments, and regional marine regulators responsible for ocean governance. These stakeholders influence marine spatial planning, sustainability policies, and digital twin integration into decision-making. SEADOTs will provide policy briefs and recommendations to support evidence-based policymaking.	- Policy briefs summarizing **SEADOTs' contributions to sustainable marine governance**. - **Targeted policy workshops**	SEADOTs enhances ocean policy with data-driven socio-ecological insights, improving decision-making and long-term marine sustainability.
Scientific & Research Community *(Universities, Marine Research Institutes, Climate*	Strengthen **collaborative research and innovation** on Digital Ocean Twins and socio-ecological modelling. Promote **open science and data sharing** to advance marine digital twins.	Universities, marine research institutes, and digital twin experts working on ocean conservation, climate change adaptation, and socio-economic modeling. SEADOTs will contribute to open-access research, scientific	- **Publication of peer-reviewed research** in open-access journals. - **Scientific conferences & workshops** (DITTO, ICES, European Maritime Day). - **Collaborations with Horizon**	SEADOTs advances socio-ecological research by integrating human-ocean interactions into Digital Ocean Twins.

& Socio-Economic Modelling Experts)		conferences, and interdisciplinary collaborations to enhance digital ocean twin capabilities.	**Europe projects & EU DTO network**.	
Data Scientists & AI Researchers *(Machine Learning, AI, and Geospatial Data Experts in marine systems)*	Enhance **data standardization, interoperability**. Improve predictive modelling in marine socio-ecological systems.	Experts in machine learning, artificial intelligence, and geospatial data analytics who develop models for ocean observation and prediction. SEADOTs will engage them to improve data interoperability and predictive analytics for socio-ecological systems.	- **Data-sharing initiatives** with EU DTO, EMODnet. - **Collaboration with Open Geospatial Consortium (OGC) on interoperability frameworks**.	SEADOTs advances digital twins by integrating socio-economic datasets with marine data systems.
Blue Economy Stakeholders	Provide **assessment tools** for balancing economic activities and conservation.	Includes **fisheries, aquaculture, maritime transport, and marine technology sectors**. SEADOTs provides **data-driven insights** to help these industries **balance economic growth with sustainability**, optimizing marine resource use while minimizing environmental impact.	- **Demonstration of SEADOTs' use cases** in real-world scenarios.	SEADOTs can ensure environmental and socio-economic sustainability.
Technology Providers & Digital Twin Developers *(Marine data platform providers, remote sensing companies, Earth observation specialists)*	Improve **data interoperability and integration into EU DTO infrastructure**. Align SEADOTs' framework with **existing digital twin technologies**.	Companies and organizations specializing in marine data platforms, digital twins, remote sensing, and Earth observation technologies. SEADOTs will collaborate with these stakeholders to enhance data-sharing standards and interoperability within the European Digital Ocean Twin of the (EU DOT).	- **Engagement with Open Geospatial Consortium (OGC) and EU Digital Twin networks**.	SEADOTs enhances digital twin interoperability by integrating socio-economic and ecological data streams.

Civil Society, NGOs & Environmental Organizations *(Conservation NGOs, Ocean Sustainability Initiatives)*	Increase **public awareness** for sustainable ocean governance.	Conservation groups, environmental NGOs, and citizen science initiatives advocating ocean protection and sustainability. SEADOTs will provide accessible data and educational materials to raise awareness about marine ecosystem management.	- **Citizen engagement campaigns** through infographics, videos, and storytelling.	SEADOTs makes socio-ecological ocean data accessible to support environmental decision-making.
Coastal Communities & Local Stakeholders *(Small-scale fisheries, coastal tourism, local businesses, municipalities)*	Ensure **community-inclusive ocean governance**.	Small-scale fisheries, local businesses, and community representatives affected by changes in marine policies, climate impacts, and industrial developments (e.g., offshore wind parks). SEADOTs will engage them through public consultations and impact assessments to ensure inclusive ocean governance.	- **Stakeholder workshops** - **Data collection**.	SEADOTs integrates local perspectives into marine spatial planning.
General Public	Inspire **next-generation ocean professionals**.	Higher education institutions, schools, and science communication platforms aiming to educate the next generation of ocean professionals. SEADOTs can provide open-access learning resources, training materials, and interactive visualizations to enhance marine literacy.	- **Public webinars and open-access learning resources**. - **Collaboration with outreach programs & marine literacy campaigns**.	SEADOTs enhances marine education through training materials.

2.5 SEADOTs Logo and Visual Identity

The SEADOTs logo and brand identity play a crucial role in the project's communication and branding strategy, ensuring a strong, recognizable, and coherent visual presence. The logo serves as a key instrument for both internal and external communication, providing the project with a unique identity that distinguishes it from similar initiatives in the field of Digital Ocean Twins.

The SEADOTs logo was initially developed during the proposal phase, reflecting the core themes of the project—socio-ecological integration, digital ocean modeling, and sustainable marine governance. Upon the project's launch, Netcompany-Intrasoft (INTRA) further refined and expanded the project's brand identity, ensuring its application across all communication materials and digital assets.

The final logo was confirmed by the consortium in the first month (M1) of the project, following discussions on how best to represent SEADOTs' scientific and technological vision. The logo is designed in two distinct words, visually reinforcing the project's focus:

- "SEA" is yellow, stands for social-ecological applications.
- "DOTs" is dark blue, with the final "s" in open blue, representing Digital Ocean Twins and their data-driven applications.
- To the right of "SEA" is a circular icon in blue, featuring waves and yellow dots, symbolizing the integration of oceanographic data with digital twin technology.

During the first month of the project, brand identity guidelines were established to ensure visual consistency across all project materials. These guidelines have been applied to brochures, presentations, social media graphics, and all dissemination and communication materials produced under SEADOTs. The cohesive visual identity reinforces the project's credibility, professionalism, and impact, ensuring effective stakeholder engagement and public recognition.



Figure 1 - SEADOTs Logo 1st version

To enhance versatility in promotional materials and reflect SEADOTs' multifaceted scope, a second version of the logo was developed, incorporating a wind turbine to emphasize the project's connection to offshore renewable energy, sustainable marine industries, and the blue economy. This adaptation ensures flexibility and visual effectiveness across various communication formats. By maintaining a strong and consistent brand identity, SEADOTs reinforces its recognition, credibility, and engagement among policymakers, researchers, industry professionals, and the public, maximizing its visibility, outreach, and long-term impact.

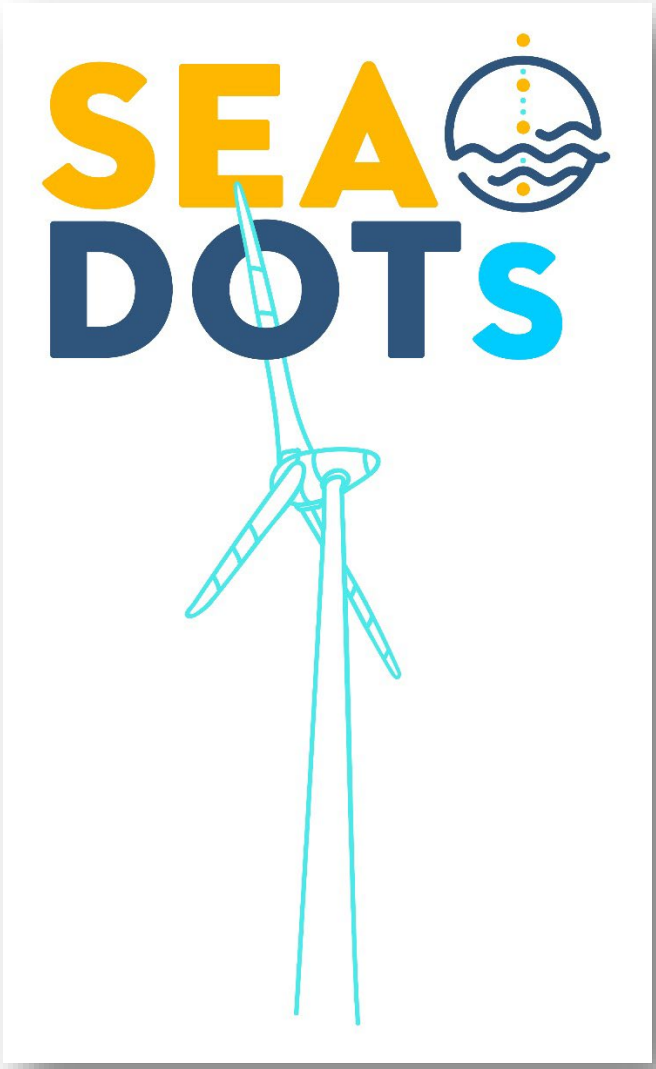


Figure 2 - SEADOTs Logo 2nd version

2.6 Digital Communication Channels

2.6.1 SEADOTs Website - Report

The SEADOTs website serves as the central hub for project communication and dissemination, providing stakeholders and the public with updates, results, and key developments. Launched in the early months of the project, it ensures wide visibility by integrating a Search Engine

Optimization (SEO) strategy, including targeted keywords, meta tags, and structured content, to enhance its ranking on Search Engine Results Pages (SERPs).

To keep audiences engaged, the website features regular updates through blog posts, news, and downloadable resources, while backlinking strategies and analytics tools track visitor engagement and optimize outreach. Designed for user-friendly navigation, it offers clear sections on SEADOTs' objectives, case studies, and stakeholder engagement, making project information accessible and impactful.

For a detailed overview of the SEADOTs website, refer to **D5.1 – Project Website Report** (SEADOTs, n.d.).

Since the launch of the SEADOTs website, its performance has been continuously monitored using Google Analytics 4 (GA4) to assess the effectiveness of the project's communication strategy. Over the first six months of the project, regular data collection and analysis have provided valuable insights into website traffic, user engagement, page views, and referral sources, allowing the consortium to evaluate audience interaction and refine content accordingly.

By adopting a data-driven approach, SEADOTs has been able to identify high-impact content, optimize web pages for better engagement, and enhance SEO strategies to improve visibility. Additional metrics, such as session duration, bounce rates, and user demographics, have helped adapt outreach efforts and expand the project’s reach.

Future reports will continue to provide detailed insights into website performance, tracking trends and maximizing engagement across target audiences. The information and statistics presented below are obtained from the Google Analytics Platform, which tracks the traffic on the SEADOTs website. These statistics cover the period from M1 to M6.

