



# Restore4Life

RESTORING WETLANDS  
FOR A SUSTAINABLE FUTURE

## D6.3 PROJECT DISSEMINATION, EXPLOITATION AND COMMUNICATION STRATEGY

31/11/2023

# Partners





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## D6.3 PROJECT DISSEMINATION, EXPLOITATION AND COMMUNICATION STRATEGY

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NATURE OF THE DELIVERABLE:

REPORT

DISSEMINATION LEVEL:

PUBLIC

# Executive summary

This deliverable, named “Project dissemination, exploitation and communication strategy” (D6.3), due in M6, aims to establish the basis of all the project’s communication activities. It will provide project partners with a clear understanding of the project’s brand identity, delve into details about the project’s target groups and key messages, and establish the most suitable tools and channels to promote project results and contribute to its dissemination and exploitation activities.

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## ABBREVIATIONS

<b>AI</b>	ARTIFICIAL INTELLIGENCE
<b>CSA</b>	COORDINATION AND SUPPORT ACTION
<b>D6.3</b>	DELIVERABLE 6.3 PROJECT DISSEMINATION, EXPLOITATION AND COMMUNICATION STRATEGY
<b>D6.4</b>	DELIVERABLE D6.4 DISSEMINATION, EXPLOITATION AND COMMUNICATION
<b>EC</b>	EUROPEAN COMMISSION
<b>EC</b>	ECOSYSTEM SERVICES
<b>EU</b>	EUROPEAN UNION
<b>GA</b>	GRANT AGREEMENT
<b>GDPR</b>	GENERAL DATA PROTECTION REGULATION
<b>IA</b>	INNOVATION ACTION
<b>KER</b>	KEY EXPLOITATION RESULTS
<b>KPIs</b>	KEY PERFORMANCE INDICATORS
<b>NbS</b>	NATURE BASED SOLUTIONS
<b>PR</b>	PRESS RELEASE
<b>WP</b>	WORK PACKAGE



## 1 Introduction

A successful communication, exploitation and dissemination strategy is fundamental for a project's realization. It plays the role of a well-needed framework for all the communication activities, facilitating the flow of information, enhancing the engagement with stakeholders, and maximizing the impact of the project's outcomes.

This deliverable and the guidelines it sets will be used to achieve the results and KPIs, which are to be reported on in D6.4 Dissemination, exploitation and communication and provide information about the communication materials developed, the performed activities, as well as the impact achieved when it comes to the effectiveness of the messaging. Deliverable D6.4 Dissemination, exploitation and communication will be submitted in M46.

After Chapter 1 corresponding to the introduction, this deliverable is divided in the following sections:

- ❖ **Chapter 2:** Dissemination Plan, which will focus on the objectives of our communication activities, the various target groups, key messages and KPIs against which we will analyze the success of our communication effort in D6.4 Dissemination, exploitation, and communication;
- ❖ **Chapter 3:** The communication materials, created to facilitate the effective dissemination of the project. This chapter will look into the brand identity, and the promotional materials;
- ❖ **Chapter 4:** This chapter will go over the channels selected for optimal outreach;
- ❖ **Chapter 5:** Goes over the responsibilities of the partners when it comes to the successful implementation of the communication strategy;
- ❖ **Chapter 6:** Provides a systematic overview of the contents of this document.

## 2 Dissemination Plan

The dissemination plan describes the actions envisioned to build awareness of the project results, creating understanding, and aiming for action among the relevant target audience.

The following chapter will emphasize the goals of our communication initiatives, the diverse audience segments, our core messaging, and the key performance indicators (KPIs) that will be the basis for the effectiveness of our communication endeavors.

### Objectives

The objectives of the dissemination plan are as follows:

- ❖ **Raising awareness** about the project, increase its broad visibility and disseminate its results;
- ❖ Encouraging **engagement** from the target audience, such as local stakeholders, businesses and local authorities;
- ❖ **Educating** the public and sharing project findings, research results, and best practices;
- ❖ Providing **capacity building** opportunities for local stakeholders;
- ❖ Establishing **synergies** with related initiatives and exploring partnerships;

- ❖ **Showcasing impact** through success stories and inspirational news and attracting additional support.

## 2.1 Target Groups

According to the Quadruple Helix Model, which is based on the Triple Helix Model, Civil Society plays an important role in innovation and knowledge-based societies. This new model recognised that innovation is not only driven by the 3 actors, previously described within the Triple Helix Model (namely **Industry, Academia and the Government**), but a key player is also seen in the face of the **civil society** (i.e. the general public, different citizen organizations, and citizen scientists, among others. You can see the table below for a more detailed overview).

The Quadruple Helix Model, acknowledges the interconnectedness of these sectors and provides a holistic approach. Utilizing this model will help us achieve a compelling communication strategy, driving collaboration and success. It will assist us in crafting a narrative, which resonates with various stakeholder groups and enhances the project's impact.

Table 21: Restore4life – Quadruple Helix Model

HELIX	DESCRIPTION
CIVIL SOCIETY	GENERAL PUBLIC, CITIZEN SCIENTISTS, MEDIA GROUPS, DIFFERENT ASSOCIATIONS, NGOS; EUROPEAN VOLUNTEER CORPS AND MISSION CITIZEN ASSEMBLIES, YOUTH ORGANISATIONS, HIGHER EDUCATION INSTITUTES (SCHOOLS AND COLLEGES).
INDUSTRY	PRIVATE SECTOR (INNOVATORS, FISHERIES, TOURISM, FARMERS, FINANCIAL INVESTORS, BUSINESS ASSOCIATIONS), PUBLIC SECTOR: WATER UTILITIES, ENERGY UTILITIES, SPATIAL PLANNING, RESOURCE MANAGEMENT.
ACADEMIA	SCIENTIFIC COMMUNITY; EUROPEAN STRUCTURES SUPPORTING RESEARCH AND INNOVATION (SRIA, ESFRI, HORIZON EUROPE, INTERREG, ESA), EUROPEAN AND INTERNATIONAL INITIATIVES (LIFE, WATER4ALL PARTNERSHIP, SUSTAINABLE BLUE ECONOMY PARTNERSHIP, JPIS, FUTURE EARTH, IPCC, UNEP, WWQA, FAO), OTHER LIGHTHOUSE AND RELEVANT EU PROJECTS, RESEARCH INFRASTRUCTURES ON THE ESFRI ROADMAP (E.G. DANUBIUS-RI).
GOVERNMENT	POLICYMAKERS FROM LOCAL AND REGIONAL AUTHORITIES, POLICY IMPLEMENTERS AT EUROPEAN AND NATIONAL AGENCIES, POLICY MAKERS FROM THE EUROPEAN COMMISSION GROUPS.

The Communication Team has created an internal **Stakeholders Database** and asked the project partners to regularly populate it. This database serves as a fundamental resource, facilitating connections and effective communication with individuals and organizations invested in Restore4life initiatives and takes into consideration all the necessary GDPR regulations.

The Stakeholder Database is a **dynamic tool that requires input from all consortium members** to maximize its potential and impact throughout the project lifespan.

## 2.2 Key messages

Customizing our messages to resonate with the various target groups is essential in order for our communication to fit with their challenges, concerns and needs. By doing so, we will ensure the maximization of our communication and foster better understanding with each target audience.

