



# D6.1 – Communication, Dissemination & Exploitation Plan

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## BACKGROUND: ABOUT NATMED PROJECT

The aim of this project is to develop, implement and validate a set of Nature-based Solutions (NbS), combined into Full Water-Cycle – NbS (FWC-NbS), integrated into existing grey or natural water infrastructures and based on specific phases of the water cycle, for optimising the provision of water-related (quality and quantity) and water-dependent Ecosystem Services (social, economic and environmental aspects), empowering stakeholders and local communities at the Mediterranean Region. NATMed will also demonstrate the effect of different FWC-NbS on five Case Studies in five countries (Spain, Greece, Italy, Türkiye, Algeria), with the support of a Mediterranean Community of Practice (MedCoP) to co-design specific decision-making assets, including a comprehensive Decision-making tool a for FWC-NbS implementation. This will be developed through effective integration actions (transdisciplinary teams including traditional knowledge of each region), with the aim of making resilient societies creating potential sources of green jobs, local economic growth and integrated water management plans in accordance to the specific summer/winter water cycle challenges of the Mediterranean area, all this taking into account a gender perspective.

## EXECUTIVE SUMMARY

In order to communicate with the external environment and promote the project results and achievements, communication plays an important role during the NATMed project lifetime and beyond (legacy).

The NATMed Project Communication, Dissemination and Exploitation (CDE) Plan is dedicated to external and internal communication, in order to reach the project objectives in an effective and efficient way.

This plan is focused on informing / publicity activities and dissemination of the achievements and results to the project stakeholders and a wider relevant audience at local, regional, national, programme and EU levels, through local dissemination events with citizens and businesses, press and media, participation at EU events, as well as the Launch and Final Event of the project.

Dissemination of the results and achievements should be supported by produced information and communication materials, such as leaflets, brochures, posters, newsletters, press releases, photo & video recordings, as well as video clips on the project thematic priorities and the whole project.

A preliminary plan was developed in M3 (06.2023) and this is the updated version according to the project's needs by M16 (07.2024) through its final version.

## LINKS WITH OTHER PROJECT ACTIVITIES

This deliverable is linked to all the activities of the project, since it is directly affiliated with WP6: Task 6.1 CDE strategy and materials, which runs through the project's lifetime (M1-M36) and works in parallel across with all WPs maintaining a data transactions process by collecting information and data and producing material tailored to each case and target group respectively according to the already set needs and aims.

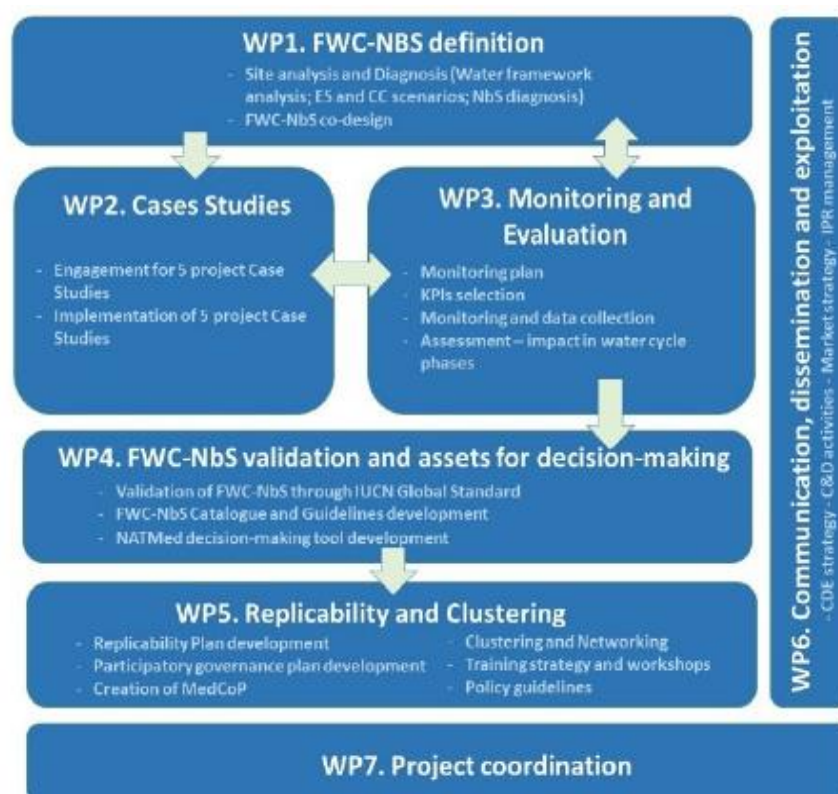


Figure 1: NATMed Work Package structure

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## ABBREVIATIONS AND ACRONYMS

| Acronym | Description  |
|---------|--|
| CDE     | Communication, Dissemination and Exploitation  |
| CMS     | Content Management System  |
| D&C     | Dissemination and Communication  |
| EC      | European Commission  |
| EU      | European Union   |
| FAIR    | Findable, Accessible, Interoperable, and Reusable  |
| FWC-NbS | Full Water-Cycle NbS   |
| GDPR    | General Data Protection Regulation   |
| IP      | Intellectual Property  |
| IPBES   | Intergovernmental Science-policy Platform on Biodiversity and Ecosystem Services                       |
| IPCC    | Intergovernmental Panel on Climate Change  |
| IPR     | Intellectual Property Rights   |
| KERs    | Key Exploitable Results  |
| KPIs    | Key Performance Indicators   |
| MedCoP  | Mediterranean Community of Practice  |
| NATMed  | Nature-based Solutions on existing infrastructures for resilient Water Management in the Mediterranean |
| NbS     | Nature-based Solutions   |
| NGOs    | Non-governmental organizations   |
| R&D     | Research and Development   |
| SMEs    | Small and medium-sized enterprises   |
| TG      | Target Group   |
| UNSDN   | United Nations Social Development Network  |
| WP      | Work Package   |