- **Number of unique visitors** on the site (the number of distinct individuals visiting a page or multiple pages on a website): 307
- **Number of sessions** (the period of time that a user is actively engaged with the website): 533.
- **Number of page views** (the total number of pages viewed): 922.
- **Avg. Session Duration** (how long users spend interacting with the website): 00:01:38

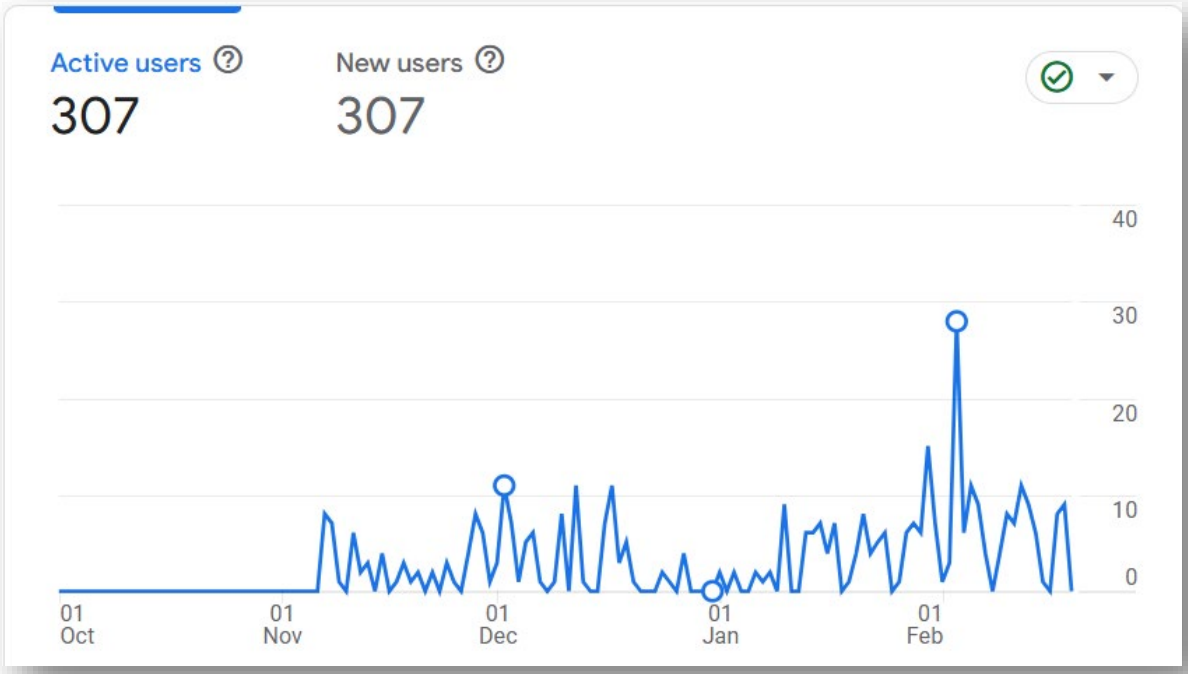


Figure 4 - Google Analytics Active Users

The significant peaks in website activity observed in the first six months of SEADOTs correspond directly with key project milestones and communication efforts. The launch of the SEADOTs website, the release of the project's first press release, and participation in EERA DeepWind 2025 all contributed to increased user engagement and traffic. These activities have successfully drawn attention to SEADOTs, demonstrating the impact of strategic communication efforts even

		Session primary...Channel Group)	Sessions	Engaged sessions
☑		Total	533 100% of total	263 100% of total
☑	1	Direct	256	90
☑	2	Organic Search	212	126
☑	3	Referral	49	41
☑	4	Organic Social	14	6
☑	5	Unassigned	1	0

Figure 3 - Google analytics platform 1

in the early stages of the project. These initial engagement trends highlight the importance of

consistent outreach and visibility in establishing a strong audience base for future dissemination efforts.

The majority of users accessing the SEADOTs website do so directly, either by typing the website address into their browser or through organic search results. This indicates strong initial awareness and interest in the project, as users actively seek out SEADOTs' content. Additionally, a significant portion of visitors reach the website by searching for the project's name in search engines, reflecting effective search engine optimization (SEO) efforts and increasing online visibility.

Referral links from partner websites, project-related platforms, and external sources also contribute to website traffic, demonstrating the importance of cross-platform collaboration in expanding outreach. Lastly, social media platforms play a crucial role in driving additional traffic, with posts and updates on Facebook, Instagram, LinkedIn, X (Twitter), and other networks help to attract a broader audience and encourage engagement with SEADOTs' content.

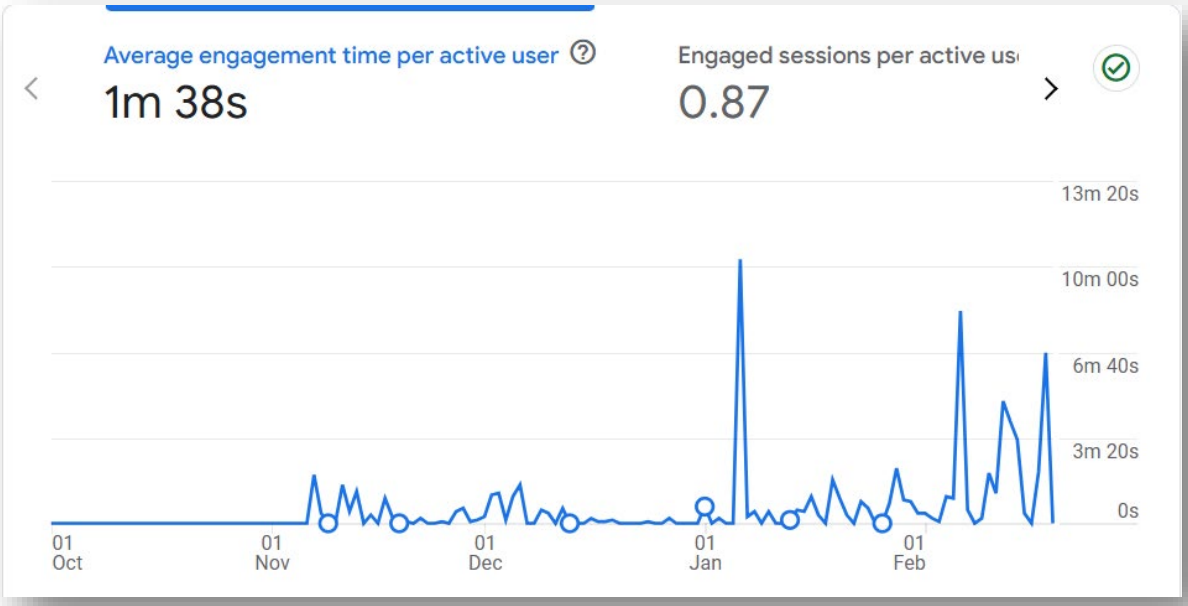


Figure 5 - Google analytics platform 2

The average time spent per user on the SEADOTs website is 1 minute and 38 seconds, a strong indicator of engagement and interest, especially considering the project's technical nature. This achievement reflects the effectiveness of SEADOTs' content strategy, which combines informative and visually appealing materials to maintain user attention. The engaging content, intuitive navigation, and eye-catching graphics contribute to a user-friendly experience, encouraging visitors to explore the website and interact with project updates, research findings, and key resources.

		Page path and screen class	Views	Active users	Views per active user
☑		Total	922 100% of total	275 100% of total	3.35 Avg 0%
☑	1	/	515	238	2.16
☑	2	/project-overview	126	43	2.93
☑	3	/consortium	74	45	1.64
☑	4	/key-objectives	42	21	2.00
☑	5	/news-events	39	25	1.56
☐	6	/about-seadots	29	18	1.61
☐	7	/data-tools	29	15	1.93
☐	8	/contact	23	21	1.10
☐	9	/seadots	19	3	6.33
☐	10	/seadots-eera-deepwind-2025-driving-dialogue-offshore-wind-innovation	15	11	1.36

Figure 6 - Google analytics platform 3

The Google Analytics data for the SEADOTs website reveals that the most frequently visited page is the Home page, with 515 views. This is expected, as it serves as the main landing page, providing a brief overview of the project, its objectives, and key information about SEADOTs.

The second most visited page is the Project Overview page, which has received 126 views. This page provides a comprehensive introduction to SEADOTs, outlining the project's vision, objectives, and key focus areas. It serves as a gateway for stakeholders to understand the project's scope, impact, and alignment with European marine sustainability initiatives.

The third most visited page is the Consortium page, which has received 74 views. This page introduces the project partners, highlighting their expertise and contributions to SEADOTs. Lastly, the Key Objectives page ranks third, with 42 views, indicating user interest in understanding SEADOTs' mission and goals. These insights highlight the effectiveness of the website's structure and content in attracting and engaging visitors.

2.7 Social Media

From the early stages of the project, SEADOTs has established dedicated social media accounts on Facebook, Instagram, (X) Twitter, and LinkedIn to enhance its visibility, engagement, and outreach. These platforms will work as an effective marketing tool to promote its outcomes and developments. Additionally, it encourages discussions on topics related to the SEADOTs activities to engage the audience and increase awareness. To further enhance its visibility, users accessing the project's website can find relevant icons leading to each platform, allowing them to stay updated, engage, and interact directly with the project's activities.

The SEADOTs approach involves the measurement of the aforementioned social accounts' impact as an instrument to increase to strengthen its strategy by foreseeing the following:

- Careful definition and selection of goals and their associated metrics. This can enable indicators to indicate whether progress is being made, and how cost-effective it is, in order to improve performance.
- Metrics tied to goals and audiences.
- Metrics tied to "so what" rule i.e., will a change in that indicator lead to a change in activity or strategy?
- Use of different indicators for different channels to the degree possible and applicable (LinkedIn, X (Twitter), Instagram, Facebook, etc.).
- Use of common terminology for different channels to harvest different classes of data (e.g., Reach' on X means something different to 'Reach' on Facebook).
- Monitoring of individual channels and accounts to evaluate and improve their cost-effectiveness.
- Use of different monitoring tools to process the same data and derive different results.

Different indicators are used for different social media accounts and each one is monitored in order to measure the effectiveness and improve the response of the audience. The established social media accounts are presented below and reflect the overall impact until M6.

To enhance its discoverability and ensure consistent branding, SEADOTs employs the following hashtags across all social media platforms:

#SEADOTsEu #SEADOTsEu_project #SEADOTsproject #SEADOTsinnovation.

These hashtags help categorize SEADOTs-related content, making it easier for stakeholders, researchers, and the public to find, follow, and engage with the project's developments.

2.7.1 Facebook

SEADOTs' project aiming to be reachable from a wider audience that is not specialized has establish a social media account on Facebook (https://www.facebook.com/people/SEADOTs-EU-Project/61564192913272/) which serves as a hub for broad audience engagement, allowing stakeholders and the general public to access project news, upcoming events, and visual content. Through regular posts, informative graphics, and interactive discussions, SEADOTs strengthens its connection with a diverse audience, encouraging community-driven conversations and knowledge-sharing.