**TABLE 2: RESTORE4LIFE – KEY MESSAGES**

AUDIENCE	CONTEXT	KEY MESSAGES
CIVIL SOCIETY	THEY ARE IMPORTANT FOR PUBLIC ENGAGEMENT.	<ul style="list-style-type: none"> <li>• “LEARN HOW RESTORE4LIFE CONTRIBUTES TO WETLAND PROTECTION AND THE WELLBEING OF LOCAL COMMUNITIES”.</li> <li>• “HEALTHY WETLANDS ENHANCE BIODIVERSITY, IMPROVE WATER QUALITY AND CREATE BETTER LIVING CONDITIONS FOR THE LOCAL COMMUNITY”.</li> <li>• “GET INVOLVED! EXPLORE OPPORTUNITIES TO PARTICIPATE IN RESTORATION ACTIVITIES / CITIZEN SCIENCE INITIATIVES / COMMUNITY EVENTS!”</li> <li>• “YOUR VOICE MATTERS. SHARE YOUR THOUGHTS/ PROVIDE FEEDBACK TO ENSURE THAT RESTORATION EFFORTS REFLECT COMMUNITY NEEDS”.</li> <li>• “THE INVOLVEMENT OF CITIZENS IN WETLAND RESTORATION PROJECTS IS ONE CRUCIAL STEP IN THE IMPLEMENTATION OF WETLAND RESTORATION”.</li> </ul>
INDUSTRY	THIS GROUP USUALLY CONSISTS OF THE INNOVATORS AND IMPLEMENTERS.	<ul style="list-style-type: none"> <li>• “UNLOCK ECONOMIC OPPORTUNITIES!”</li> <li>• “GAIN VALUABLE INSIGHTS INTO CURRENT AND UPCOMING EU-RESTORATION REGULATIONS”.</li> <li>• “BUILDING SUSTAINABLE PARTNERSHIPS FOR LONG-TERM SUCCESS.”</li> </ul>
ACADEMIA	THE INSTITUTIONS AT THE FOREFRONT OF RESEARCH AND KNOWLEDGE-SHARING.	<ul style="list-style-type: none"> <li>• “BRIDGE THE GAP BETWEEN THEORY AND PRACTICE BY CONTRIBUTING TO REAL-WORLD RESTORATION EFFORTS”.</li> <li>• “THE PROJECT ACTIVELY PARTNERS WITH</li> </ul>

		<p>ACADEMIC INSTITUTIONS TO DRIVE INNOVATION".</p> <ul style="list-style-type: none"> <li>• "RESTORE4LIFE PROVIDES A PLATFORM TO SHARE AND APPLY RESEARCH FINDINGS".</li> </ul>
GOVERNMENT	<p>THIS TARGET AUDIENCE IS RESPONSIBLE FOR THE DECISION MAKING PROCESSES, RELATED TO THE SHAPING OF REGULATIONS AND POLICIES.</p>	<ul style="list-style-type: none"> <li>• "RESTORE4LIFE SUPPORTS POLICY GOALS FOR ECOSYSTEM RESTORATION".</li> <li>• "EVIDENCE-DRIVEN INSIGHTS FOR BETTER DECISION-MAKING".</li> <li>• "ENGAGE IN KNOWLEDGE EXCHANGE AND TAKE PART IN WEBINARS AND TRAINING SESSIONS".</li> <li>• "SHAPING THE FUTURE TOGETHER".</li> </ul>

## 2.3 Strategies and measures for stakeholder engagement at projects sites

The PESTLE analysis conducted in WP4.1 was followed up with key local business stakeholders in accordance with section 2.1 of the Project dissemination, exploitation and communication strategy (6.3). During 2024, nine structured interviews were conducted with key state and private businesses at the four Implementation Sites (Report 4.2/M17). The interviews were designed to mirror a formal Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis but be conversational without intimidating the interviewee. The businesses ranged from micro to large size, private to state ownership, and encompassed farming, fish production, reed harvesting, forestry, water management, power generation, and tourism sectors. The interviews served to raise awareness of the existing and potential benefits (tangible and intangible) from implementing NbS in relation to wetland restoration at the Implementation Sites, in particular by deploying project expertise to assist the local businesses. These opportunities included strategic planning for ecotourism, prevention of peat erosion, reed thatch marketing, and development of Other Effective area-based Conservation Measures (OECM).

In addition, a matrix of potential wetland NbS benefits at the Implementation Sites was constructed (Report 4.2 / M18). The matrix combines the results from the PESTLE analyses and SWOT-based interviews to identify potential economic benefits from wetland restoration in terms of private SME opportunities and generation of public environmental goods. The matrix showed that the chief NbS business opportunities at the Implementation Sites are fishing, tourism, forest products, timber, and harvesting reed. Associated with these activities were several public good ecosystem services including expanding fish spawning habitat, flood relief, increase of carbon sequestration from peat formation, reduction of algal blooms and water quality improvement. Unfortunately, the analyses also revealed that potential opportunities for NbS business development is rather low. This is primarily due to the small size of the Implementation Sites: none is more than 2,000 ha and only one is in private hands while the others are on state land with restrictive use conditions.

Below are some of the strategies and methods commonly used in stakeholder engagement:

- **Focus groups** – Typically, a representative group of stakeholders may be invited to discuss their views in a small group setting

- **Interviews** – One-on-one discussions with key stakeholders to build a deeper understanding of specific concerns
- **Meetings/informative workshops**
- **Emails/Newsletters** – Stakeholders will receive regular updates through the newsletter
- **Social media updates**

## 2.4 Key performance indicators

To ensure that we measure the success of our outreach strategy and its impact on diverse audiences effectively, we will establish both quantitative and qualitative performance indicators throughout the project, using the **SMART methodology (Table 1)**.

These indicators will be related to the project's objectives and will allow an analysis of the impact of our communication measures. Quantitative indicators are e.g. the number of communication actions, newsletters & press releases, and publications, the number of visits on the website and of people interacting on social media and attending the communication events. The qualitative indicators reflect the quality of the interaction with the people, based on online questionnaires to the visitors of the website and the participants of communication events, and the feedback from general audience and specific target groups.

**TABLE 3: RESTORE4LIFE – PERFORMANCE INDICATORS FOLLOWING THE SMART METHODOLOGY**

Objective	S(specific)	M(measurable)	A(Attainable)	R(Relevant)	T(Time-based)
Raise awareness	Develop and disseminate engaging content through owned media channels and press releases.	<ul style="list-style-type: none"> <li>- 10,000 website visits</li> <li>- 200 newsletter subscribers (see 1 below)</li> <li>- Social media followers (see 2 below)</li> </ul>	Through consistent content creation, media outreach, and social media engagement.	Essential for project impact and reaching the target audience.	Achieve target by M48
Engagement	Foster engagement from local stakeholders, businesses, and authorities.	<ul style="list-style-type: none"> <li>- Social media interactions (20 per posting)</li> <li>- 500 Video views per video</li> <li>- Workshop &amp; webinar attendance (min 15 attendees per event)</li> <li>- Virtual consulting room queries (10</li> </ul>	Through targeted communication and partners involvement.	Ensures project relevance and impact on the local community.	Achieve target by M48

		per month, see 3 below)			
<b>Educating the public</b>	Educate the public and share project findings, research, and best practices through publications, presentations, podcasts, and newsletters.	<ul style="list-style-type: none"> <li>- 6 scientific manuscripts, citation records</li> <li>- 10 Scientific presentations in congresses</li> <li>- 3 Restore4Life Podcasts per year</li> </ul>	Through research, content creation and dissemination.	Ensure knowledge transfer and promotes best practices.	Achieve target by M48
<b>Capacity building</b>	Form regional stakeholder groups in twinning demonstration sites and associated regions.	Create and maintain a list of stakeholder group members, conduct a minimum number of stakeholder meetings, and document meeting attendance.	Through targeted outreach and communication.	Enables co-development of restoration roadmaps.	Through the initial stage of the project
<b>Synergies</b>	Identify and engage with relevant organizations and projects.	Track the number of partnerships established and collaborative activities undertaken. This could be measured by the number of joint events, publications or other collaborative actions.	Through networking, joint newsletter and attending conferences.	Enhances project impact and expands its reach.	Achieve target by M48
<b>Impact</b>	Develop and disseminate compelling success stories and reports.	Track media coverage of success stories, website traffic to impact pages, and the number of inquiries for collaboration.	Through documenting project achievements and effectively communicating their value.	Demonstrate project success.	Throughout the project.

To measure the key indicators above, the following evaluation elements will be used:

- Google Analytics – to track and report the traffic to the project website;
- Social Media Metrics – to track the engagement on social media profiles;
- Communication reporting table: the project partners will report on the communication activities implemented in one single place: a special repository created by the Communication Team;
- Partners should save evidence of the activities conducted.

The above indicators will be a benchmark, used to monitor our performance and project progress and help us make informed decisions. Therefore, it's fundamental to select appropriate KPIs to ensure the project delivers excellent results.