# 1. INTRODUCTION

## 1.1 Score of the document

This report presents the activities planned to be carried out during the NATMed project in relation to dissemination, communication and exploitations activities. This document includes widespread information about the project, its aims and results as well as the Mediterranean Community of Practice (MedCoP) in order to attract a wide array of stakeholders to our networks. The main contributor is TERO while CARTIF has reviewed the document. This is the current version of the document while a preliminary plan was developed in M3 and submitted accordingly. In the preliminary version, the plan was presented in a very brief manner as the project was still in its early stages, with only minimal actions having been undertaken. In this updated version, a more comprehensive CDE plan is provided, detailing the progress achieved and all the integrated actions related to the communication, dissemination and exploitation of the project. D6.1 is considered one of the key deliverables of the NATMed project since it highlights all the key activities in relation to dissemination and communication in terms of strategy for the project's lifetime; it also represents the 1<sup>st</sup> project milestone. This is a crucial point to maximise the impact of the project and allow the consortium partners to reach all key stakeholders. By creating strong awareness at all dissemination levels, we expect to multiply the project's impact while enhancing its future sustainability potential. This deliverable also outlines the action plan for exploitation the project's results. However, a more detailed presentation of this plan will be provided in D6.6. NATMed exploitation plan (M20).

## 1.2 Task 6.1 Communication, Dissemination and Exploitation strategy and materials

Task 6.1. Communication, Dissemination and Exploitation strategy and materials is led by TERO and CARTIF participates in it. The task will run throughout the project's lifetime, from M1 to M36. The CDE strategy will be multi-channel and multi-stakeholder, shared with the MedCoP in Task 5.3. The CDE strategy establishes the plan for the communication, dissemination and exploitation of NATMed results. The CDE strategy includes the preliminary draft for exploitation, although a specific plan will be done in Task 6.3 together with the information of Task 6.4 including IPR (Intellectual Property Rights) issues and management. In Task 6.1. all materials are developed, including the project's visual identity, its website and social media channels, videos, and printed and digital material as they are described in Section 2.2 of the NATMed Grant Agreement. The CDE Strategy is a living document which remains available for edits from partners within the consortium.

## 1.3 Interrelations of Task 6.1 with other tasks in the project

Task 6.1 sets the ground for all dissemination, communication and exploitation activities, which in turn, contribute to the successful implementation of all the remaining Work Packages (WP) of the NATMed project. WP leaders and Task leaders will use the channels and tools described in T6.1 to ensure the successful implementation of their respective WPs and tasks. More specifically, WP5 is strongly associated with WP6 which will also be a major point of networking and clustering activities through the establishment of the MedCoP.

## 2. COMMUNICATION AND DISSEMINATION STRATEGY

The Communication and Dissemination activities of NATMed is not limited to simply raising awareness of the results of the project, but it mainly targets to build a strong ecosystem, thus providing the basis for successful exploitation of the ecosystem efforts towards nature-based efficient water management, as well as advancing the state of art in the domain. Through the dissemination strategy the project will increase knowledge on the significance of water ecosystems and their services preservation, the use of Nature-based Solutions (NbS) as an essential step to ensure a long-term sustainability of water resources due to its multiple co-benefits, the development and communication of innovative and cost-effective solutions to boost sustainable water management, create jobs, reconcile economic activities and help ensure the value of natural capital. The goal is to ensure that adequate information and key messages are shared with the appropriate audiences on a timely basis utilising the most effective channels and methods. To achieve this, NATMed's CDE strategy needs to answer key questions that will guide the dissemination and communication activities of the consortium. These questions are:

- Why to disseminate and communicate => Dissemination and communication objectives and Key Performance Indicator (KPIs)
- What to disseminate and communicate => Content and key messages
- When to disseminate and communicate? => Timing of activities
- To whom to disseminate and communicate? => Target audience
- How to disseminate and communicate? => Methods, tools and channels
- The following sub-chapters elaborate on the enlisted questions to provide a detailed overview about the NATMed publicity and dissemination plan.

### 2.1 Objectives and Key elements

All NATMed project partners are involved in the communication and dissemination efforts and need to engage in dissemination activities to foster awareness, transfer key messages and achieve impact, especially in their own countries and communities. The rationale for a carefully designed publicity and dissemination plan is based on the requirements for attaining the maximum possible impact for the project by reaching a variety of audiences and communicating the right message to the right audience, as derived from the dissemination objectives, the contractual obligations and the project's overall goals.

The objectives of the NATMed communication strategy are formed to jointly satisfy the following needs:

- **Provide a clear view of the project goals and results / Enable transformative change in sustainable water management:** to secure a certain level of impact and promote a European collaborative approach on research and innovation, it is crucial for NATMed to raise awareness & enable transformative change in sustainable water management in the diverse environments of the target audiences.
- **Attract a significant number of SMEs and local industries to participate in NATMed implementation:** to achieve its objectives, NATMed needs to engage with different stakeholders which will act as potential contributors to the development, evaluation, uptake and exploitation of its outcomes.

- **Create and engage an active water management ecosystem and MedCoP in project activities:** Through the MedCoP, engagement and governance activities need to be developed to define the diagnosis, co-create the solutions and involve key stakeholders from the beginning of the project. NATMed needs to identify ways for encouraging their participation to project's actions on a systematic and regular basis.
- **Introducing, exploit and communicate about NbS:** to focus on awareness raising, general communication to all audiences, dissemination to professionals related to transformative change in sustainable water management.
- **Establish liaison with the EU and with other projects and initiatives for knowledge and innovation transfer:** As NATMed is operating in a cross-European and multidisciplinary level, there are multiple entities which would be of high influence on the project in terms of creating a network of organisations that operate on the same level and domain.
- **Support the commercial exploitation of results by showcasing project results through adapted communication materials:** it is important to support the commercial exploitation prospects of NATMed by disseminating the project's key exploitable results through adapted communication materials and dissemination means.
- **Ensure social acceptance and social relevance of the project activities and outcome:** As NATMed is a multidisciplinary project, it is expected to produce a series of reports and tools. It is important to disseminate such materials towards target audiences that will grasp such knowledge and provide valuable critical insights about it. This will also ensure social acceptance and social relevance of the project activities and results.

**Contractual obligations:** According to the NATMed Partnership Agreement, the consortium is obliged to disseminate and communicate the progress and findings of the project to relevant stakeholder groups and the public in general. More specifically:

- **Article 29.4:** Unless the PRIMA Foundation requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:
  - a. display the PRIMA logo,
  - b. display the EU emblem, and
  - c. include the following text: "This project is part of the PRIMA programme supported by the European Union"

When displayed together with another logo, the PRIMA logo and the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the PRIMA logo and the EU emblem without first obtaining approval from the PRIMA Foundation and the Commission respectively.