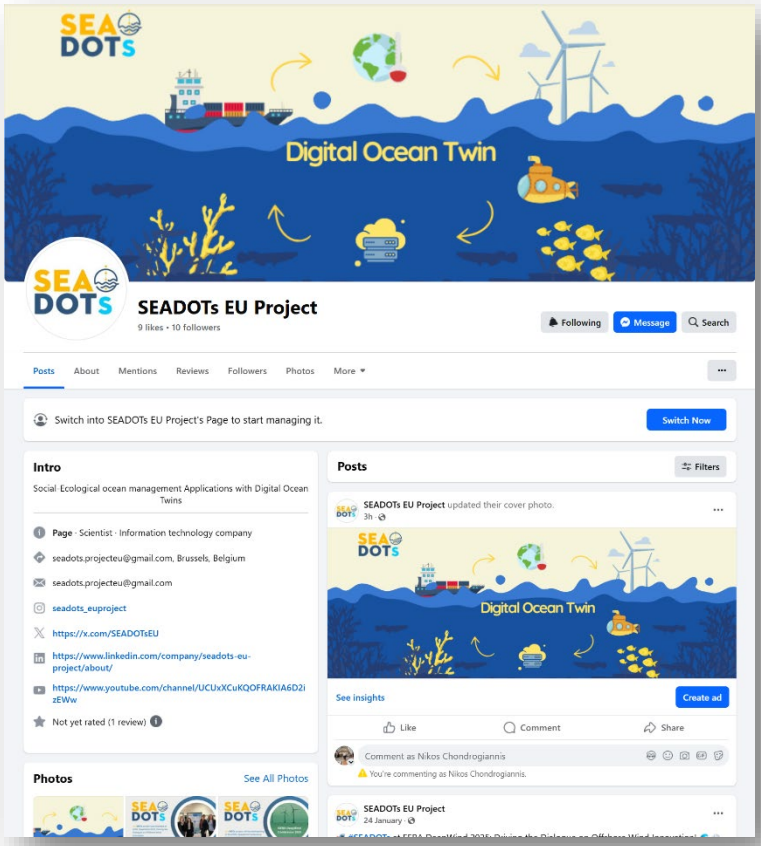


Figure 7 - SEADOTs Facebook

2.7.2 Instagram

As a visual-first platform, Instagram (https://www.instagram.com/seadots_euproject/) is used to showcase SEADOTs' research activities, digital ocean twin applications, and stakeholder collaborations through high-quality images, infographics, and short videos. By leveraging Instagram Stories and Reels, SEADOTs provides real-time project updates, highlights key achievements, and enhances engagement through interactive content such as polls, Q&As, and behind-the-scenes insights.



Figure 8 - SEADOTs Instagram

2.7.3 (X) Twitter

SEADOTs utilizes Twitter (X) (https://x.com/SEADOTsEU) as a fast-paced communication channel for sharing breaking news, live event coverage, and scientific insights. The project actively tweets updates, shares research findings, and promotes stakeholder engagement activities, ensuring real-time interaction with the marine governance and digital twin communities. By following and engaging with relevant accounts, such as EU Horizon projects, marine research institutions, and policymakers, SEADOTs remain connected to the latest advancements in ocean sustainability and digital twin technology. Retweeting and engaging in discussions further amplify the project's visibility and credibility within its field.



Figure 9 - SEADOTS X (Twitter)

2.7.4 LinkedIn

As a professional networking platform, LinkedIn (https://www.linkedin.com/company/seadots-eu-project/) plays a crucial role in SEADOTs' stakeholder engagement strategy. The project's LinkedIn page serves as a hub for sharing in-depth research findings, policy recommendations, and industry collaborations. SEADOTs also utilizes LinkedIn to connect with experts, policymakers, and organizations, fostering professional discussions and knowledge exchange. By publishing thought-leadership articles, research updates, and reports, SEADOTs strengthens its position as a key player in digital ocean governance and attracts decision-makers interested in sustainable marine management solutions.

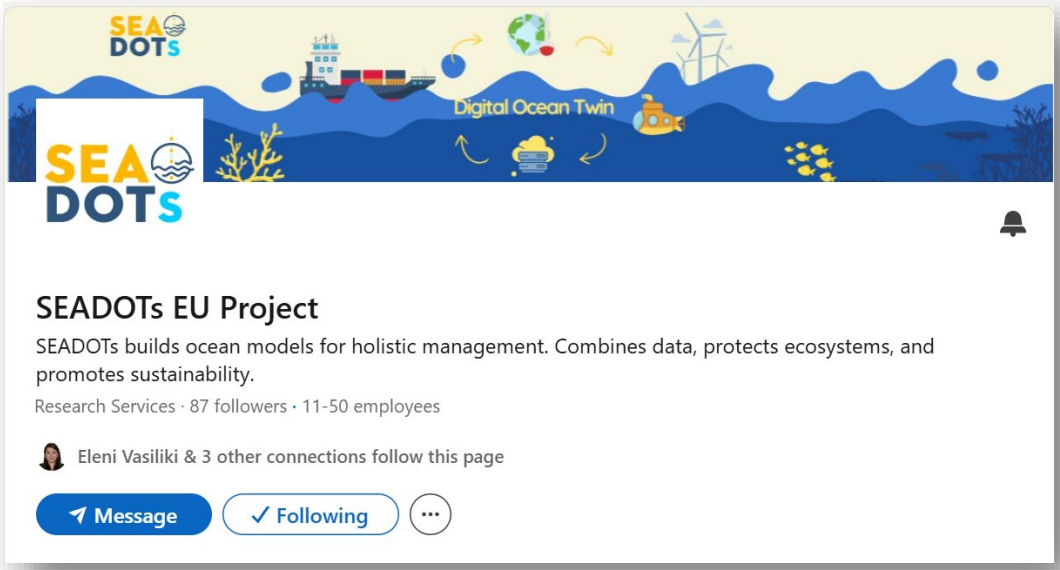


Figure 10 - SEADOTs LinkedIn

During the Kick-Off Meeting, the SEADOTs consortium agreed upon a structured approach to social media content creation to ensure continuous engagement and visibility throughout the project's duration. Responsible for this action T5.1 established a rotation plan where each partner would be responsible for providing content for the project's social media channels on a monthly basis. This approach allows for the diverse expertise, activities, and contributions of all consortium members to be highlighted and shared with a broader audience. Partners are expected to provide updates on significant project milestones, research advancements, stakeholder engagements, event participation, and their specific contributions to SEADOTs.

To facilitate this process, we have developed a dedicated worksheet under the project's "Activity Tracker," that outlines the responsible partner for each month, ensuring an organized and balanced distribution of content. This system guarantees that SEADOTs' social media presence remains dynamic, informative, and engaging, effectively promoting the project's progress and impact across multiple platforms. Below, we present the proposed content rotation plan, specifying the designated partner responsible for social media contributions each month.

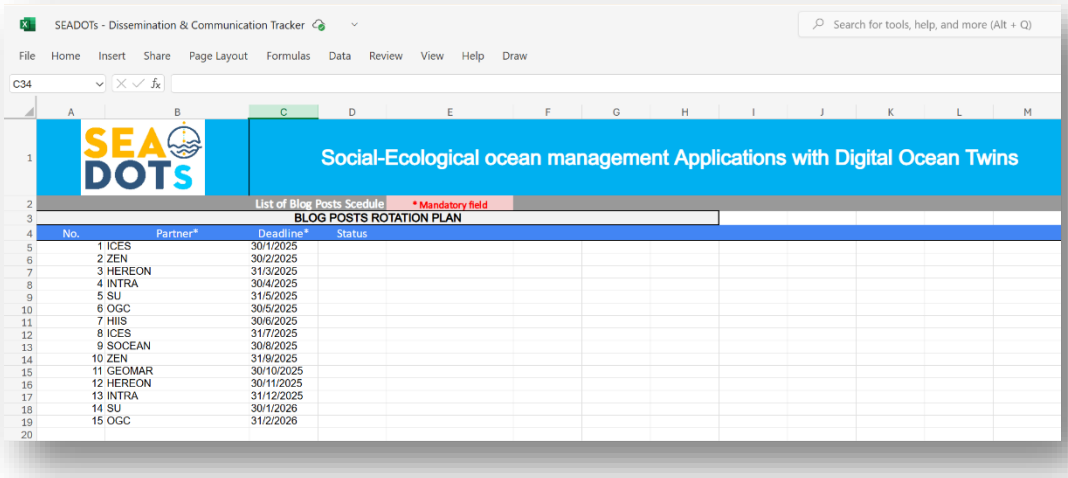


Figure 11 - Blog Posts Plan

2.7.5 YouTube

The SEADOTs project has created a YouTube (https://youtube.com/@seadotseuproject?si=h0WvLuaGazpb48UD) channel to enhance its online presence and showcase its project videos. The videos that will be produced during the project will be uploaded to the official channel on YouTube and will be shared through our website and social media. Uploading audiovisual content which is appealing to the eye and providing information about the pilots of the project and teaser videos the SEADOTs will engage the targeted audiences and encourage them to interact and follow the project in our website and social media.

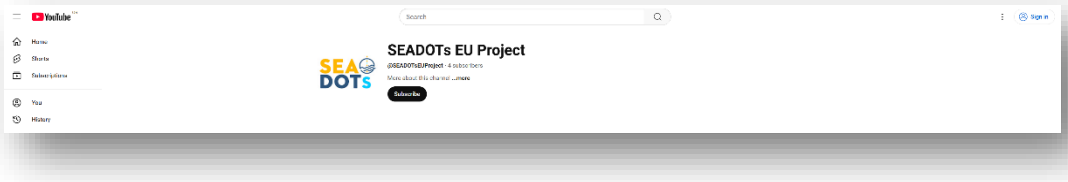


Figure 12 - SEADOTs YouTube Channel

2.8 Development of Visual Identity

2.8.1 Presentation Template

For the SEADOTs project, we have developed a PowerPoint presentation template, designed by Netcompany-Intrasoft (INTRA) to ensure a cohesive visual identity across all project communications. The template has been uploaded to the project's online repository and shared with consortium members. It is intended for use in all internal and external presentations, including meetings, conferences, workshops, and dissemination events, ensuring a consistent and recognizable branding throughout the project's activities.