- (1) **Newsletters** – the project would like to incorporate more sustainable practices, thus shifting away from the traditional physical newsletters and formulating a KPI that emphasizes on a digital newsletter delivery, making it more accessible and interactive. This will help us achieve a greater engagement within our stakeholders. We will aim to publish at least **2 digital newsletters per year** and have at least **100 recipients per newsletter**. Overall, we will also aim to have at least **200 newsletter subscribers** throughout the project's lifespan.
- (2) **Social media followers**: The consortium would like to bring to attention the KPI set for social media followers per social media profile. According to the consortium experience in European Projects, we deem this KPI of 1,000 subscribers per social media profile to be extremely high. If we were to set an achievable yet ambitious KPI, numbers would be **over 1,500 followers in total for all social media profiles combined**.
- (3) **Virtual consulting room queries** – This KPI refers to the Restore4Life platform, which is to be developed under WP1, where people interested in restoration activities would be able to reach out to experts. We aim at **10 queries per month** as soon as the platform is created.

## Communication materials

The following communication materials have been crafted to create project recognition and brand recall. The branding elements, such as the logo, typography and color palette are in accordance with the project's mission, while the brand guidelines ensure the brand consistency across all our engagement strategies.

### 2.5 Brand Identity

The brand identity of a project is crucial for the success of a project for a variety of reasons, such as:

- ❖ Strong visual identity: Creates a strong first impression in the audience;
- ❖ Creating brand recognition: Makes our project more recognizable from the rest and more memorable in the minds of our target audience;
- ❖ Consistency: The brand identity will play the role of a framework when it comes to the communication activities across all our platforms.

### 2.5.1 Logotypes

The logo plays a central role in the project's visual identity. It aids recollection and should be included in all project communication.

We chose a heron to be at the forefront of our logotype, since they are commonly found in wetland environments such as marshes, swamps, and riverbanks. They are adapted to live and thrive in these areas, making them a recognizable symbol of wetlands. They are also considered indicator species, meaning their presence or absence can indicate the health and ecological condition of wetlands.

As presented below, three versions of the project's logo have been developed:

- ❖ The first version displays the project's acronym in a single font, in conjunction with the carefully crafted slogan for the project: "Restoring wetlands for a sustainable future" underneath, to convey the project's message. This logo also contains the heron symbol;
- ❖ The second version displays only the acronym of the project, together with the heron symbol;
- ❖ The third version displays only the heron symbol.

The **official logo** of the project is the first one that includes all visual elements. The last two versions should be used with caution: they can be used only for internal communication or for visual materials that already include the first version of the logo (e.g. the project's website), or when it's rendered too small for the text to be easily read.



**Figure 1: Official logo and icon**

We have also created black and white versions of the logo, in case if in some instances the use of color is impractical.





**FIGURE 2: LOGOTYPES**

The logos are available for all consortium members to use in the shared consortium folder under **WP** > **WP6 - Communication, Dissemination and Exploitation** > **Branding Identity** > **Logo**.

### 2.5.2 Typography

The typography of the project was specifically selected to deliver the messaging, which Restore4Life aims to convey.

We chose **Comfortaa** and **DM Sans**, because both of them are rounded and evoke associations with nature, are readable and versatile.

Comfortaa  
for titles

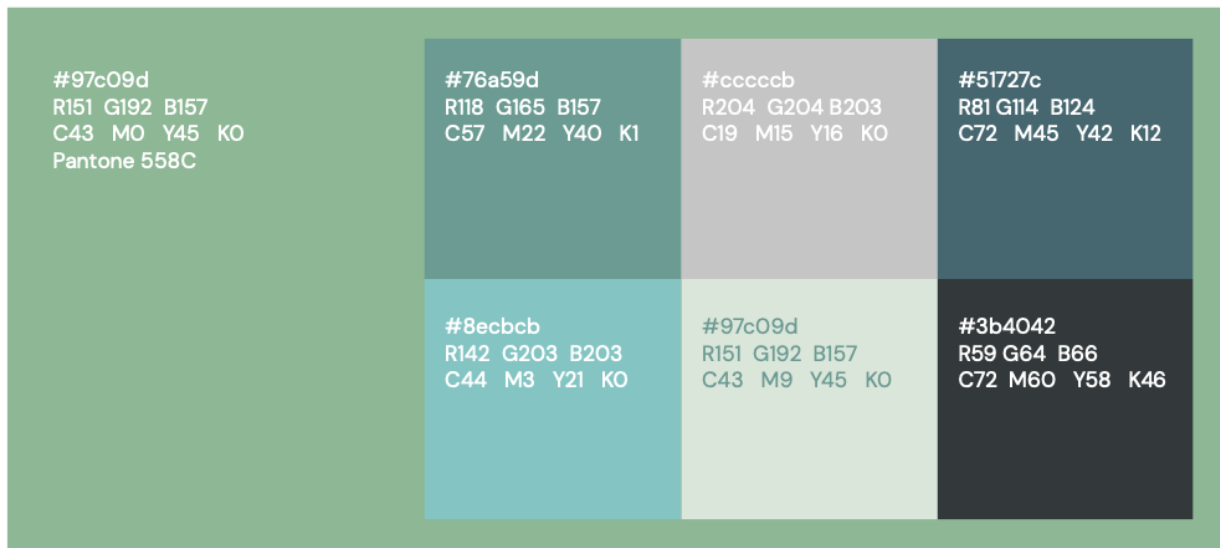
DM Sans  
for text

Figure 3: Typography

The fonts are available to download for free at [Google Fonts](https://fonts.google.com/).

### 2.5.3 Color Palette

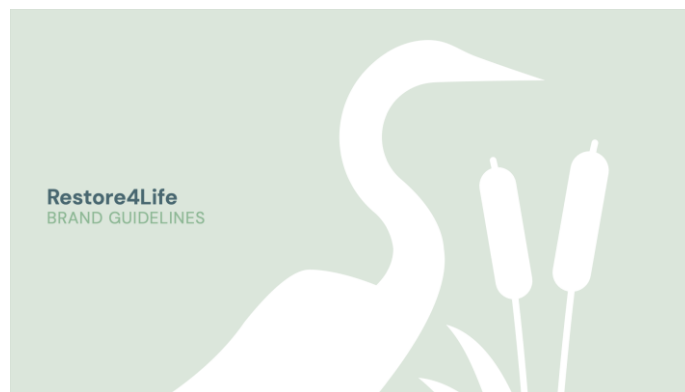
The Restore4Life follows the following color palette. The colors were extracted thanks to AI from wetland images:

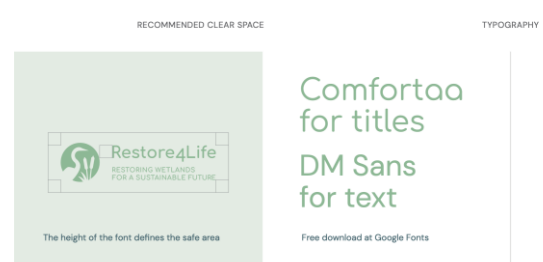
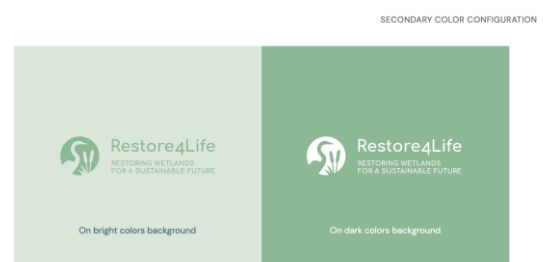
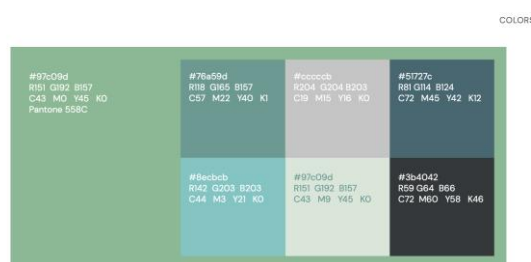


**Figure 4: Color Palette**

#### 2.5.4 Brand Guidelines

Brand guidelines were designed as part of the brand identity of the project and made available for use to the whole consortium. Those guidelines represent a set of instructions on how the project should be represented across various communication channels. This document is essential for maintaining the consistency of the brand identity.