This does not however give them the right to exclusive use. Moreover, they may not appropriate the PRIMA logo and the EU emblem or any similar trademark or logo, either by registration or by any other means.



Figure 2: Prima logo

- **Article 38:** The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner. This does not change the dissemination obligations in Article 29, the confidentiality obligations in Article 36 or the security obligations in Article 37, all of which still apply.

Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the PRIMA Foundation (see Article 52).

Unless the PRIMA Foundation requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

- (a) display the PRIMA logo,
- (b) display the EU emblem, and
- (c) include the following text:
  - For communication activities: *"This project is part of the PRIMA Programme supported by the European Union",*
  - For infrastructure, equipment and major results: *"This [ infrastructure], [equipment] [insert type of result] is part of the PRIMA programme supported by the European Union's Horizon 2020 research and innovation programme"*

When displayed together with another logo, the PRIMA logo and the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the PRIMA logo and the EU emblem without first obtaining approval from the PRIMA Foundation and the Commission respectively. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the PRIMA logo and the EU emblem or any similar trademark or logo, either by registration or by any other means.



Figure 3: The EU emblem

**WP6 goals:** Some key elements that are described in WP6 (Communication, Dissemination and Exploitation) activities of the NATMed Description of Action are presented below:

- The Communication plan outlines communication goals, target audiences, key messages, and the

channels to be used. It ensures alignment with the project's objectives and dissemination plan. The scope of the activities and communication channels and the achievement of the objectives are monitored and evaluated. The publicity-related provisions of the Communication Plan will be implemented and assessed, with citizens, the media and stakeholders as the target audience.

- The NATMed website and social media networks will act as a major project publicity and dissemination platform. They will be appropriately designed to reflect the project's focus on the target groups and their involvement in the MedCoP. For this reason, the final NATMed website will be available in English as well as the local languages of the FWC-NbS (Spanish, Greek, Italian, Turkish, Arabic /French). It will have a public site to show the e-newsletter, news, scientific publications, training materials, guidelines and networking, clustering activities, events and videos. Links to the open repositories for the scientific papers will be available too. In addition, it will have a section to register in the MedCoP. Website and social media will be regularly updated with news and the project progress.
- NATMed will design and produce a variety of promotional material, including:
  - leaflets in all partners languages
  - two roll-ups in English
  - 2 infographics (1 for project and 1 per FWC-NbS)
  - 6 Newsletter

The NATMed partners will avoid unnecessary printing/use of paper.

- 1 project video to present the project rationale and challenges, showing the problem and describing the intended solution and 1 video to present the case studies to be used as a powerful and of high-added value awareness creation and publicity tool.
- NATMed will develop and register a unique replicable process in Plan for the Communication, Dissemination and Exploitation (CDE), which supports the design and manage of an effective C&D strategy implementation, and guarantee public and technical coverage to enable widespread replication of the project's outcomes at global, European and local level, including:
  - Conferences (at least 3 conference publications)
  - 10 Press Releases launched (also in local press in partner's languages)
  - 6 magazine publications

Publicity activities will be closely monitored and continuously assessed for impact together with the communication plan.

- Major dissemination events will be the case studies workshops, presentations of NATMed results in relevant international, European and national/local events, as well as in the training workshops and awareness activities. The major dissemination event will be the NATMed final conference highlighting the main results and lessons learned.

## 2.2 Target groups and audience

NATMed has defined target groups and audiences which require different types of interactions during the dissemination and communication process of the project. This needs to be reflected through the current CDE plan. The differences in the types of stakeholders are not that important in relation to the organisation structures they apply to, but much more in relation to the different perspectives, motivations and interests they are

governed by. Stakeholders vary in terms of their scope of reference i.e. local, regional, national or international. A particular importance is given to identifying the right type of information to provide to who and with what means. More specifically, the core group of stakeholders is presented below.

*Table 1: NATMed target groups*

| Target Groups  | Description / Details  | Interest in the project  |
|--|--|--|
| <b>Public authorities and policy makers at local, national, and international levels</b> | Polymakers at European, national, or regional level; local, regional, or national public authorities   | Evaluation of the project's Societal, institutional, and individual factors which influence governance policies, foster community co-operation and resilience as well as attitudes and behaviours at individual level in order to contribute to the elaboration and implementation of policies, will test the NATMed tool  |
| <b>Grey and Natural water infrastructures managers</b>                                   | Both public and/or private managers, dealing with water management ecosystems  | Participate in the project's activities, become active volunteers on the training sessions and in improving the operation, cost effectiveness and water management in their infrastructures both in quality and in quantity aspect   |
| <b>Water and agro-food sectors</b>   | Water-intense industries and relevant clusters at different levels (EU, national, regional)  | Manage water streams without impacting the natural ecosystems or rather secure water inputs for their production lines. Take advantage of project outcomes   |
| <b>Scientific Community/Academia</b>   | Academia in general including researchers and innovators working in universities, research and technology centres but also from R&D departments of industry in relevant fields | Learning from project outcomes. Design of educational and re-training programmes based on needs. Educating future innovators for industry. Compiling research in promising areas, advancing real-life cases through the re-use of results. Practitioners will be empowered with methods and mechanism for lowering social and behavioural barriers and bringing transversality in their topic of interest. Better understanding of the societal implications |

|  |  |  |
|--|--|--|
| EU and Mediterranean Networks, Sister project and Initiatives          | Relevant fact sheets, publications, educational and business blogs, and specialised websites | PRIMA, H2020/HE, LIFE, Interreg, ENI CBC MED, national and regional projects in water management, as well as initiatives as UNSDN (United Nations Social Development Network). Exploitation of knowledge created by the project. Understanding the benefits offered by NATMed. Engage in liaison activities and investing in NbS. Learning methodology on how to exploit opportunities for the wider water management resources field. NATMed has already established a connection with its sister project OURMED and plans to strengthen this further |
| Business developers, Entrepreneurships and Technology providers        | Local industries, Businesses, NbS implementation industries                                  | Participate in the project's activities, become active volunteers on the training sessions and workshops. Take advantage of project outcomes and exploit the knowledge created by the project by investing in NbS  |
| Civil society, Vulnerable groups, Local communities and General public | General public and anyone interested in the project  | Understand the benefits offered by NATMed and ensure social acceptance. Understand and influence future similar projects. Participate in discussions, become active in water management through the MedCoP and more particularly through case studies  |

## 2.3 Content and Key Messages

Within the framework of NATMed project, there are several main project results that have been initially identified as important for dissemination and communication. These results are summarised in Table 2 below.