Figure 13 - Presentation Template

2.8.2 Deliverable Template

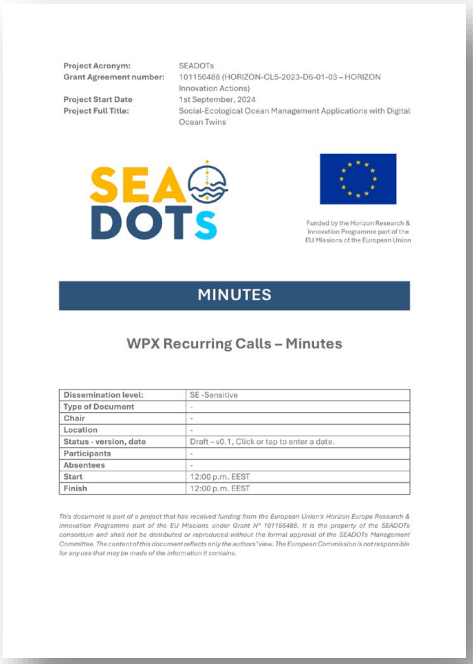
INTRA has created standardized document templates for the SEADOTs project's deliverables. These templates have been designed to ensure uniformity and professionalism across all project documentation. They have been shared with the consortium to facilitate consistent formatting and presentation in all project reports and records.



Figure 14 - Deliverable Template

2.8.3 Meeting Minutes Template

INTRA has created standardized document templates for the SEADOTs project's meeting minutes. These templates have been designed to ensure uniformity and professionalism across all project documentation. They have been shared with the consortium to facilitate consistent formatting and presentation in all project reports and records.


Project Acronym: SEADOTs
Grant Agreement number: 101156488 (HORIZON-CL5-2023-D6-01-03 – HORIZON Innovation Actions)
Project Start Date: 1st September, 2024
Project Full Title: Social-Ecological Ocean Management Applications with Digital Ocean Twins

Funded by the Horizon Research & Innovation Programme part of the EU Missions of the European Union

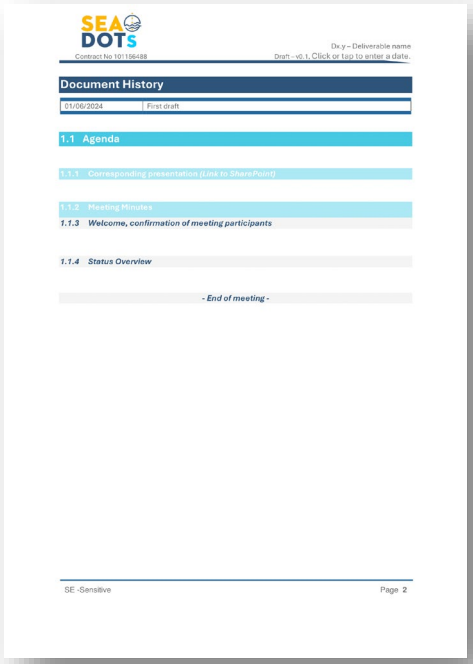
MINUTES

WPX Recurring Calls – Minutes

Dissemination level:	SE -Sensitive
Type of Document	-
Chair	-
Location	-
Status - version, date	Draft – v0.1, Click or tap to enter a date.
Participants	-
Absentees	-
Start	12:00 p.m. EEST
Finish	12:00 p.m. EEST

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Figure 15 - Meeting Minutes Template 1


Contract No 101156488
Dx.y – Deliverable name
Draft – v0.1, Click or tap to enter a date.

Document History

01/06/2024	First draft

1.1 Agenda

1.1.1 Corresponding presentation (Link to SharePoint)

1.1.2 Meeting Minutes

1.1.3 Welcome, confirmation of meeting participants

1.1.4 Status Overview

- End of meeting -

SE -Sensitive
Page 2

Figure 16- Meeting Minutes Template 2

2.8.4 E-Newsletters

The development of the SEADOTs project newsletter is currently in its early stages, with progress underway to create the first edition. The newsletter will serve as a key communication tool, providing updates on project milestones, research developments, stakeholder engagement activities, and upcoming events. Designed to enhance outreach and engagement, it will be distributed to consortium members, policymakers, researchers, industry stakeholders, and the wider public. The first issue is in progress and will establish the visual identity, structure, and key messaging, ensuring a consistent and informative format for future editions.

2.9 Blog Posts

From the early stages of developing the SEADOTs website, an outward-facing communication strategy has been adopted, featuring a dedicated blog section where users can access engaging content related to project developments, scientific insights, and stakeholder activities. These blog posts serve as a key instrument for reaching targeted audiences, fostering engagement, knowledge exchange, and networking with relevant stakeholders.

To ensure regular content updates, each partner is responsible for contributing project-relevant articles on a rotational basis, following a structured content plan. A dedicated worksheet has been developed to track blog activity and inform partners of their scheduled contributions under the project's "Activity Tracker." Netcompany-Intrasoft (INTRA) oversees the coordination, content collection, and publishing process, ensuring a consistent flow of high-quality articles. Each blog post is designed with legally free-to-use visuals, carefully selected to capture visitors' attention and enhance readability. Below, we present the proposed content rotation plan, detailing the designated partner responsible for contributing blog posts each month.

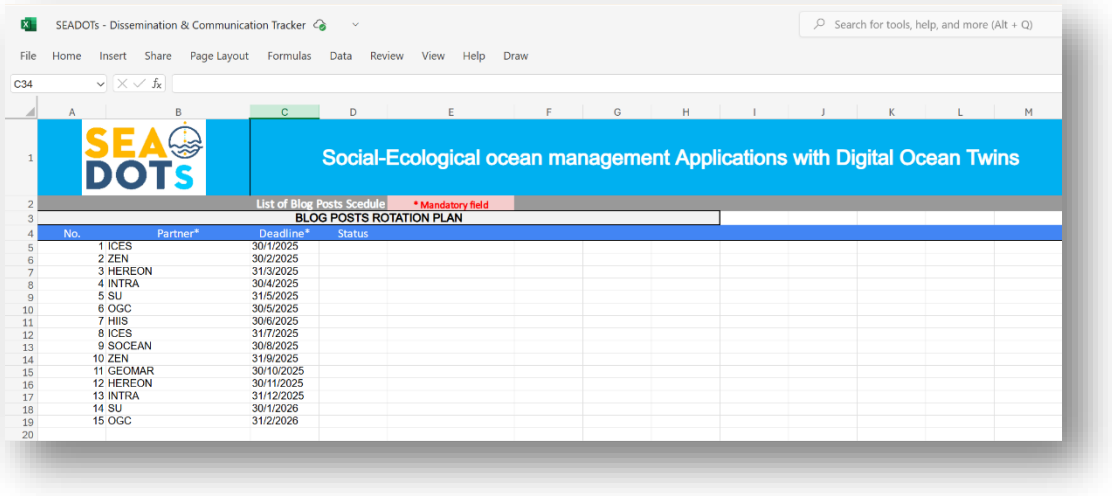


Figure 17 - SEADOTs Blog Posts Plan

3. Dissemination Strategy

3.1 Objectives

The dissemination strategy outlines SEADOTs' approach to effectively sharing its findings, tools, and methodologies with key stakeholders. The main objectives are:

1. **Enhance visibility and awareness** of SEADOTs among stakeholders.
2. **Ensure effective knowledge transfer** to policymakers, researchers, and industries.
3. **Support uptake of project outputs**, including datasets, models, and tools.
4. **Contribute to EU marine policies** by providing evidence-based recommendations.

3.2 Dissemination of targeted audience

- **Events**
  - Participation in events
  - Events organisation
- **Promotional material**
  - Online/printed dissemination material (brochures, posters, factsheets)
  - Light-weight exhibition material
- **Press-based communication**
  - Press releases
- **Scientific publications**
  - Scientific papers and publications
- **Collaboration with other projects and initiatives**
  - EU, national and international initiatives
  - Synergies with other relevant projects

A matrix of the dissemination mechanisms/activities used in SEADOTs, associated with the respective objectives, and targeted groups, is presented in the following table.

Table 3 - Dissemination activities

Dissemination mechanisms/activities	Objective	Targeted stakeholders	Timeline
Project Website	Serve as the central hub for sharing SEADOTs' objectives, updates, results, and key milestones.	Policymakers, researchers, industry stakeholders, general public	M3–M36 (Regular updates)

Blog Posts	Provide engaging content on SEADOTs' progress, case studies, and stakeholder engagement.	Researchers, policymakers, industry professionals, civil society	Monthly from M6–M36
Social Media Campaigns (Twitter, LinkedIn, Facebook, Instagram)	Enhance visibility and outreach, engage stakeholders, and share real-time updates.	General public, policymakers, marine industries, scientific community, NGOs	M1–M36 (Ongoing)
Newsletters	Provide periodic updates on project activities, results, and events.	Project partners, policymakers, scientific community, industry stakeholders	Biannually from M6–M36
Scientific Publications (Peer-reviewed journals, Open Access repositories)	Disseminate research findings to the academic and professional community.	Marine researchers, digital twin experts, policymakers, technology providers	M12–M36
Conference & Workshop Participation (e.g., DITTO events, ICES Annual Science Conference)	Present SEADOTs findings, foster collaboration, and exchange knowledge with experts.	Researchers, policymakers, industry professionals, digital twin developers	M1–M36 (Ongoing)
Stakeholder Engagement Events & Policy Dialogues	Facilitate discussions on SEADOTs' impact on ocean governance and sustainability.	Policymakers, regulatory bodies, industry representatives, NGOs	M9–M36
Press Releases & Media Outreach	Announce major milestones, events, and findings to the broader public.	General public, policymakers, industry stakeholders, media	M3–M36 (Ongoing)
Webinars & Online Training Sessions	Educate stakeholders on SEADOTs' methodologies, data integration, and applications.	Researchers, policymakers, industry professionals, digital twin experts	Quarterly from M9–M36
Collaboration with Other EU Projects (e.g., Iliad, DTO-BioFlow, CLIMAREST, OLAMUR) and the sibling projects SEADITO, SURIMA, and ECOTWIN	Create synergies and enhance knowledge exchange with related Horizon Europe initiatives.	EU project consortia, researchers, policymakers	M6–M36 (Ongoing)

Policy Briefs & Recommendations	Provide evidence-based insights for policymaking and marine spatial planning.	Policymakers, regulatory bodies, marine management authorities	Annually from M12–M36
Educational & Training Materials	Develop open-access learning materials to support knowledge transfer.	Universities, students, educators, researchers	M12–M36