**Figure 5: Brand guidelines**

The guidelines are available for all consortium members to use in the shared consortium folder under **WP > WP6 – Communication, Dissemination and Exploitation > Branding Identity > Brand Guidelines**.

The guidelines will be also uploaded to the project website.

### 2.5.5 EU Disclaimer

All communication materials and dissemination of results should demonstrate visibility of EU funding, by displaying the EU emblem and including the following text:



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### 2.5.6 MISSION Ocean and Waters branding

Since Restore4Life is part of the EU Mission "Restore our Ocean and Waters", all communication materials demonstrate this by incorporating the Mission Ocean and Waters branding in the project's visuals and website. Those visuals may not be edited by adding or extracting elements.

To make the work of the consortium smoother, the Mission's identity has already been incorporated into the necessary Restore4Life templates and materials.





## 2.6 Documentation templates

To ensure consistency of the project's visual identity, the Communication Team has prepared and will continue to prepare templates to be used universally for the preparation of reports, presentations, deliverables, press releases, etc.

These templates will be shared through email communication and via the project's consortium Google Drive folder among all the partners.

The below mentioned templates are available for all consortium members to use in the shared consortium folder under **WP > WP6 – Communication, Dissemination and Exploitation > Templates**.

### 2.6.1 DELIVERABLES' TEMPLATE

A template has been developed in a Microsoft Word format, following the project's identity and guidelines to serve the need of deliverables preparation.

The purpose of such a template is to have a consistent and recognizable layout for the project's deliverables. The deliverable template has a cover page containing the project's symbol – the heron in a prominent position, the name of the deliverable and the date.

The second page of the document is dedicated to the consortium and includes all the logos of the project partners.

The third page of the template includes a table with the document's information and a table with the document's revision history. Moreover, it contains a disclaimer that excludes the responsibility of the European Commission for any use that may be made of the information contained in any deliverable.

Following this, on the third page, there is a copyright message, displayed to protect the originality of any produced content within the Restore4Life project.

The fourth page is dedicated to the deliverable's summary, which is a clear and comprehensive synopsis of what each deliverable will be about.

The fifth page of the deliverable template is reserved for the tables of contents and figures.

The final pages list the documents' references and contain the appendix.



**Figure 6: Deliverable Template**

### 2.6.2 MINUTES' TEMPLATE

A similar design, containing the project's brand identity, has been created for the internal communication of the project, such as the meeting minutes.

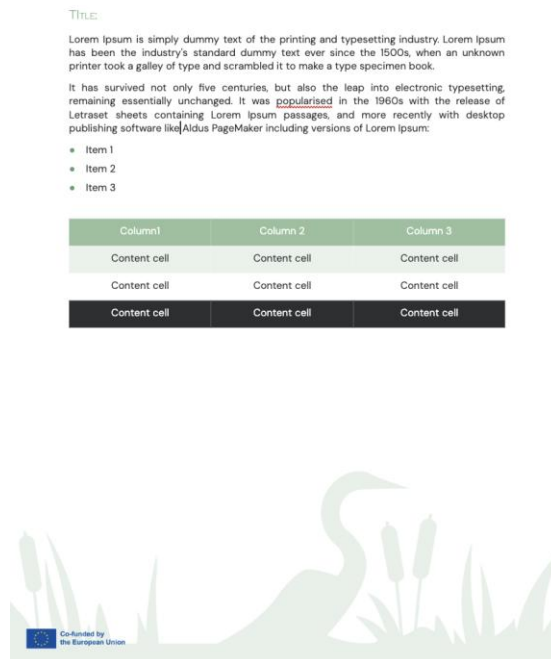


Figure 7: Document template

### 2.6.3 POWERPOINT TEMPLATE

A Powerpoint template has been designed, following the branding of the project in order to ensure consistency across all our presentations. Whether it's for project updates, workshops, or public outreach, this template will reinforce the cohesiveness of our project's image.

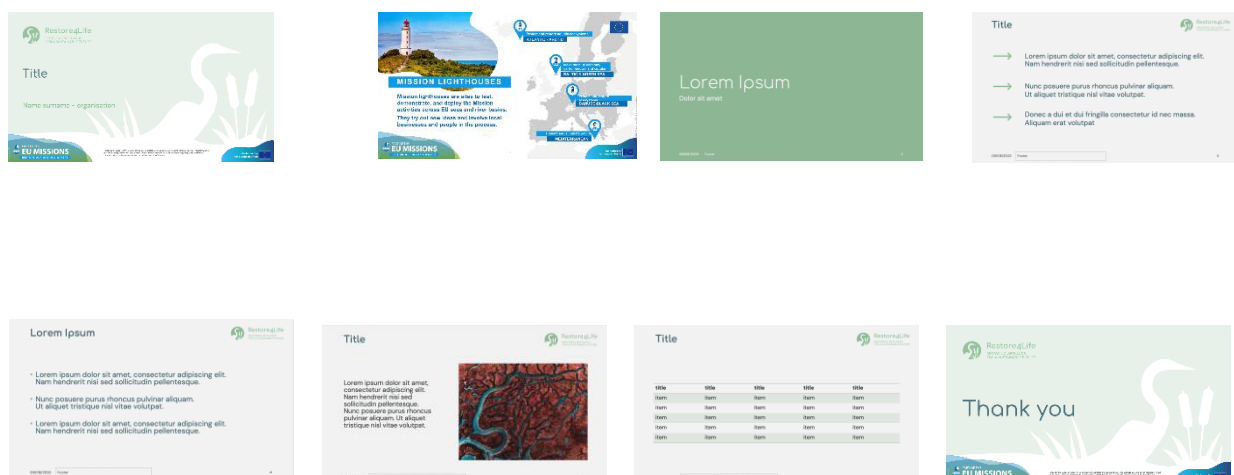


FIGURE 8: POWER POINT TEMPLATE



### 2.6.4 Invitation template

An invitation template has been developed to facilitate our partners in reaching out to stakeholders effectively, allowing partners to customize their invitations, while also following the project branding guidelines.

This template will be used for invitations to events and workshops, amongst some of the planned activities.



Figure 9: Invitation template

## 2.7 Promotional materials

Several templates and promotional materials have been created in accordance with Restore4Life's visual identity to be used in communication and dissemination materials. The project logo is to be incorporated in every template to maintain coherence throughout all communication efforts.

### 2.7.1 Social Media Visual Templates

A variety of visual templates have been created by the Communications Team for the vast project actions, including dissemination of webinars, open calls, speakers and events attendance.

As the project expands and continues to evolve, we are committed to adapting and increasing the variety of our social media templates with fresh and engaging ones, reflecting our dedication to keeping our target audience informed and committed to the project's goals.



**Figure 10: Social Media visual templates**

The templates have been made available for all consortium members to use in the shared consortium folder under **WP > WP6 – Communication, Dissemination and Exploitation > Templates**.

## 2.7.2 Virtual Backgrounds

The creation of a Virtual Background featuring the branding identity of our project serves in enhancing our visibility during presentations and interactions. By incorporating our project's branding elements into the virtual meeting backdrop, we establish a consistent and professional visual identity that reinforces our brand image. This deliberate and cohesive representation not only fosters brand recognition but also conveys a sense of professionalism and attention to detail. When conducting

presentations or participating in virtual meetings, the branded visual background becomes a powerful tool to visually anchor our project's identity, making it easily recognizable and memorable for our audience.