Table 2: NATMed project results

| Results   | Type       | Target audience  | Indicator of success  |
|---|------------|--|---|
| Literature review addressing the project's overarching research questions | Report     | Policy makers,<br>Researchers / Innovators                                       | Compilation of literature to cover various scientific approaches, summary of research results and identification of further research gaps or contradictory results, if any  |
| Development of an integrated assessment FWC-NbS methodology               | Report     | Policy makers, NGOs and local communities,<br>Learning organisations / Education | Methodology validated in 9 diverse case studies with tailored NbS application and monitoring guidelines   |
| FWC-NbS Catalogue for the Mediterranean Area                              | Manual     | Researchers / Innovators, SMEs and local industries                              | Catalogue of innovative NbS linked to water cycle describing the NbS implemented in the project, their functionality, challenges, operation, limitations, impact  |
| FWC-NbS Implementation Guidelines   | Guidelines | All NATMed stakeholders and researchers  | Environmental, implementation, policy and socio-economic information that will be used for the replication of the FWC-NbS concept and support practitioners in the FWC-NbS implementation                                       |
| NATMed Decision-making tool   | Dataset    | Policy makers,<br>Technology providers   | A user-friendly decision-making tool to support the governance of water management through FWC-NbS. It will be freely available on the NATMed website and on the OPPLA platform to be used beyond the end of the NATMed project |
| Participatory Governance Plan   | Report     | Key local stakeholders   | It will develop co-creation and co-governance processes to be implemented in the design, implementation, monitoring and   |

|   |                         |   |  |
|---|-------------------------|---|--|
|   |                         |   | evaluation of FWC-NbS to guarantee the involvement of the stakeholders   |
| FWC-NbS Training programme and training Materials             | Report/Plan             | Local stakeholders, research community              | Establish the NATMed Training Programme to enhance replicability, create potential sources of green jobs, economic growth and an optimal implementation and maintenance of the FWC-NbS |
| Mediterranean Community of Practice (MedCoP)                  | Online platform/network | Local Community and EU level stakeholders           | Development and maintenance of a local communities' sustainability platform  |
| Open Access dataset from Monitoring Programme for OPPLA, IUCN | Dataset                 | Researchers / Innovators, SMEs and local industries | Dataset published to OPPLA and Zenodo  |

## 2.4 Timing of activities

To ensure the optimal timing to engage in any sort of communication and dissemination, the NATMed consortium has identified three different time phases for its publicity and dissemination plan, where different activities have been assigned to different phases of the project: early in the project, during the project and at the end of the project, with the aim to constantly review and update this strategy according to the progress and new findings of the project.

More specifically:

- Early in the project, dissemination aims to ensure that the project is addressing the needs of its target groups, and that it is creating awareness and understanding of its activities both within the consortium and among peer groups. A dialogue mechanism with the target groups has already been initiated, enabling them to provide constant feedback during this early phase, mainly via social media, and during the full course of the project.
- During the project, dissemination is about identifying lessons, particularly in receiving feedback from target groups and stakeholders, and adjusting the project's strategy and developed components in order to maximize effectiveness and efficiency. At this stage, it is important to inform the research community and policy makers about the first results of the project and ensure appropriate peer review. Moreover, online communication activities will ensure wide participation of the target audiences in the project's activities (co-creation activities, targeted activities, project events, workshops etc.).
- At the end of the project, dissemination will publicize more generally the project's outputs, the lessons learnt, and the benefits gained. The dissemination activities will focus on building up a constituency of

support for the project's follow-up activities, as well as on providing evidence to support the exploitation and sustainability of the NATMed methods and tools as well as the (MedCoP) under WP5.

## 2.5 Analysis of Methods, Tools and Channels

To ensure the effectiveness of the publicity and dissemination plan, its foundations should lay on the profiles of the target audiences and communication content should be formulated into coherent messages. Given that the target groups identified in Section 2.2 above, cover a wide variety of sectors - from policy makers to NGOs, chambers of commerce, researchers, SMEs, general public - a segmented publicity and dissemination plan is needed per target group.

The publicity and dissemination plan are based on two levels of strategies for the dissemination of the project's results and its progress:

- The consortium's **overall strategy**, that is the dissemination and communication strategy in which the consortium plans and acts as a whole.
- The **individual strategy** of each consortium member, according to specific type of organisation, infrastructure, role and resources in the project, etc.

The dissemination and communication strategy include activities that can be divided into internal and external dissemination and communication according to the target audiences they are addressed to.

The **internal dissemination** and communication include the instruments and activities that intend to raise awareness of the results destined for the consortium members and that are not available to the public in general.

This kind of dissemination includes:

- Project meetings and their resulting reports (physical, virtual)
- Information exchange e.g., through mailing lists
- A collaborative workspace document repository
- Reports, publications, deliverables, etc.
- On-line collaboration through different means e.g., dissemination report forms submission, regular WP and Task related meetings, online documents collaboration, blog posts and comments from partners, doodle polls etc.

The **external communication** and **dissemination** refer to activities and means which create awareness of the project's partial and overall results and document the project's progress. The target of those dissemination activities is specific users and interest groups that have been identified above as well as the general public.

NATMed proposes a mixed approach for the effective dissemination of its aims and results, facilitated by a variety of activities, both external and internal and is based on:

- Achieving reputation or a "name in the field" by using the media (including social media), speaking at conferences, and other relevant events, publishing articles to scientific journals or to the media;
- Networking - making and sustaining personal contacts and "selling" the project to stakeholders that can prove to be useful contacts;
- Capturing the interest of existing initiatives;
- Visiting decision making units and attending to European Commission (EC) workshops and info days;
- Liaison and clustering with other projects;
- Being contactable, accessible, open, and creative

In the NATMed dissemination and communication strategy, social media and the project website play a key role. These online dissemination tools act as channels to promote cooperation with other projects and initiatives and generate engagement with key stakeholders through a real feedback channel, which in turn creates valuable assets for future projects. The aforementioned methods and channels will facilitate the sustainability of the project's solutions and prepare the market for their use.