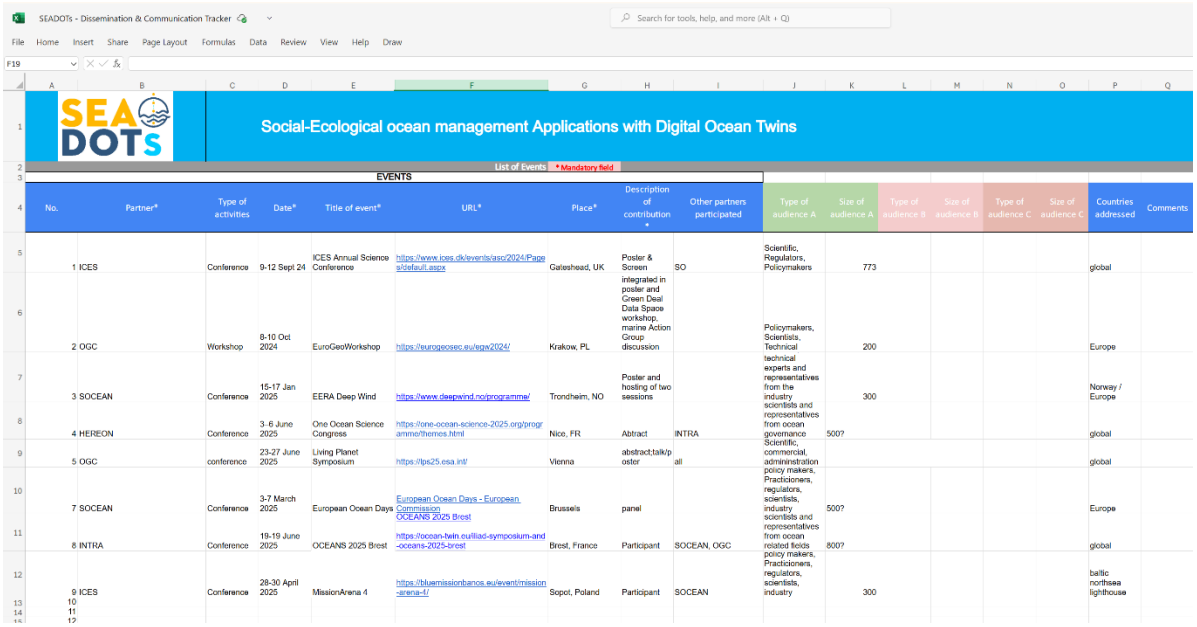
3.3 Dissemination Activities

3.3.1 Events

Participation in relevant events such as stakeholder workshops, policy forums and conferences play a key role in increasing awareness and visibility of the SEADOTs project, allowing for the effective dissemination of project concepts, developments, and findings to targeted stakeholders. Events provide a valuable platform for knowledge exchange, enabling SEADOTs to showcase their outcomes, connect with relevant actors, and expand its network within the digital ocean twin, marine sustainability, and socio-ecological modeling communities.

SEADOTs can be represented at events through various means, including oral and paper presentations at scientific and policy-focused conferences, project presentations in EU-funded project clustering events, and poster presentations to visually communicate SEADOTs' objectives and progress. Additionally, networking and liaison activities will enable engagement with potential stakeholders and synergies with related initiatives. To further support dissemination, SEADOTs will distribute promotional materials, such as brochures, posters, and roll-ups, providing key information about the project's objectives and expected impact.

To effectively track SEADOTs' participation in events, a dedicated worksheet has been developed, listing the consortium's planned and completed event engagements. This tool is shared among partners to ensure coordinated participation, facilitate reporting on event impact, and support dissemination deliverables and project website updates.



SEADOTs - Dissemination & Communication Tracker

Social-Ecological ocean management Applications with Digital Ocean Twins

List of Events * Mandatory field

EVENTS

No.	Partner*	Type of activities	Date*	Title of event*	URL*	Place*	Description of contribution *	Other partners participated	Type of audience A	Size of audience A	Type of audience B	Size of audience B	Type of audience C	Size of audience C	Countries addressed	Comments
1	ICES	Conference	9-12 Sept 24	ICES Annual Science Conference	https://www.ices.dk/events/asc/2024/Pages/default.aspx	Gateshead, UK	Poster & Screen	SO	Scientific, Regulators, Policymakers	773					global	
2	OGC	Workshop	8-10 Oct 2024	EuroGeoWorkshop	https://eurogeosec.eu/egw2024/	Krakow, PL	integrated in poster and Green Deal Data Space workshop, marine Action Group discussion		Policymakers, Scientists, Technical	200					Europe	
3	SOCEAN	Conference	15-17 Jan 2025	EERA Deep Wind	https://www.deepwind.no/programme/	Trondheim, NO	Poster and hosting of two sessions		technical experts and representatives from the industry scientists and representatives from ocean governance	300					Norway / Europe	
4	HEREON	Conference	3-6 June 2025	One Ocean Science Congress	https://one-ocean-science-2025.org/programme/themes.html	Nice, FR	Abtract	INTRA		500?					global	
5	OGC	conference	23-27 June 2025	Living Planet Symposium	https://lps25.esa.int/	Vienna	abstract:talk/poster	all	Scientific, commercial, admininstration						global	
7	SOCEAN	Conference	3-7 March 2025	European Ocean Days	European Ocean Days - European Commission OCEANS 2025 Brest	Brussels	panel		policy makers, Practicioners, regulators, scientists, industry scientists and representatives from ocean related fields	500?					Europe	
8	INTRA	Conference	19-19 June 2025	OCEANS 2025 Brest	https://ocean-twin.eu/liad-symposium-and-oceans-2025-brest	Brest, France	Participant	SOCEAN, OGC	policy makers, Practicioners, regulators, scientists, industry	800?					global	
9	ICES	Conference	28-30 April 2025	MissionArena 4	https://bluemissionbancs.eu/event/mission-arena-4/	Sopot, Poland	Participant	SOCEAN		300					baltic northsea lighthouse	
10																
11																
12																

Figure 18 - Activity Tracker

Within the first six months (M1–M6) of the SEADOTs project, the consortium has actively participated in three key events, presenting the project's objectives and vision while raising awareness about its role in advancing socio-ecological ocean management through Digital Ocean Twins (DOTs). Remarkably, SEADOTs initiated its engagement with the scientific and policy community even before the official Kick-Off Meeting, demonstrating its commitment to outreach and stakeholder involvement from the outset.

The first event SEADOTs participated in was the ICES Annual Science Conference, held from September 9–12, 2024. The project was represented with a Poster & Screen presentation, displaying its scientific foundation and objectives to an audience of marine researchers, policymakers, and data specialists. This early presence contributed to establishing SEADOTs within the international marine science community.

Following this, SEADOTs engaged in the EuroGeoWorkshop from October 8–10, 2024, where it contributed through a poster presentation and actively participated in the Green Deal Data Space workshop and the Marine Action Group discussion. These activities allowed SEADOTs to position itself within key European discussions on geospatial data integration, ocean governance, and digital twin technologies, reinforcing its alignment with broader EU sustainability and innovation strategies.



Figure 19 - EuroGeoWorkshop

Most recently, SEADOTs took part in EERA DeepWind 2025, where it contributed a poster presentation and hosted two dedicated sessions. This engagement strengthened SEADOTs' visibility within the renewable energy and offshore wind research community, highlighting its role in integrating socio-economic and ecological modeling into digital ocean planning.



Figure 20 - EERA DeepWind 2025

As part of the Mission Ocean group, SEADOTs will participate in the 3rd Annual Mission Ocean and Waters Forum 2025 which will take place on March 4th in Brussels, Belgium, where it will be represented with a poster presentation. This will further solidify SEADOTs' role within the Mission Ocean framework, ensuring that its scientific advancements and policy contributions reach a wide network of decision-makers, researchers, and industry leaders dedicated to sustainable ocean governance.

Table 4 - Participation in Events

Events	Date	Location	Activities
ICES Annual Science Conference	9-12 Sept 24	Gateshead, UK	Poster & Screen
EuroGeoWorkshop	8-10 Oct 2024	Krakow, PL	integrated in poster and Green Deal Data Space workshop, marine Action Group discussion
EERA Deep Wind	15-17 Jan 2025	Trondheim, NO	Poster and hosting of two sessions
European Ocean Days	3-7 March 2025	Brussels, BE	Panel/Poster
MissionArena 4	28-30 April 2025	Sopot, Poland	Participant
One Ocean Science Congress	3–6 June 2025	Nice, FR	Abstract
OCEANS 2025 Brest	19 June 2025	Brest, France	Participant

Living Planet Symposium	23-27 June 2025	Vienna, AU	Abstract; talk/poster

SEADOTs has identified key events where it could potentially participate to engage stakeholders, share insights, and promote ocean sustainability. These events offer networking, collaboration, and knowledge exchange opportunities, supporting SEADOTs' role in policy, industry, and scientific discussions. The table below outlines the potential events for participation.

Table 5 - Key European Events for SEADOTs Participation

Event Name	Date	Location	Description	Link
Mission Ocean and Waters Forum	March 3-7, 2025	Brussels, Belgium	A series of events to discuss and shape future EU policies and initiatives on the ocean and waters, bringing together various stakeholders to showcase collective action for ocean health.	Mission Ocean and Waters Forum
Ocean Business 2025	April 8-10, 2025	Southampton, UK	A global meeting place for ocean science and technology professionals, featuring the latest innovations in marine technology and opportunities for collaboration.	Ocean Business 2025
UN Ocean Conference 2025	June 9-13, 2025	Nice, France	Co-organized by France and Costa Rica, this conference focuses on accelerating action and mobilizing all actors to conserve and sustainably use the ocean.	UN Ocean Conference 2025
Polar Marine Science Conference	March 9-14, 2025	Lucca, Italy	A conference focusing on polar marine science, discussing topics like sea ice interactions between the ocean and the atmosphere.	Polar Marine Science Conference
Digital Twin of the Ocean Summit	TBD	Various EU locations	Showcase SEADOTs innovations and foster collaborations within the EU Digital Twin Ocean (DTO) community.	DTO Summit
World Ocean Summit	TBD	European host cities	Raise global awareness about SEADOTs contributions to sustainable ocean governance.	World Ocean Summit
European Green Week	TBD	Brussels, Belgium	Showcase SEADOTs' role in supporting the EU Green Deal and marine sustainability policies.	European Green Week

Blue Economy Conference	TBD	Various European locations	Discuss ocean digitalization and marine industry opportunities in line with the SEADOTs project.	Blue Economy Conference
Copernicus Marine Week	TBD	Various European locations	Present SEADOTs advancements in marine observation and digital twin integration.	Copernicus Marine Week

3.4 Promotional Materials

3.4.1 Brochure

The SEADOTs project brochure is a concise and visually engaging dissemination tool, designed by Netcompany-Intrasoft (INTRA) to introduce the project's vision, objectives, and impact. Featuring the SEADOTs logo and EU emblem, it aligns with the project's branding and communication strategy. Available in print and digital formats, the brochure highlights SEADOTs' integration of socio-ecological data into Digital Ocean Twins (DOTs), predictive modelling, and regional demonstrators in the Norwegian North Sea, German North Sea, and Swedish Baltic Sea.