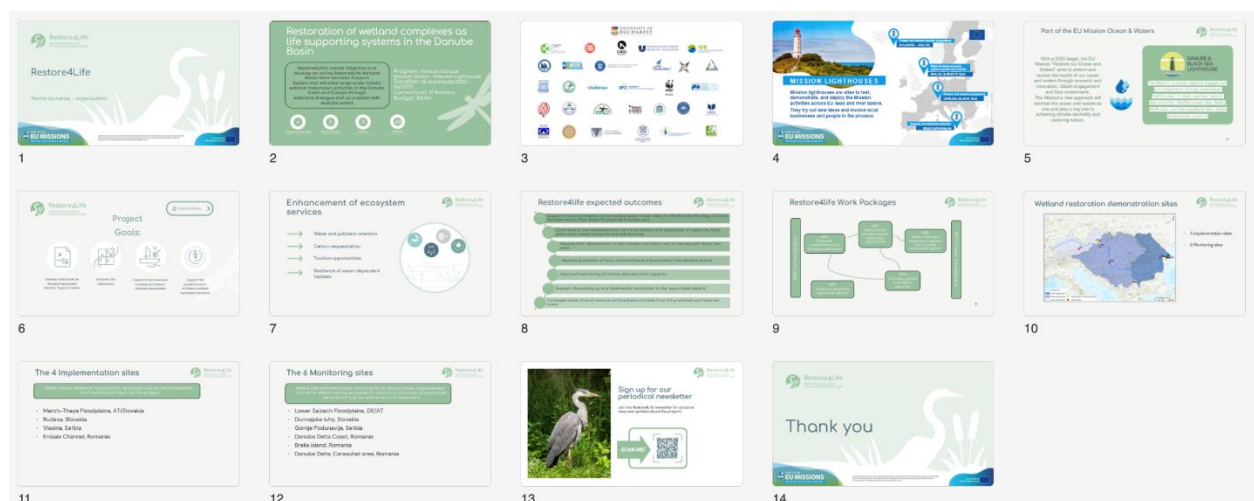


**FIGURE 11: VIRTUAL BACKGROUND**

### 2.7.3 Project Presentation

A general Powerpoint presentation of the project has been created by the Communication Team, aimed at providing an overview of the project's timeline, the project's goals and anticipated outcomes, as well as the various stakeholders involved.

The presentation can be downloaded and edited by all consortium members and adjusted to fit their specific needs. The presentation is available to all consortium members to use in the shared consortium folder under **WP > WP6 – Communication, Dissemination and Exploitation > Project Presentation**.



**FIGURE 12: PROJECT PRESENTATION SAMPLE OVERVIEW**

#### 2.7.4 Print Materials

The project will give primary focus to digital promotional materials, since this is aligned with a minimum environmental impact and the materials will only be printed in case deemed necessary.

As part of the project, the Communication Team has created a variety of print materials, available as e-documents for the consortium members to print and to bring with themselves when attending events.

- ❖ **Stickers:** We created stickers with the project's visual identity and a QR code, which leads to the project website in order to help with the outreach of the project.



**Figure 13: Sticker**

- ❖ **Flyer:** Two flyers in A4 and A5 format have been created to serve the dissemination purposes of the project. An editable template of the flyer has also been provided to the project partners in order to translate the information in local languages for their various stakeholders.



Figure 14: Flyer

- ❖ Roll-up: A roll-up with information about the project and the logos of all the partners has been designed.
- ❖ A2 poster: We have created an impactful A2 poster, which showcases the essence of our work for partners to print and easily bring to events.



Figure 15: Poster

All the abovementioned print materials are available for access by all partners under **WP > WP6 – Communication, Dissemination and Exploitation > Print Materials for Dissemination**.



### 2.7.5 Press Releases

Press Releases will be produced throughout the project and will be sent out for dissemination purposes to all project partners. Each Press Release will be uploaded to the website, under the “[News](#)” section and will be disseminated through the social media profiles of the project, as well as uploaded to the consortium drive for all partners to access at **WP > WP6 – Communication, Dissemination and Exploitation > Press Releases**.



Figure 16: Press release example

### 2.7.6 Photographs and Videos

Throughout the lifespan of the project, we aim to capture the project's journey and milestones. We will document Restore4Life's progress through photo and video format, not only serving as a valuable record of the project's achievements, but also recording the stories behind them.

The inaugural video introducing the Restore4Life project has been created: "[Restore4Life – Restoration of Wetland Complexes as Life-Supporting Systems in the Danube Basin](#)." This initial video focuses on elucidating the profound impact of wetlands, exploring biodiversity, outlining key ecosystem services, and articulating the objectives of the Restore4Life initiative. The video is available on the Restore4Life YouTube channel.

### 2.7.7 Open Call Communication Kit

We will produce a specifically-designed Open call Communication Kit for the launch of the Open Call, consisting of a collection of social media visuals, social media copy, a variety of email templates, print materials and key dates, among some, in order to maximize our communications efforts.

This document will be distributed to all project partners before the launch of the Open Call and will contain all the exhaustive information, which will facilitate the consortium members to spread the message about the project and the Call for Associated Regions.

## 3 Channels

To reach a wide pool of relevant stakeholders, Restore4Life has identified the below mentioned communication channels. Each channel will help us reach a different audience, ensuring that our messaging reaches our target effectively across all platforms.

### 3.1 Website

The project website is available at <https://restore4life.eu/>.

It is the main outreach tool of the project and will be regularly updated with new information. All the created communication materials and dissemination activities aim to redirect the stakeholders to the project website, where more exhaustive information will be made available.

The website is a dynamic work in progress and will undergo changes throughout the entire duration of the project to meet its needs.

The project will host the Open Call for Associated regions, information about the implementation and demonstration sites, news articles, project updates, as well as information about key dates and events, among some of its features.



#### HOW CAN I PUBLISH A NEWS ARTICLE TO THE PROJECT WEBSITE?

PLEASE SEND YOUR CONTENT TO [ELENA@F6S.COM](mailto:ELENA@F6S.COM) AND [ORIANE@F6S.COM](mailto:ORIANE@F6S.COM) (SUBJECT: RESTORE4LIFE WEBSITE).

### 3.2 Social Media Channels

#### ❖ Twitter

A [Twitter profile](#) has been created for the project. Since this platform is designed for quick interactions and real-time updates, we will utilize this channel to live tweet during key times and regularly update our followers about current project developments and events.

This social media platform will allow us to reach a diverse audience, while the usage of hashtags will provide us with the opportunity to categorize our content.

#### ❖ LinkedIn

A [LinkedIn page](#) has been created for the project in order to deliver relevant information to our target audience. LinkedIn is a great tool for reaching out to a large variety of stakeholders. After carefully analyzing a variety of social media platforms, we anticipate that LinkedIn will emerge as a top-performer with many experts, businesses and stakeholders from our field active across this media. As we strive to connect with a wide range of professionals and foster meaningful collaborations, LinkedIn offers the ideal environment for these interactions.

#### ❖ Instagram

An [Instagram page](#) has been created for the project in order to reach the general public and in particular, the younger, more visually-oriented people. The focus on our Instagram page would be to create informative content that will tell our project's story, while also raising awareness.

#### ❖ Youtube

A [YouTube account](#) has been created in order to serve the purpose of a video repository and host all the project videos.

Not only is YouTube an excellent medium to archive videos and allow instantaneous access to all video content produced throughout the programme, but this platform also enables the videos' integration with other communication channels, further empowering our communication and dissemination strategy.

### 3.3 Project Newsletter

The Restore4Life Communication Team has created a Mailchimp newsletter account, which will allow us to send our newsletters during key times of the project and disseminate project updates, community news, and upcoming events.

We will use email marketing to foster engagement with our audience, as well as inform, thus creating value for our readers.

### 3.4 Email

Email templates will be created by the Communications Team and distributed amongst the project partners during key times for the project.

Emailing will also be used as a communication means during the Open Call for Associated Regions to spread the word about the project and to ensure outreach to a high quantity and quality of possible participants.

### 3.5 Podcast

Podcasts have gained immense popularity in recent years and are a fantastic tool for storytelling and unlike articles, they serve as a dynamic channel for individuals with hectic schedules and those constantly on the move.



We will aim to connect with the audience through engaging content, such as expert interviews, discussions on research findings, pressing issues, personal experiences and inspirational stories.

Guests to the podcast will be industry professionals, authors, scientists, entrepreneurs, and influencers. These guests will not only bring value to the topics of the podcast, as well as fresh new perspectives, but they will also be useful for the expansion of the podcast's reach.

### 3.6 Partner's Online Channels

The Restore4Life consortium consists of 31 partners from across 14 countries: Romania, Bulgaria, Serbia, Hungary, Bosnia and Herzegovina, Croatia, Montenegro, Austria, Germany, Ireland, Spain, Slovenia, Greece, and Slovakia.