All consortium members engage in communication activities locally, within the context of their countries to reach European and international audiences. Additionally, in line with the proposal's sex and gender analysis, partners are committed to removing unintentional gender biases in their communication tools and actions, aiming to communicate project activities and results in a gender-inclusive way.

## 2.5.1 NATMed logo and visual identity

An essential part of building a brand is designing and creating a suitable logo to ensure the recognition of the project and communicate its identity to the stakeholder groups and the public in general. For this reason, the NATMed consortium created a project logo that reflects the overall concept of the project and its scientific domain of activity. All NATMed dissemination materials, documents, presentations at events and conferences, and online channels should include in high quality the project logo.

Figure 4 illustrates the selected logo that has been drafted containing two different blue colours representatively combining to foster this new approach of integrated water management that NATMed fosters.





*Figure 4: NATMed Logo including versions with project's name in both blue and white background*

In terms of text format, the project will use the ITC Bauhaus font in all its communication materials, which allows a consistent appearance of all materials.

## 2.5.2 Document and presentation templates

Clean and functional document and presentation templates are essential to achieve harmony and coherence among the many different results that project partners create throughout the project. In order to deliver a consistent message to all target audiences and facilitate the recognition of the graphical identity of the project, a suite of different dissemination and communications tools, covering both printed and digital channels as well as other tools, such as templates for both text documents and presentations e.t, were developed and made available to all consortium partners. Those templates include the NATMed **deliverable, presentation templates** and **minutes of meeting** (see Figure 5, Figure 6 and Figure 7 respectively), will ensure that relevant information is delivered to a broad range of stakeholders and target audiences, at the right time, in an accessible and appealing format that generates interest and extends knowledge.

CARTIF has set up an online drive in the NextCloud platform where all partners have access and are able to work in shared documents and work both online and offline. TERO has developed a deliverable, a presentation and an agenda template, whereas CARTIF has developed a minutes-of-meeting template to be used for internal meetings and events related to the NATMed project.



Dxx.xx– xxxxxx

DATE OF DELIVERY – xx/xx/20xx

AUTHOR(S) – Ermioni Bachtse (TERO), Olympia Papadopoulou (TERO)



Figure 5: Deliverable template

The design of the presentations template is aligned with the colours of the logo and the overall aesthetic of the project's graphical identity, with the blue colour being the most dominant.



Figure 6: Presentations template

## WPX MINUTES

|                                 |  |
|---------------------------------|--|
| Day                             |  |
| Time                            |  |
| Duration                        |  |
| Person in charge of the meeting |  |
| Participants                    |  |

### Agenda

- 
- 
- 
- 

### Summary

Describe what was explained at the meeting and the main topics of discussion and agreements.

### Next steps

Describe the main conclusions and next steps.

*Figure 7: Minutes template*

## 2.5.3 Promotional material

During the first year of the project, NATMed designed and produced a variety of promotional materials (brochure, leaflets, poster), including infographics (1 for project and 1 per FWC-NbS), in electronic and hard-copy format, to attract the attention and interest of its targeted groups and increase the project's visibility in events.

In the second and third years of the project these materials will be updated according to the progress and advances of the project. Hard copies of the promotional materials will be made available for distribution to the events that partners participate. However, the NATMed consortium will avoid unnecessary printing / use of paper.

### ● Trifold Brochure

The trifold brochure has been selected as an essential tool of the project in order to effectively raise awareness. This brochure has been produced by TERO and summarises NATMed's basic features including the project's objectives, approach, expected outcomes, impact, consortium, media channels and contact points. The photos used are from the case study areas. The flyer layout adheres to the visual identity of the project promoting the overall recognition of the project. The flyer itself is published by M3 with a total of 3000 printed or digital copies ensuring that the core information will be widely spread among project partners and stakeholders. The Trifold brochure designed in a 1<sup>st</sup> version and then has been further enhanced and finalised, by adding the new partners logos. It has also been translated in all partner languages.





Figure 8: Trifold Brochure front page



Figure 9: Trifold Brochure back page

Paper copies of the brochure can be printed by the partners, who also have access to the pdf template generated. The NATMed project coordinator and TERO as the WP6 leader lead shall be informed by the partners every time they distribute brochures to a wide audience on occasion of specific events (fairs, conferences, etc). The digital version of the brochure can also be retrieved from the project's website and from the project's shared drive.



- Roll-up poster

During the first year of the project, the initial roll-up poster, designed in English, has been created to present the project's overall identity. This poster aims to attract attention, convey essential details, and encourage further engagement. In the second and third years of the project, additional roll-up poster will be developed to showcase the project's case studies.



Figure 10: NATMed Roll-Up

For any publication and dissemination of results stemming from NATMed, whether that is in printed or digital form, the EU and PRIMA emblem.

- Case studies premises posters

Five case studies premises posters (one for each case study) had already created, focusing on NATMed's key elements, effectively communicating the success and impact of the project to the target audience.

All partners are encouraged to print and use the premises posters to further disseminate the project's results. Each case study poster can be displayed in various locations to enhance visibility and promote awareness, ensuring that the project's outcomes reach a wider audience.



Figure 11: NATMed Case Studies premises posters

## 2.5.4 Press releases

Within the framework of the NATMed dissemination and communication activities, appropriate press releases for announcements concerning the news and advances of the project will be developed. A well organised Press

Office will produce the necessary press releases with regards to the project's course, the outcomes, the new elements and results of the case studies, the publications, etc. The Press Office will be live from month 1, introducing the launching of the project in the partners countries.

## 2.5.5 Newsletters

During the NATMed project's duration, six newsletters will be prepared and published online on the project's dedicated website and social media channels while also, they will be sent through the consortium partners' current networks. Circulating the project newsletter will guarantee target groups are reached not only within the partners' network but also within a larger community of interested potential users. The newsletter will include news and upcoming events, publications and report project's achievements. Also, the project will seek regular presence in the already established newsletters (<https://natmed-project.eu/newsletters/>).