As an active contributor to Mission Ocean and Waters, SEADOTs strengthens synergies with EU-funded projects. The brochure serves as a key tool for stakeholder engagement, directing audiences to the project website and social media for further updates ((2022), n.d.).



Figure 21 - SEADOTs Brochure 1

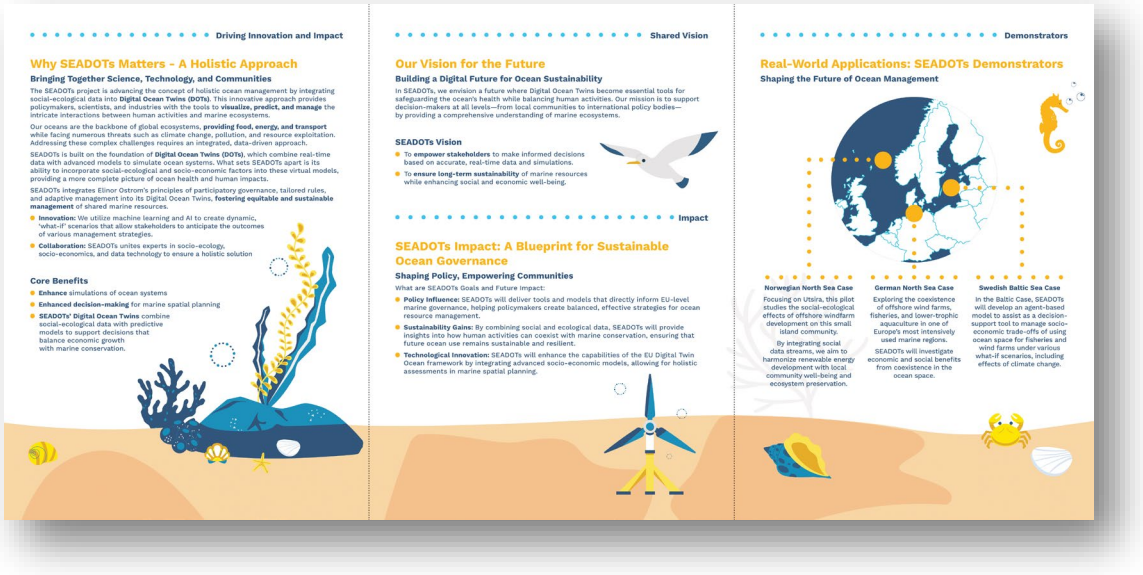


Figure 22- SEADOTs Brochure 2

3.4.2 Poster

The SEADOTs project poster is a high-impact communication tool, designed by Netcompany-Intrasoft (INTRA) to present the project's mission, objectives, and real-world applications in a clear and engaging format. Providing a condensed, high-level overview, it is ideal for events, conferences, and stakeholder engagements.

With a bold and structured layout, the poster highlights SEADOTs' role in sustainable ocean governance, integrating socio-ecological and socio-economic data into Digital Ocean Twins (DOTs) for better decision-making. It showcases the three regional demonstrators—Norwegian North Sea, German North Sea, and Baltic Sea—addressing challenges in marine spatial planning, offshore energy, fisheries, and climate resilience.

Designed for both physical and digital outreach, the poster serves as an eye-catching display at events and is used in webinars and online materials. Featuring the SEADOTs logo, EU emblem, website, and social media handles, it encourages stakeholder engagement and further exploration of the project's impact.



Figure 23 - SEADOTs Poster

3.4.3 Roll-up

The SEADOTs project roll-up banner is a high-impact visual tool, designed by Netcompany-Intrasoft (NCI) for maximum visibility and quick information delivery at events, conferences, and stakeholder meetings. It provides a concise yet powerful representation of SEADOTs' objectives, scope, and impact, ensuring strong branding and dissemination alignment. With bold, easy-to-read text and a structured layout, the roll-up highlights SEADOTs' mission to integrate socio-ecological data with Digital Ocean Twins (DOTs) for sustainable ocean governance. It emphasizes decision-support tools, policy integration, and real-time data applications, reinforcing the project's contribution to the EU Green Deal and UN Ocean Decade goals.

The roll-up is an essential asset for both physical and digital engagement, acting as a standalone visual guide at in-person events while also being used in virtual conferences, digital presentations, and promotional materials. Featuring the SEADOTs logo, EU emblem, website, and social media links, it encourages stakeholders to connect, explore, and engage with the project's ongoing developments.

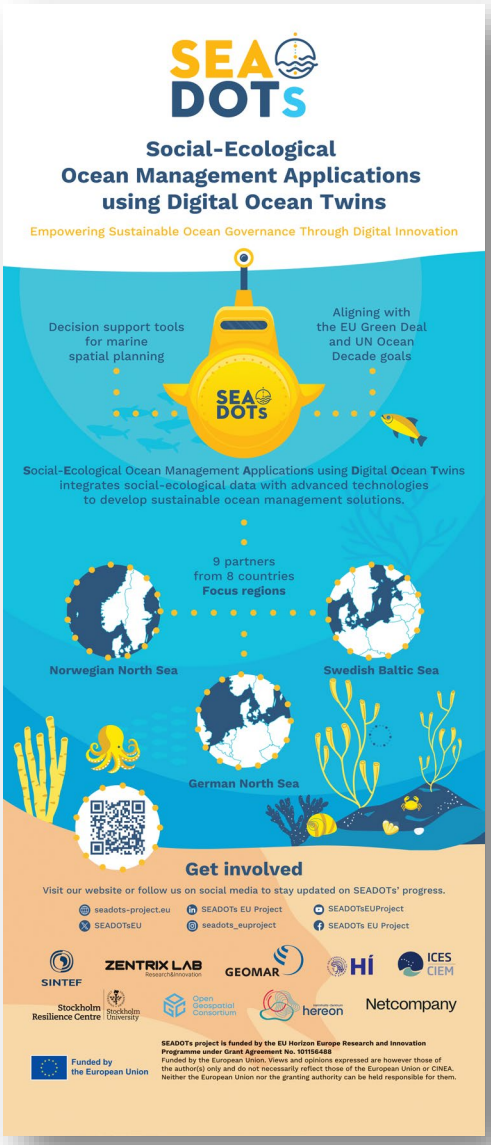


Figure 24 - SEADOTs Roll-up

3.5 Press Releases

Press releases play a crucial role in SEADOTs' dissemination strategy, ensuring that stakeholders, policymakers, industry professionals, and the general public are informed about major project developments, milestones, and achievements. SEADOTs will issue press releases for significant events, such as the project launch, advancements in demonstrators, major research findings, and participation in key conferences and workshops.

The responsibility for drafting press releases will lie with the project partners directly involved in the activity, milestone, or development being publicized. Once a draft is prepared, it will undergo a review and approval process led by the project coordinator and Netcompany-Intrasoft (INTRA) to ensure that it meets high-quality standards, aligns with SEADOTs' communication strategy,

and effectively conveys the intended message. This collaborative approach guarantees that press releases are accurate, engaging, and relevant to the project's overarching goals.

The first SEADOTs press release was issued in Month 2, introducing the project to the public with a clear and visually appealing overview of its objectives, key facts, and expected impact. Moving forward, each press release will be strategically distributed through SEADOTs' website, social media platforms, partner networks, and relevant media outlets, ensuring maximum outreach and engagement across different stakeholder groups.

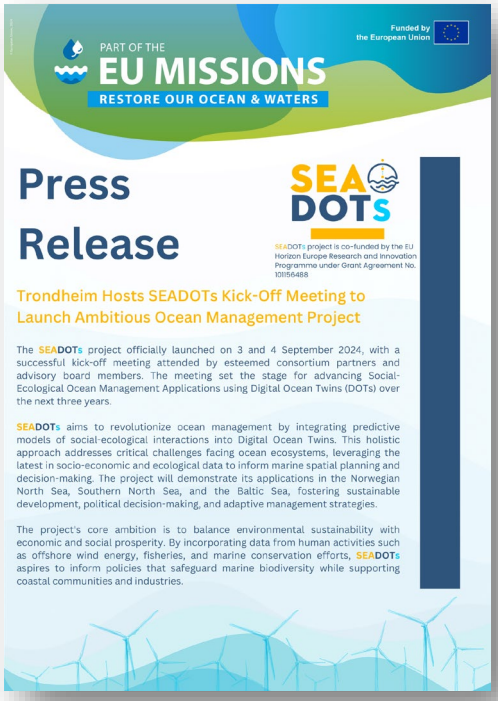

PART OF THE EU MISSIONS
RESTORE OUR OCEAN & WATERS
Funded by the European Union
Press Release
SEADOTs
SEADOTs project is co-funded by the EU Horizon Europe Research and Innovation Programme under Grant Agreement No. 101156488
Trondheim Hosts SEADOTs Kick-Off Meeting to Launch Ambitious Ocean Management Project
The SEADOTs project officially launched on 3 and 4 September 2024, with a successful kick-off meeting attended by esteemed consortium partners and advisory board members. The meeting set the stage for advancing Social-Ecological Ocean Management Applications using Digital Ocean Twins (DOTs) over the next three years.
SEADOTs aims to revolutionize ocean management by integrating predictive models of social-ecological interactions into Digital Ocean Twins. This holistic approach addresses critical challenges facing ocean ecosystems, leveraging the latest in socio-economic and ecological data to inform marine spatial planning and decision-making. The project will demonstrate its applications in the Norwegian North Sea, Southern North Sea, and the Baltic Sea, fostering sustainable development, political decision-making, and adaptive management strategies.
The project's core ambition is to balance environmental sustainability with economic and social prosperity. By incorporating data from human activities such as offshore wind energy, fisheries, and marine conservation efforts, SEADOTs aspires to inform policies that safeguard marine biodiversity while supporting coastal communities and industries.