Each partner will contribute to the project's dissemination activities, making use of their own well-established networks and communication channels, such as their websites, social networks (Facebook, LinkedIn, Twitter), newsletters, and networks.

### 3.7 Danube Lighthouse joint newsletter

Our project is part of the **Danube Lighthouse** within the EU Mission "Restore our Ocean and Waters by 2030.

The Danube Lighthouse is one of the four Lighthouses within the Mission Ocean & Waters. It currently includes five projects: **EcoDaLLi as Coordination and Support Action (CSA) and four Innovation Actions (IAs): DANUBE4all, DALIA, DaWetRest and Restore4Life.**

To share the latest project activities, upcoming events as well as news from the entire Mission Ocean network in an efficient convenient way, these five Horizon Europe projects have joined forces and launched a joint newsletter initiative: **The Danube Lighthouse Newsletter.**

The newsletter will be issued quarterly and readers can subscribe to it through any of the five of the projects' websites.

### 3.8 External media

This communication activity refers to the features of Restore4Life in external blog posts, PR articles and newsletter mentions at selected media outlets. This will expand the reach and impact of the project and help us reach a wider audience.

This is a great opportunity to educate the wider community about the project, its goals, and developments, while also attracting like-minded individuals and establishing credibility within the field.

- ❖ The articles and press releases will be developed by the consortium.
- ❖ All partners should translate the developed articles and press releases into their local language (if applicable) and release them to their country/local media channels and lists of journalists/contacts. Partners are free to adapt the articles as reasonably convenient. Through the local efforts from all partners, it will be possible to achieve a wide outreach.
- ❖ Once results are available, the news will be success story oriented.

## 4 Partner responsibilities

Main points of the action plan:

- ❖ The communication activities are led by F6S, **with a strong contribution from ALL PARTNERS.**
- ❖ The WP Leaders have the responsibility of contributing to the creation of content related to their WP activities, to be communicated in the various channels.
- ❖ All partners play a crucial role in communicating the project at a local, national and European level.
- ❖ The communication tools and channels, as well as the promotional materials planned, support the Restore4Life consortium in reaching out to the target stakeholders with the maximum impact.

The following division of responsibilities has been defined in relation to the communication and dissemination activities:

**TABLE 4: WP6 PARTNERS RESPONSIBILITIES**

WEBSITE DESIGN: F6S	NEWSLETTER: F6S + WP LEADERS TO PROVIDE CONTENT
WEBSITE CONTENT: F6S + WP LEADERS TO CONTRIBUTE	<b>PROMOTIONAL MATERIALS:</b>
WEBSITE ARTICLES: F6S + WP LEADERS TO CONTRIBUTE	❖ DESIGN: F6S
PODCAST: F6S + WWF ROMANIA	❖ CONTENT: WP LEADS
	❖ PRINT: WP LEADS, AS NEEDED
SOCIAL NETWORKS: F6S WITH WP LEAD TO CONTRIBUTE DURING VARIOUS PHASES OF THE PROJECT	<b>EVENTS:</b> WP LEADERS (ALL PARTNERS WELCOME TO ATTEND)
	<b>MEDIA:</b> WP LEADERS (ALL PARTNERS ENCOURAGED TO DIFFUSE)

## 5 Exploitation strategy

### 5.1 Introduction

Key Exploitable results (KER) are main project results prioritized due to their high potential for exploitation and further scientific, societal or policy use. KERs maximise the project's impact by promoting the transfer of the project's results and products into the professional scope of the target groups, end users and stakeholders. The development of an exploitation strategy involves several steps, such as the identification of KERs, their exploitation potential and the target groups, the identification of the best means of exploitation and the respective markets, the development of exploitation roadmaps and the impact assessment (Figure 17).

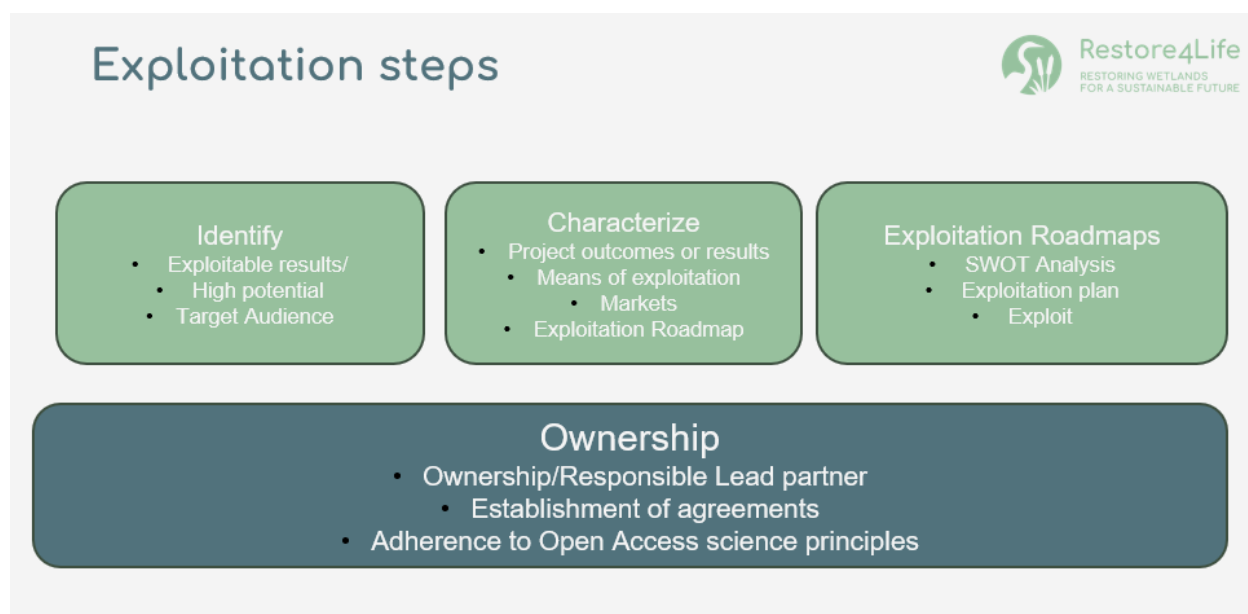


FIGURE 17: EXPLOITATION STRATEGY

### 5.2 Step 1: Identification

The identification phase is a crucial step where project partners explore their intentions and perspectives on exploitation. It involves mapping all potential Key Exploitation Results (KERs), emphasizing those with significant economic, business, scientific, and societal value. This stage helps partners clarify their initial interests in utilizing project results while fostering a shared understanding of what qualifies as KERs and their importance.

To streamline this process, a structured methodology will be employed (Table 5). The first step involves extracting the KERs highlighted in the Grant Agreement (GA) to ensure alignment with the project's intended impact. Following this, a tailored exploitation questionnaire will be distributed to WP Leaders, requiring them to identify potential KERs from their respective Work Packages (WPs). To facilitate a deeper understanding of exploitation, an informative workshop will be conducted, bringing together all partners to discuss the fundamentals of KERs and clarify their roles in the process. Once responses from the questionnaire are collected, a thorough analysis will be carried out to synthesize

the gathered inputs. Finally, a results validation workshop will provide an opportunity for partners to collaboratively refine and confirm the identified KERs.