The project's newsletter sign-up form was created via Mailchimp. MailChimp is a privacy enhancing, [General Data Protection Regulation](#) (GDPR) - compliant platform, that allows subscription of interested users to the project's mailing list, while respecting all privacy policies that apply in such instances.

## 2.5.6 Social media identity

Social media channels will be used to inform stakeholders and the broader public about the project's aims, progress and results. This will also support the engagement and involvement of different stakeholders and their respective networks. TERO is responsible and coordinates this activity, which includes all social media channels establishment (X - old Twitter -, LinkedIn, Facebook, Instagram, YouTube and Slideshare), their activities such as weekly posts and any reposts that serve the purpose of the project itself as well as key networks, programs and stakeholders. NATMed's partners are invited and encouraged to participate actively throughout the project's lifetime by sharing valuable information with TERO in order to be communicated accordingly, as well as to promote the project's social media channels and posts through their respective organisations' channels.

TERO will implement best practices to engage the identified target groups through the use of social media and anticipates more than 2000 visitors throughout the project's lifetime and across all social media channels.

NATMed's identity on social media should remain consistent with the visual identity previously laid out. The logo should consistently be used as the Profile image of the project, and Prima project lettering is to be in sight at all time.

In the saturated world of social media, the most effective way of tracking discussion and coverage on your particular topic is by using a hashtag (#). The use of specific hashtags (#) enables interested parties to be informed about the project's activities and news.

Indicatively, the hashtags that are most frequently used for the project's social media posts are:

- #Agriculture
- #ClimateAction
- #ClimateChange
- #Mediterraneanwater
- #NATMed
- #NatureBasedSolutions

#NbS

#PrimaProgram

#WaterCycle

#WaterManagment

#SustainableFuture, etc.

Platforms like Facebook, LinkedIn, Instagram and Twitter/X will be used to continue outreach to stakeholders and the general public.

Social media channels enable NATMed to connect with a diversified target group, penetrating deeper into society through tailored content and engagement strategies. LinkedIn serves as a platform for engaging with academic professionals, while Facebook targets an audience aged 40 and above. Instagram appeals to a younger demographic, ranging from 20 to 45 years old, and Twitter/X caters to fast-track individuals, news disseminators, and unofficial ambassadors, fostering synergies for informal dissemination and communication. Furthermore, the official YouTube channel under NATMed will provide a dynamic and immersive experience, empowering more senses and serving as a live icon for the project. This multi-platform approach ensures comprehensive coverage across various audience segments, enhancing engagement, fostering relationships, and driving awareness of NATMed's goals and objectives.

Through continuous and strategic engagement on social media platforms, NATMed aims to establish itself as a credible and accessible source of information, fostering a network of informed and engaged stakeholders committed to the project's objectives. This concerted effort in social media management and communication plays a crucial role in driving awareness, building relationships, and ultimately, realizing the project's goals and aspirations.

The following accounts have been created:

- Facebook page

Facebook page (<https://www.facebook.com/NATMedPrima/>) will be used to raise awareness and drive engagement between stakeholders. The tone will be informing, exploratory and curious. It will focus on resources and dissemination whilst engaging in the wider context, sharing articles of interest from reputable sources. In particular, it will focus on engaging with MedCoP to engage stakeholders as well as consortium members. The project Target Groups (TG) and KPIs will be presented in detail in Table 4: Dissemination and communication tools, channels and KPIs.

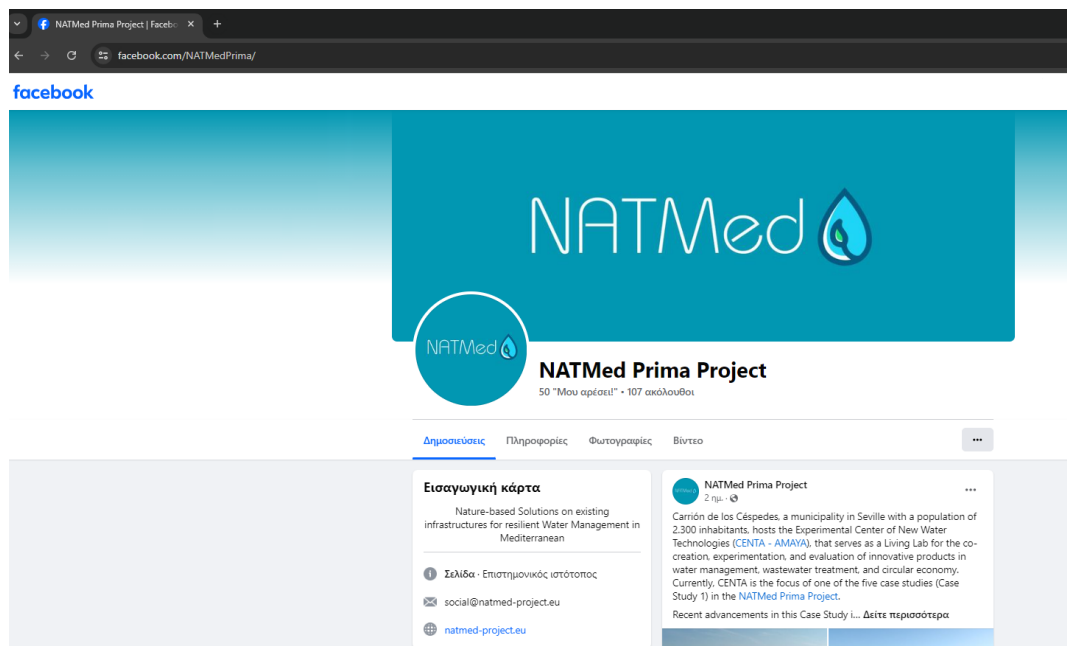


Figure 12: NATMed Facebook Page

- LinkedIn page

NATMed LinkedIn page (<https://www.linkedin.com/company/natmedprimaproject/>) will be used to raise awareness and disseminate findings whilst connecting to active networks. The tone will be informative and expert. The look and feel will be graphically stylised with high quality content and reposts from reputable sources. LinkedIn will prepare the ground for business exploitation. It will focus on resources and dissemination whilst engaging in the wider context, sharing articles of interest from reputable sources.