Figure 25 - Press Release Template 1

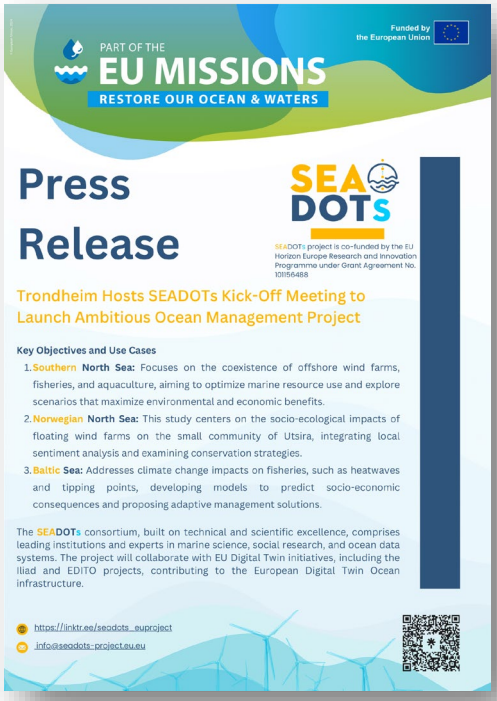

PART OF THE EU MISSIONS
RESTORE OUR OCEAN & WATERS
Funded by the European Union
Press Release
SEADOTs
SEADOTs project is co-funded by the EU Horizon Europe Research and Innovation Programme under Grant Agreement No. 101156488
Trondheim Hosts SEADOTs Kick-Off Meeting to Launch Ambitious Ocean Management Project
Key Objectives and Use Cases
1. Southern North Sea: Focuses on the coexistence of offshore wind farms, fisheries, and aquaculture, aiming to optimize marine resource use and explore scenarios that maximize environmental and economic benefits.
2. Norwegian North Sea: This study centers on the socio-ecological impacts of floating wind farms on the small community of Utsira, integrating local sentiment analysis and examining conservation strategies.
3. Baltic Sea: Addresses climate change impacts on fisheries, such as heatwaves and tipping points, developing models to predict socio-economic consequences and proposing adaptive management solutions.
The SEADOTs consortium, built on technical and scientific excellence, comprises leading institutions and experts in marine science, social research, and ocean data systems. The project will collaborate with EU Digital Twin initiatives, including the iliad and EDITO projects, contributing to the European Digital Twin Ocean infrastructure.
https://linktr.ee/seadots_euproject
info@seadots-project.eu.eu

Figure 26- Press Release Template 2

3.6 Scientific Publications

Publishing in well-known, peer-reviewed journals is essential for SEADOTs, as it ensures that the project's research findings, methodologies, and technological advancements reach the scientific community, policymakers, and industry stakeholders. High-impact publications help validate SEADOTs' contributions to digital ocean twin technology, socio-ecological modeling, and sustainable marine governance, while also promoting knowledge exchange and fostering collaborations with experts in the field. To maximize accessibility and outreach, SEADOTs prioritizes journals that support open-access publishing, allowing research outputs to be freely available to a global audience.

The produced publications, in order to be clearly associated with the project, should carry the following acknowledgment:

"This document is part of a project that has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101156488. The content of

this document reflects only the authors' view. The European Commission is not responsible for any use that may be made of the information it contains."

In order to keep track of the consortium's publications and submissions a dedicated worksheet in the project's activity tracker has been created. Each partner has been asked to fill out the excel sheet respectively and keep it up to date, notifying the dissemination leader and the coordinator about paper submissions and publications acknowledging the SEADOTs project in scientific journals/magazines and conference proceedings.

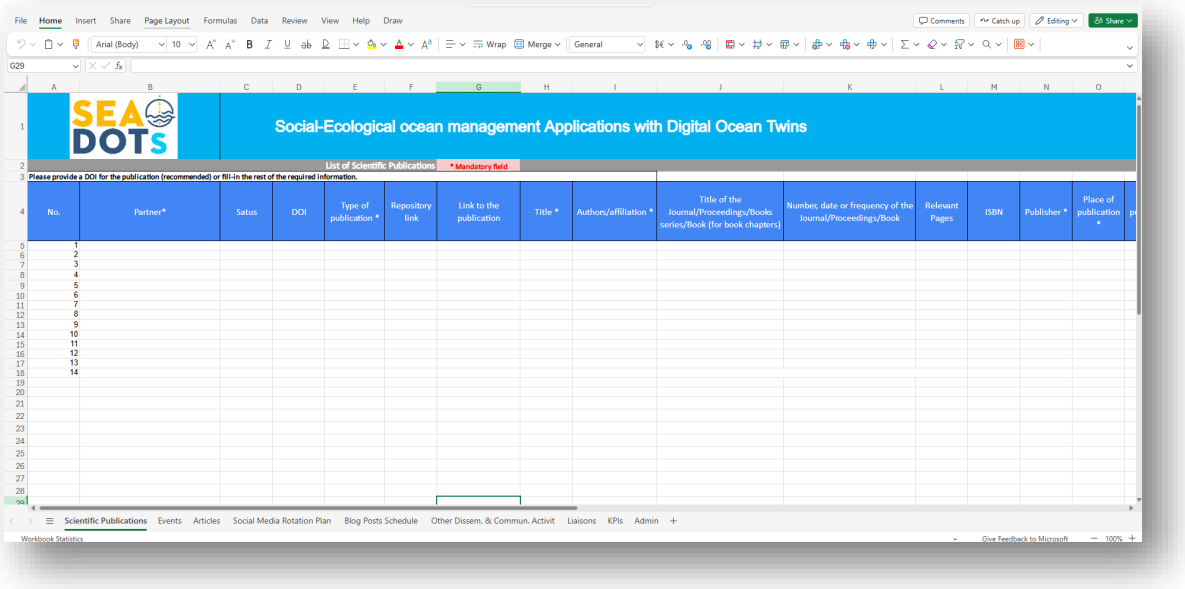


Figure 27 - Scientific Publications Worksheet

For the next period, the consortium is planning to publish in prestigious conferences and journal papers acknowledging the SEADOTs project. The following information presents the related activities where the SEADOTs consortium intends to participate.

The table below outlines potential targeted journals, their publishers, and relevant focus areas within SEADOTs' research scope.

Table 6 - Target Journals for SEADOTs Publications

Journal Name	Publisher	Open Access Support	Focus Area
Frontiers in Marine Science	Frontiers	Fully Open Access	Digital Ocean Twins, marine ecosystem modelling, socio-ecological interactions
Marine Policy	Elsevier	Open Access Option	Marine governance, policy recommendations, sustainable ocean management
Ocean & Coastal Management	Elsevier	Open Access Option	Marine spatial planning, socio-

			economic modelling, environmental impact assessments
Sustainability	MDPI	Fully Open Access	Blue economy, socio-ecological resilience, sustainable resource management
Earth System Science Data	Copernicus Publications	Fully Open Access	Ocean data interoperability, digital twin integration, geospatial data analysis
ICES Journal of Marine Science	Oxford University Press	Open Access Option	Fisheries management, marine conservation, human-ocean interactions
npj Ocean Sustainability	Nature Portfolio	Fully Open Access	Ocean sustainability, ecosystem-based management, data-driven decision-making
Journal of Operational Oceanography	Taylor & Francis	Open Access Option	Real-time ocean monitoring, digital twin applications, climate impact modelling
EGU Journals (e.g., Ocean Science, Earth System Dynamics)	European Geosciences Union (EGU)	Fully Open Access	Ocean dynamics, climate modelling, marine environmental science
Environmental Science: Advances	Royal Society of Chemistry	Fully Open Access	Environmental science, sustainability, policy
Annual Review of Marine Science	Annual Reviews	Fully Open Access	Marine science, oceanography, environmental science

3.6.1 Key Conferences for SEADOTs Participation

To maximize its outreach, knowledge exchange, and scientific impact, SEADOTs plans to actively participate in key international conferences and workshops that focus on marine governance, digital ocean twins, socio-ecological modeling, and sustainable ocean management. These conferences will provide a platform to present research findings, share policy insights, and engage with global stakeholders, including scientists, policymakers, industry leaders, and environmental organizations.

Below is a table outlining the potential conferences where the SEADOTs project can participate.

Table 7 - Key Conferences

Conference	Organizer	Focus Area	Expected Date	Location

European Maritime Day (EMD)	European Commission	Marine governance, blue economy, sustainability	May (Annual)	Rotating EU locations
EGU General Assembly	European Geosciences Union (EGU)	Earth and ocean sciences, climate change, geospatial modeling	April (Annual)	Vienna, Austria
EuroSea Conference	EuroSea (EU Horizon Project)	Ocean observation, forecasting, marine digital twins	Rotating	Various EU locations
EuroGOOS Conference	EuroGOOS (European Global Ocean Observing System)	Operational oceanography, ocean observing technologies	Rotating	Various EU locations
EERA DeepWind Conference	European Energy Research Alliance (EERA)	Offshore wind, marine energy, environmental impact	January (Annual)	Trondheim, Norway
Digital Ocean Forum	European Commission	Digital ocean twins, ocean data interoperability	Annual	Brussels, Belgium
International Ocean Data Conference (IODC)	UNESCO-IOC	Ocean data, digital twins, interoperability	Rotating	Various locations
OCEANS Conference & Exhibition	IEEE Oceanic Engineering Society & Marine Technology Society	Ocean technology, policy, and research	Biannual	Rotating global locations
International Marine Conservation Congress (IMCC)	Society for Conservation Biology	Marine biodiversity, conservation strategies, sustainability	Biennial	Rotating locations
BlueTech Week	The Maritime Alliance	Ocean innovation, blue economy, technology development	Annual	San Diego, USA

4. Liaisons and Collaboration with Other EU Projects and Initiatives

4.1 Overview

Collaboration with other EU-funded projects and initiatives is essential for SEADOTs to maximize its impact, create synergies, and enhance knowledge exchange across the marine sustainability landscape. Establishing strategic liaisons will enable SEADOTs to integrate best practices, share datasets, and strengthen interoperability with other digital twin initiatives. By actively engaging with parallel projects, SEADOTs can ensure a holistic approach to ocean management, leveraging expertise from diverse domains such as marine policy, climate adaptation, blue economy, and digital ocean infrastructures.

These collaborations will also help in harmonizing methodologies, fostering cross-project learning, and developing standardized frameworks for the integration of socio-ecological data. Through such engagements, SEADOTs will contribute to the creation of a more interconnected and impactful European marine research community, ultimately supporting the goals of the EU Green Deal, the European Digital Twin of the Ocean (EDITO (Initiative, n.d.)), and the wider Mission Ocean and Waters objectives.

4.1.1 Established Collaborations

The SEADOTs project is an active member of the Mission Ocean Initiative and a dedicated participant in the Mission Ocean and Waters group, engaging in monthly meetings to align efforts with other EU-funded projects. As a funded project under Mission Ocean, SEADOTs plays a role in the Mission Implementation Platform for Ocean and Waters (MIP Ocean), a key entity that coordinates synergies, stakeholder engagement, and communication efforts across Mission Ocean-funded initiatives. Through these engagements, SEADOTs actively contributes to the advancement of sustainable ocean governance and digital twin technology.

Additionally, SEADOTs contributes to the Mission Ocean Communication Collaborative, a monthly working group focused on communication strategy alignment, shared dissemination objectives, and cross-project collaboration. Through this continuous engagement with Mission Ocean partners, SEADOTs is strengthening its impact, fostering knowledge exchange, and enhancing synergies across EU-funded projects working toward ocean protection and restoration. Moreover, SEADOTs is interested in collaborating with the Lighthouse SEA projects, aiming to showcase its demonstrators and explore opportunities for policy alignment. Understanding and contributing to the policy directions of Mission Ocean is a key priority for SEADOTs, ensuring that its research and technological innovations align with European marine sustainability objectives.