**TABLE 5: KER IDENTIFICATION STEPS**

	Activity	Description
1	KER Identification from the GA	Extract the KER highlighted in the GA
2	Tailored Exploitation Questionnaire	Collecting inputs from WP Leaders, responsible for identifying potential KERs from their respective WP
3	Informative Workshop on KER	Physical workshop with all partners to understand the basics of KER and identify their roles.
4	Analysis of Responses	Examination of the gathered inputs
5	Results Validation Workshop	Bringing together partners to validate and refine the identified results

**To identify the KERs, we will focus on:**

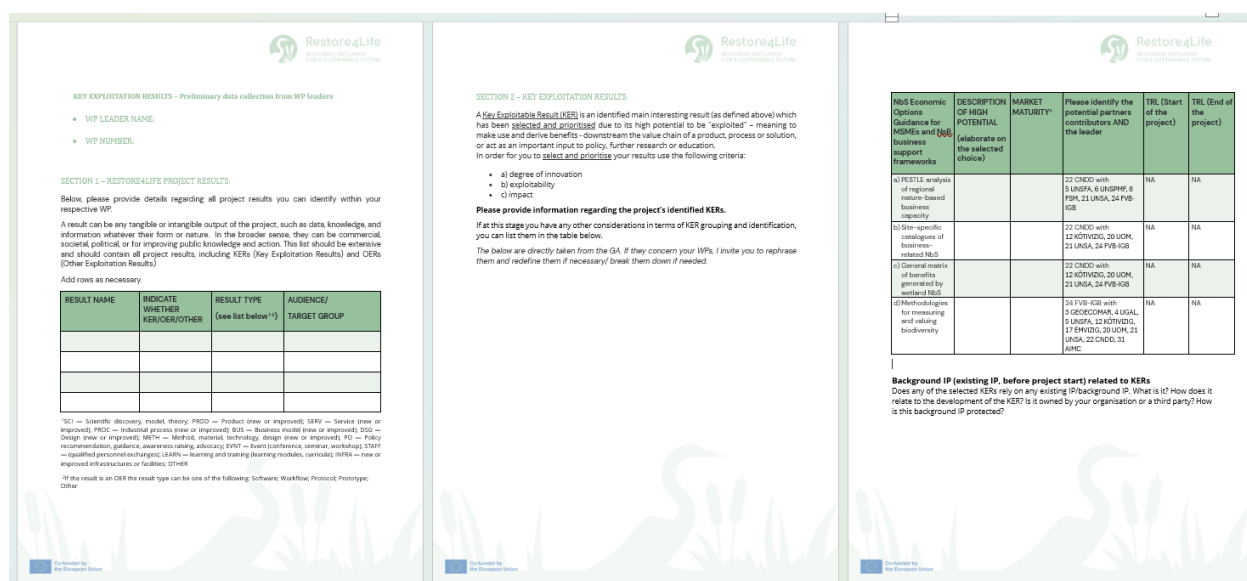
- **Scientific Innovations** – novel methodologies, datasets, or models (e.g., Bayesian belief models, virtual platforms, carbon storage assessment in wetlands).
- **Technological Developments** – tools, platforms, or frameworks (e.g., automated wetland identification, Copernicus-based web platforms).
- **Policy & Governance Contributions** – recommendations, frameworks, or mechanisms supporting EU policies (e.g., Restore4Life policy recommendations, biodiversity policy coherence analysis).
- **Societal & Environmental Impact** – tangible benefits for local communities, ecosystem services, and conservation (e.g., improved water quality, flood resilience).

**To prioritize the KERs, their potential will be evaluated based on:**

- **Impact potential** (scientific, societal, or policy relevance)
- **Exploitation readiness** (maturity level of the result)
- **Scalability & transferability** (can it be applied in other contexts?)
- **Stakeholder demand** (who benefits, and is there a need?)

For each prioritized KER, we will define a specific **exploitation approach** depending on the nature of the KER as i) scientific exploitation dealing with publications, conferences, open datasets, collaboration with research projects; ii) policy & governance exploitation dealing with policy briefs, engagement with

policymakers, integration into EU strategies (e.g., Biodiversity Strategy 2030); iii) business & financial exploitation – monetization through consulting, market-driven tools, partnerships with industries (e.g., water management, carbon credits) that could be developed further and finally iv) societal exploitation – citizen science, stakeholder engagement, education & trainings. The **exploitation questionnaire** serves as a structured tool for WP Leaders to assess both tangible and intangible project outputs systematically. It prompts partners to identify potential exploitation results, classify them according to their market readiness, specify the key actors driving their utilization, and designate lead partners responsible for further development. Additionally, the questionnaire requires partners to define the Technology Readiness Level (TRL) at the start of the project and its expected evolution by the end of the initiative. This structured approach ensures a comprehensive understanding of how each result can be developed and applied beyond the project's duration.



The screenshot shows a three-page questionnaire form. The first page is titled 'KEY EXPLOITATION RESULTS - Preliminary data collection from WP leaders' and includes fields for 'WP LEADER NAME' and 'WP NUMBER'. It also contains 'SECTION 1 - RESTORE4LIFE PROJECT RESULTS' with instructions on how to fill out a table for project results. The second page is titled 'SECTION 2 - KEY EXPLOITATION RESULTS' and includes instructions on how to fill out a table for key exploitation results. The third page is titled 'Background IP (existing IP, before project start) related to KERs' and includes instructions on how to fill out a table for background IP. The tables have columns for 'RESULT NAME', 'INDICATE WHETHER KER/OTHER', 'RESULT TYPE', 'AUDIENCE/TARGET GROUP', 'NBS Economic Options', 'DESCRIPTION OF HIGH POTENTIAL', 'MARKET MATURITY', 'Please identify the potential partners contributors AND the leader', 'TRL (Start of the project)', and 'TRL (End of the project)'.

**FIGURE 18: EXAMPLE OF THE QUESTIONNAIRE DISTRIBUTED TO THE WP LEADERS**

A structured table will be created to track and manage each exploitation result efficiently. It will be continuously updated to reflect improvements. The table will outline the specific exploitation pathway, indicating whether the result is intended for research, technological advancement, or commercial application. It will also differentiate between background and foreground knowledge contributions to clarify the intellectual property landscape within the project. Additionally, the table will document the initial TRL at the start of the project and track its progression, ensuring a clear trajectory for each result's development.

#	Result Name	KER/OER/OTHER	Result Type	Market Maturity	Potential	Target Audience	TRL Start	TRL End
1	Suite of optimized, and transferable low-cost wetland assessment indicators for EU-wide, easy application in holistic wetland restoration	Key Exploitable Results	METH — Method, material, technology, design (new or improved)			Scientists, Wetland managers	TRL 3 – experimental proof	TRL 7 – system prototype development
2	Suite of Citizen science protocols for wetland assessments, including carbon sequestration	Key Exploitable Results	METH — Method, material, technology, design (new or improved)			Wetland managers, scientists	TRL 3 – experimental proof	TRL 7 – system prototype development
3	Scientific paper on the suitability of different wetland assessment methods by Citizen Scientists	Other Exploitable Results	SCI — Scientific discovery, model, theory			Scientists, Wetland managers		
4	Implemented wetland restoration activities in 4 demonstration sites	Other Exploitable Results	OTHER			Wetland managers, Local public, Nature protection agencies		
5	Scientific paper about a cross-comparison of the InVest Model	Other Exploitable Results	SCI — Scientific discovery, model, theory			Scientists, Wetland managers		
6	Guideline for Carbon sequestration estimations in wetlands	Key Exploitable Results	METH — Method, material, technology, design (new or improved)			Wetland managers, scientists	TRL 3 – experimental proof	TRL 7 – system prototype development

GA Info about KERs
Overall project KERs
Workshop (WP2)
**Workshop (WP3)**
Workshop (WP4)
Workshop (WP5)
Drop Down Lists

FIGURE 19: EXAMPLE OF THE KER EXPLOITATION DATABASE

Workshops were conducted in Bratislava in June 2024 (M12). To maximize engagement, partners will be divided into two groups, with each session following an interactive structure. During the workshops, the participants will be introduced to the KERs concept, fostering a shared understanding. Together with the partners, we will explore the significance of exploitation and align their expectations with the overall project objectives.

A follow-up workshop will be held to refine and confirm the identified KERs (around M24). This session will provide an open forum for partners to discuss the best-suited exploitation means, strengthening the foundation for effective exploitation planning.

- **Citizen and regional engagement outputs** – Educational and training activities aimed at citizens, target regions and communities.
- **Monitoring and assessment results** – A set of indicators designed to expand knowledge, enabling effective monitoring and assessment.
- **Portfolio of solutions** – Guidance provided to regions for developing wetlands restoration.