The LinkedIn page will be managed by TERO. Consortium members will be encouraged to connect with the page from their profiles.

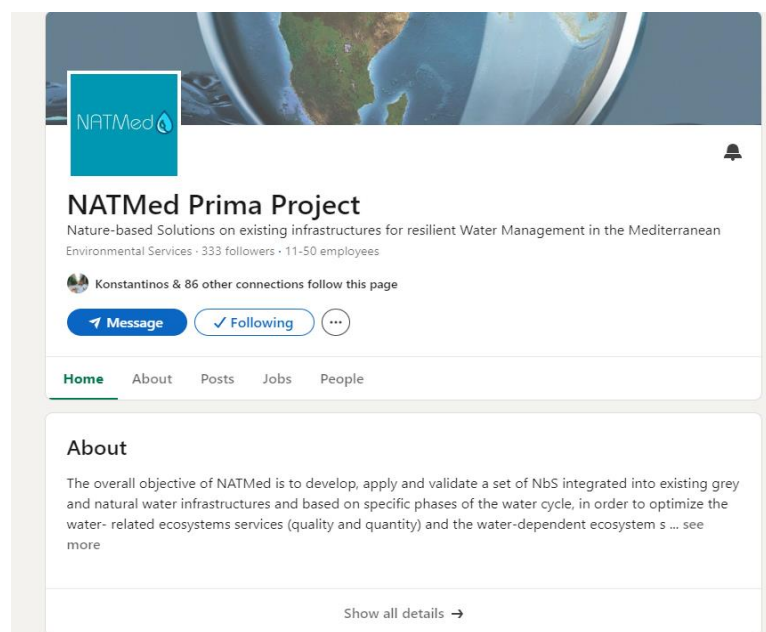


Figure 13: NATMed LinkedIn page

- Instagram page

NATMed Instagram page (<https://www.instagram.com/natmedprimaproject/>) will be used as a free photo and video sharing app that NATMed consortium can upload photos or videos and share them with the followers or with a select group of friends.

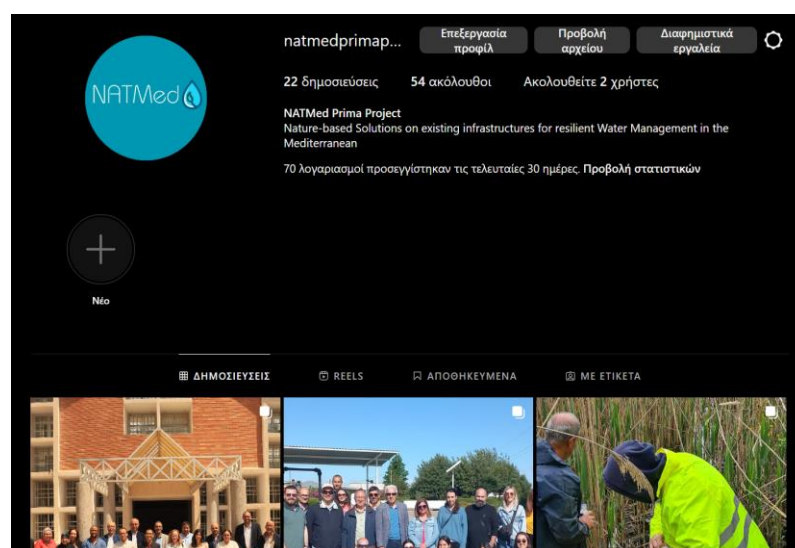


Figure 14: NATMed Instagram page

- X (Twitter) page

NATMed X page (<https://x.com/NATMedPrima>) will be used as a social networking site where users broadcast short posts known as tweets.

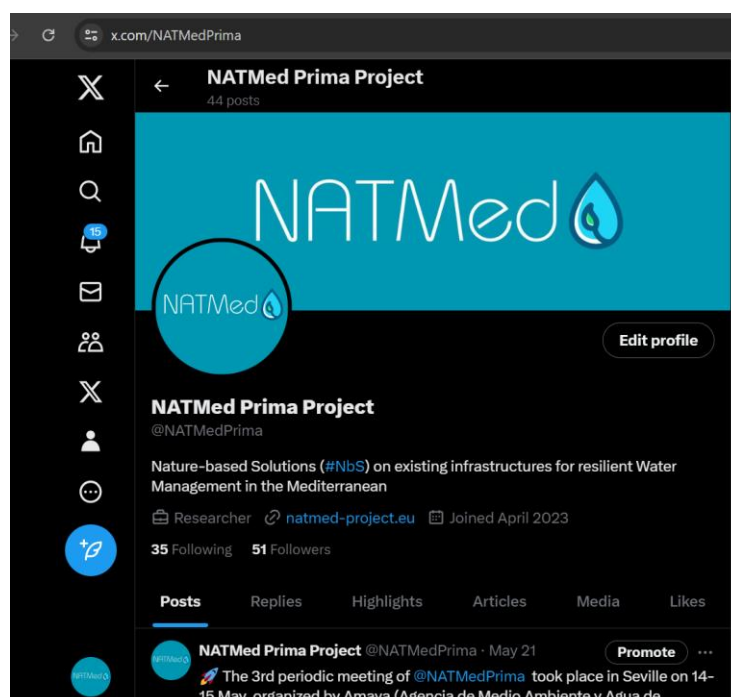


Figure 15: NATMed X Page

## 2.5.7 Project website

One of the most essential tools of NATMed is its website, developed under the domain <https://natmed-project.eu/>, that will act as a major project communication and dissemination platform. All the necessary



information regarding the progress of the project as well as project news, materials, etc. will be uploaded on the project's website. In particular, the NATMed website aims at:

- Providing information about the project, its main objectives, description of the produced outputs and knowledge, publications, latest news and upcoming events in which NATMed will participate, information about project partners with a link to their websites, subscription to project's newsletter, social networks and contact info.
- Presenting information to stakeholders so that they will understand the reasons to get involved and how they can participate in the project's activities.