4.1.2 Proposed Collaborations

SEADOTs actively collaborates with EU-funded projects and international initiatives to enhance knowledge exchange, optimize data integration, and strengthen the impact of Digital Ocean Twins (DOTs) for sustainable ocean governance. These partnerships support data sharing, joint demonstrations, and interoperability solutions, aligning socio-ecological and socio-economic modeling with broader efforts in marine monitoring, climate resilience, and policy development.

To strengthen collaboration, SEADOTs will engage in the following joint activities:

- **Knowledge exchange workshops** to discuss methodologies and data interoperability.
- **Joint policy briefs** addressing socio-ecological considerations in marine governance.
- **Co-publications and scientific papers** to advance digital twin research.
- **Participation in EU-funded networking events and conferences** to showcase SEADOTs contributions.
- **Data sharing agreements** to facilitate cross-project analysis and model validation.

The table below presents proposed joint activities and expected outcomes for SEADOTs' collaboration with related projects and initiatives.

The table below highlights key projects and initiatives with which SEADOTs can collaborate, outlining their focus areas and potential joint efforts.

Table 8 - Proposed Collaborations

Project/Initiative	Description	Proposed Collaboration	Expected Outcomes
EDITO (European Digital Twin of the Ocean)	A flagship initiative under the EU DTO framework, developing a comprehensive digital twin for ocean monitoring.	SEADOTs will align its social-ecological modeling approaches with EDITO to enhance socio-economic data integration.	Improved socio-economic modeling within the EU DTO, ensuring a holistic representation of human-ocean interactions.
Iliad Project	A large-scale effort to create interoperable Digital Ocean Twins for marine monitoring and decision-making.	SEADOTs will share insights into socio-ecological interactions and collaborate on joint demonstration activities.	Enhanced interoperability of SEADOTs' social-ecological models within large-scale DTO frameworks.
Mission Ocean and Waters	An EU mission focused on restoring ocean health and fostering sustainable blue economy strategies.	SEADOTs will contribute policy recommendations and participate in Mission Ocean events to ensure social-ecological perspectives are considered.	Stronger alignment between SEADOTs' findings and EU marine policies, ensuring that socio-ecological factors are integrated into decision-making.
Copernicus Marine Service	The EU's Earth observation program provides marine environmental data.	SEADOTs will explore data-sharing opportunities and utilize Copernicus datasets for modeling and validation.	Improved model accuracy and validation using high-resolution Earth observation data.
OLAMUR Project	A project promoting multi-use offshore marine infrastructures for sustainability.	SEADOTs will collaborate on the socio-economic impacts of multi-use marine spaces and integrate relevant datasets.	Enhanced understanding of co-existence strategies for marine activities (e.g., offshore wind, aquaculture, and fisheries).
CLIMAREST Project	A project focused on climate resilience and restoration of marine ecosystems.	SEADOTs will work with CLIMAREST on socio-ecological indicators to measure ecosystem health and resilience.	Advanced predictive models to assess climate change impacts on marine socio-ecological systems.
Blue Economy Observatory	A European platform supporting sustainable ocean industries through data analysis and policy insights.	Collaborative research on the role of Digital Ocean Twins in supporting marine spatial planning and industry applications.	SEADOTs will provide Digital Ocean Twin data to enhance marine spatial planning and policy development.

EcoTwin	A project focused on developing ecological digital twins for monitoring and managing marine biodiversity.	SEADOTs' sibling project from same call.	Integration of biodiversity indicators within SEADOTs' socio-ecological framework, strengthening marine conservation efforts.
SURIMI	A project advancing sustainable fisheries and aquaculture management through digital twin applications.	SEADOTs' sibling project from same call	Development of socio-economic tools to improve sustainable fisheries policies and aquaculture planning.
SEADITO	A project enhancing digital twin technologies for ocean monitoring and decision-making.	SEADOTs' sibling project from same call	Streamlined methodologies for integrating socio-economic and ecological datasets across digital twin platforms.
SEAtwins	A UN Ocean Decade Action based on the four sibling projects	SEADOTs will collaborate with its sibling project from same call under the UN Decade umbrella to reach a global audience	Improved climate resilience strategies for policymakers, supported by SEADOTs' socio-ecological insights.
DITTO	UN Decade Program Digital Twins of the Ocean	Parent program for SEAtwins	Alignment with global standards, enhanced visibility, strengthened partnerships, and potential joint activities.

4.2 Implementation Timeline

Successful dissemination and communication require careful planning and execution over the project's lifecycle to ensure the widespread visibility and impact of SEADOTs' outputs. This section presents a structured timeline that details major dissemination activities, deliverables, and milestones, aligning them with key project phases.

The plan includes targeted activities such as launching digital communication channels, organizing stakeholder engagement workshops, publishing academic and policy reports, and conducting industry outreach events. By mapping these activities to specific project milestones, SEADOTs will ensure a continuous flow of information and engagement, fostering collaboration and knowledge exchange across diverse stakeholder groups.

Additionally, built-in monitoring and evaluation mechanisms will allow for real-time assessment of the effectiveness of dissemination strategies, ensuring that objectives are met, and necessary adjustments are made throughout the project's duration.

Table 9 - Implementation Timeline

Phase	Activity	Deliverables	Timeline
Phase 1: Awareness & Setup	Branding, social media setup, website launch	Project website (D5.1), Initial D&C Plan (D5.2)	M1-M6
Phase 2: Engagement & Growth	Conferences, stakeholder workshops, social media campaigns	Stakeholder Reports (D5.3), Policy Engagements	M6-M18
Phase 3: Scaling Impact	Scientific publications, demonstrator events, policy dialogues	Final D&C Report (D5.5), Policy Briefs (D5.10)	M18-M36

4.3 Monitoring & Key Performance Indicators (KPIs)

SEADOTs will implement a structured monitoring and evaluation framework to assess the effectiveness, reach, and impact of its dissemination, stakeholder engagement, and research activities. This framework will be based on Key Performance Indicators (KPIs), ensuring that the project achieves its scientific, technological, and policy objectives while maintaining strong visibility and engagement.

To track progress, SEADOTs will assess engagement across multiple channels, including:

- **Social Media Engagement:** The number of followers, likes, shares, retweets, mentions, and impressions across X (Twitter), LinkedIn, Facebook, and Instagram will be tracked. Additionally, the performance of hashtags (#SEADOTsEu, #SEADOTsproject, etc.) and audience interaction levels (comments, discussions, and outreach trends) will be analyzed to optimize content strategies.
- **Event Participation and Impact:** SEADOTs will measure the number of conferences, workshops, and networking events attended, as well as the number of presentations, posters, and panels featuring SEADOTs. Stakeholder interactions, engagement levels, and audience feedback at these events will also be recorded.
- **Scientific Publications and Citations:** The number of peer-reviewed articles, conference papers, and policy briefs published will be monitored, along with citation metrics in academic databases (e.g., Google Scholar, Scopus, Web of Science). This will help assess SEADOTs' contribution to the scientific and policymaking communities.

- **Website Traffic and User Behavior:** Using Google Analytics, SEADOTs will monitor website visits, unique users, average session duration, and bounce rates. Particular focus will be given to the most visited pages (e.g., project objectives, demonstrators, news & events) and referral sources (e.g., search engines, social media, direct visits).

Regular KPI assessments will take place quarterly, allowing SEADOTs to analyze trends, refine engagement strategies, and optimize dissemination activities. The findings will be reported in periodic deliverables, ensuring that SEADOTs achieve measurable impact and visibility throughout their duration.

4.4 Sustainability & Long-Term Impact

Ensuring that SEADOTs' contributions extend beyond the project's duration is a key priority. This chapter discusses strategies for sustaining project outcomes, including integration with ongoing EU initiatives, collaboration with key stakeholders, and long-term accessibility of project resources.

Moreover, SEADOTs will ensure a sustainable and long-term impact by embedding its methodologies, tools, and findings into policy frameworks,-and scientific research. The project will achieve this by integrating its socio-ecological and socio-economic models into the European Digital Twin of the Ocean (EDITO), making them accessible beyond the project's duration. SEADOTs will also engage with policymakers to influence marine spatial planning and ocean governance.

To further extend its impact, SEADOTs will develop exploitation roadmaps for its key project outcomes, ensuring that its tools, datasets, and models remain accessible and useful to researchers, industry stakeholders, and policymakers after the project ends. The project will also promote open-access data sharing and share its digital resources (Zenodo, GitHub), ensuring continued use by researchers, industries, and decision-makers. Lastly, by building strong partnerships, SEADOTs will foster ongoing innovation and application of its solutions, securing its relevance ~~long~~ after the project ends.

5. Conclusion

This document provides a comprehensive overview of the SEADOTs project's Dissemination and Communication Strategy (D5.2) and its implementation plan. It presents a detailed report on the dissemination and communication activities carried out during the first six months (M6) of the project and serves as a guiding framework for all consortium partners to ensure effective outreach, engagement, and visibility. The strategy is designed to disseminate SEADOTs' technical and research findings, promote its methodologies and digital ocean twin applications, and ensure the long-term sustainability of its outcomes while addressing the specific needs of diverse stakeholder groups.

The document outlines the various tools, channels, and activities used to achieve the project's dissemination and communication objectives, including online promotion, event participation, organization of webinars and workshops, and scientific publications. A structured monitoring and evaluation framework with predefined Key Performance Indicators (KPIs) has been established to assess the effectiveness of the dissemination efforts and refine communication strategies where necessary.

The SEADOTs consortium recognizes that dissemination, communication, and stakeholder engagement are critical horizontal activities, integrated across all work packages and project partners. This document provides a clear roadmap for implementing the strategy, ensuring that SEADOTs' core messages, achievements, and innovations are effectively communicated.

Looking ahead, the project will continue to expand its stakeholder network, refine its dissemination tools, and actively contribute to the broader EU digital ocean twin ecosystem. The final dissemination report (D5.5) will provide a detailed evaluation of the project's communication and impact, securing the long-term visibility and adoption of SEADOTs' methodologies and findings.

As the project evolves, this deliverable will be regularly revised and updated to reflect new developments, emerging dissemination opportunities, and ongoing impact assessments. Additionally, to maximize outreach and measure the success of the strategy, a comprehensive monitoring framework has been put in place to track and evaluate the progress of the established KPIs. Ultimately, this document serves as a handbook for all project partners, ensuring a coherent, impactful, and sustained dissemination and communication effort throughout the duration of SEADOTs.

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