Regarding long-term sustainability and exploitation, this strategy classifies assets into two categories:

- **Project results and outcomes** – This includes the primary outcomes and results achieved during the project's duration. While these assets remain valuable references for stakeholders in future projects and research, they will not be further updated.
- **Assets for further exploitation (internally and externally)** – This refers to key thematic resources, such as specific tools, that can continue to be developed beyond the project's timeframe. Some of these assets will be maintained or updated by consortium partners in the coming years, while others may be taken over by external partners not directly involved in Restore4Life. The sustainability of these assets depends on their adoption by relevant stakeholders.

This distinction helps guide the strategic use of assets and results, ensuring opportunities for both continued maintenance and broader exploitation.

Below you can find a preliminary identification of the KERs of Restore4Life as well as further results that could be exploited.

**TABLE 6: PROJECT OUTCOMES AND RESULTS**

Key Exploitation Results – Project outcomes and results	Key Exploitation Results – project outcomes and results (preliminary identification)	Commitment
<b>Suite of optimised, and transferable low-cost wetland assessment indicators for EU-wide, easy application in holistic wetland restoration, including Citizen Science involvement</b>	<ul style="list-style-type: none"> <li>- Indicators protocols</li> <li>- Wetland restoration educational program which integrate sustainable practices and nature-based solutions</li> </ul>	Relevant project results will be uploaded on Zenodo and further disseminated to support further research
<b>Implemented wetland restoration approaches in 4 demonstration sites</b>	<ul style="list-style-type: none"> <li>- Implementation of the work within the 4 demonstration sites</li> <li>- Scientific publications</li> <li>- Policy briefs</li> </ul>	Publications and relevant other project results will be uploaded on Zenodo and further disseminated to support further research
<b>Developed road maps for wetland restoration in 5 associated regions</b>	<ul style="list-style-type: none"> <li>- "Cookbook" to develop road maps for wetland restoration in 5 associated regions</li> <li>- Identified and selected associated regions</li> <li>- Roadmaps and plans for 5 associated regions</li> <li>- Validation of the applicability of tools developed in WP1-4</li> </ul>	<ul style="list-style-type: none"> <li>- Workshops in the Associated regions</li> <li>- Knowledge transfer</li> <li>- Publications and relevant other project results will be uploaded on Zenodo and further disseminated to support further research</li> </ul>
<b>Increased awareness of the significance of wetlands as life-supporting systems, offering a multitude of Ecosystems services</b>	<ul style="list-style-type: none"> <li>- Conferences</li> <li>- Workshops with targeted stakeholders</li> <li>- Newsletter</li> <li>- Website</li> <li>- LinkedIn</li> <li>- Wetland Restoration Success Story Videos on monitoring sites</li> </ul>	<ul style="list-style-type: none"> <li>- Website will remain available 5 years after the project's lifespan</li> <li>- Published newsletters will remain available on the website</li> <li>- LinkedIn page</li> <li>- Youtube channel</li> </ul> <p>Explore the opportunity to share and transfer the credentials to other partners/projects after the conclusion of Restore4life</p>

<b>Nature Based Solutions Economic Options Guidance for MSMEs and NsB business support frameworks</b>	<ul style="list-style-type: none"> <li>- PESTLE analysis of regional nature-based business capacity</li> <li>- General matrix of benefits generated by wetland NbS</li> <li>- Methodologies for measuring and valuing biodiversity</li> <li>- Floodplain NbS business potential index</li> <li>-</li> </ul>	Relevant project results will be uploaded on Zenodo and further disseminated to support further research
<b>Improved method for carbon sequestration capacity</b>	<ul style="list-style-type: none"> <li>- Guideline for Carbon sequestration estimations in wetlands</li> </ul>	Relevant project results will be uploaded on Zenodo and further disseminated to support further research

**TABLE 7: ASSETS TO BE FURTHER EXPLOITED**

<b>Key Exploitation Results to be further exploited (GA)</b>	<b>Key Exploitation Results to be further exploited (preliminary KER identification)</b>	<b>Commitment</b>
<b>Citizen science tools tailored to regional needs, culture, history, and environmental conditions to empower local communities</b>	<ul style="list-style-type: none"> <li>- Wetland4Life web app for citizens</li> <li>- Solution4Life app for stakeholder which allow solutions identification and negotiation for wetland restoration</li> <li>- Physical game 'Blue-green Space4all'</li> <li>- Constructed wetlands – functional model installation for teaching and experimental purposes</li> </ul>	Explore the opportunity to share the credential after the conclusion of Restore4life with other partners/stakeholders/projects.
<b>Long term online wetland restoration service, connecting various stakeholders, experts, citizens, etc., and offering knowledge and various validated tools for dealing with challenges in wetland restoration</b>	<ul style="list-style-type: none"> <li>- A platform that will support most of the project's results and knowledge</li> </ul>	Explore the opportunity to share the credential after the conclusion of Restore4life with other partners/stakeholders/projects.



## 5.3 Ownership

### 5.3.1 Identification

Ownership/Responsible Lead partner of each Key Exploitation Results will be clearly defined to ensure transparency and accountability among project partners. This involves identifying contributors to each result and establishing agreements on how these results will be shared and further developed in accordance with Restore4Life's open science principles. The project will adhere to the DESCA 2020 model Consortium Agreement (CA), ensuring that all knowledge generated remains accessible to project partners and relevant stakeholders.

### 5.3.2 Knowledge Sharing and handling

All knowledge generated through Restore4Life will be openly available, in line with the EU Intellectual Property Action Plan [COM(2020) 760 final]. The CA governs the management of this knowledge, balancing openness with confidentiality considerations. Any specific agreements required to define contributions and responsibilities will be addressed collaboratively among partners. The consortium is committed to publish the overall project results through Open Access.

The consortium already created [Restore4life community on Zenodo](#), an open repository which collects research submissions and provides persistent digital object identifier (DOI); allowing to maintain public deliverables, scientific and non- scientific reports. Public deliverables will also be available on the project's website which will be maintain for a minimum of 5 years after the project's end.

### 5.3.3 Strategic knowledge utilization

Given Restore4Life's emphasis on knowledge dissemination and policy impact, different pathways will be explored to ensure the effective use of its results. This includes sharing best practices, tools, and data with relevant policymakers, environmental agencies, and research communities. While commercialization is not the primary focus, any intellectual property considerations that arise will be handled in a manner that supports accessibility and further innovation.

## 5.4 Exploitation Roadmaps

### 5.4.1 SWOT Analysis

A SWOT analysis will be conducted around M30 to evaluate the strengths, weaknesses, opportunities, and threats associated with each Key Exploitation Result. This evaluation will help anticipate challenges and optimize the pathways for effective knowledge uptake and policy integration.

### 5.4.2 Partner-specific knowledge utilization plans

Each partner will outline their specific knowledge utilization plans using a structured template. These plans will detail how results will be leveraged for research, policy recommendations, or ecosystem restoration initiatives. Additionally, partners will assess the necessary resources and potential collaborations needed to maximize impact.

### 5.4.3 Exploitation pathways

Restore4Life's exploitation strategy will focus on structured knowledge-sharing approaches. This includes:

- Promoting the Wetland Restoration Accelerator and the Online Platform as open-access tools.
- Collaborating with organizations such as ICPDR, Sava Commission, and EUCDR to enhance policy integration.
- Developing two Policy Briefs on floodplain restoration success stories and upscaling potential.

Ensuring long-term impact through partnerships and knowledge exchange platforms.

Throughout the project, partners will be supported in developing structured knowledge dissemination plans, ensuring that Restore4Life's outputs contribute to long-term scientific, environmental, and policy advancements.

## 6 Conclusion

This document is the roadmap for all of the project's communication activities, outlining the project's communication approach, detailing the core objectives of our communication actions, highlighting the significance of our target audience and key messages. It has also presented the KPIs, which will be used to measure success, as well as proposed a variety of communication channels for maximum outreach.

The document also presents the brand guidelines, the logo and typography of Restore4Life, which are at the core of all of our communication efforts, as well as provides its readers with templates to be used in order to amplify the project's exposure to a variety of stakeholders.

Our envisaged strategy was tailored to contribute to the achievement of the overall project goals, reaching the defined target groups and making sure that the key messages of the project are being disseminated.

In this context, this document is meant to be used as a strategic plan for all promotional activities for the project by the partners.