Under the WordPress Content Management System (CMS), TERO has built the project's website template, including general introductory information describing the project, aims and objectives, methodology, consortium information and workplan. The website will be delivered in all partner languages apart from English, i.e. Spanish, Italian, Turkish, Greek and Arabic. Furthermore, the website is associated with NATMed's Social media channels (e.g. Twitter/X, Facebook, LinkedIn, etc.) and contains links to each partner organisation's website. Finally, details for contacting the consortium members are available on the project's website.

Another major component of the project, the MedCoP, will have an individual tab on the web page. The MedCoP tab will work as an online forum, where the involved stakeholders will be able to exchange information and communicate among each other. More information regarding the MedCoP can be found in Section 2.5.8. Nonetheless, the website will have options such as: downloading public deliverables, accessing the communication material and accessing the MedCoP through it. TERO is responsible for the technical development of the website whereas all partners need to provide the respective material and support through the provision of contents and material to keep it up to date.

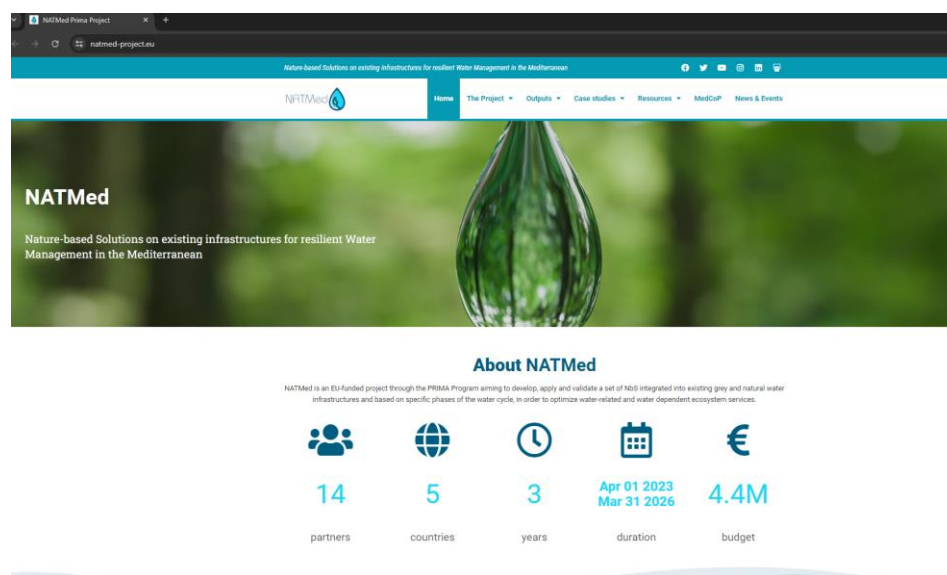


Figure 16: NATMed website

The website and all project outputs will be maintained for 7 years after the project's end with the support of TERO.

## 2.5.8 MedCoP (Mediterranean Community of Practice)

The MedCoP is part of Task 5.3. where all partners are involved and will run throughout the project's lifetime and beyond. The aim is to involve all relevant stakeholders, share and train on FWC-NbS implementation and the sustainable evolution of the existing water infrastructure. The creation of the MedCoP will be carried out by defining the groups that will interact, with defined roles but keeping their function flexible and whose common purpose will be to improve the water cycle through the development of FWC-NbS. During the Kick-off meeting, the first internal workshop on the MedCoP has been held and an initial identification of key stakeholders for each case study have been identified. The MedCoP envisages three levels of engagement for the stakeholders where the 1st level includes key stakeholders with participation in co-design process and decision making, whereas the 2nd level is made of potential replicators and the 3rd level consists of stakeholders with potential interest on the project's findings. An initial list of stakeholders will be gathered from the consortium and be developed in a table format in the upcoming months.

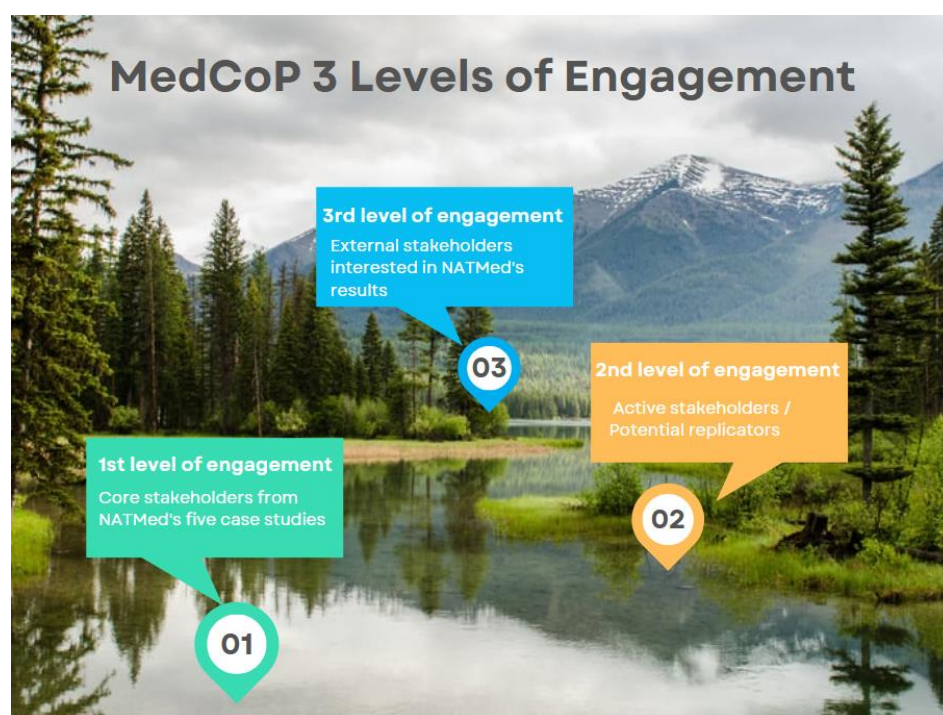


Figure 17: MedCoP levels of engagement

## 2.5.9 Videos

Video content production can be a powerful tool to spread a message in a pertinent and easy to understand manner to a wider audience. There are online tools available to produce informative, high quality video content, which will be blended with local content so as to receive a NATMed identity, and share it with a broad audience to increase project impact. For this reason, NATMed will regularly produce video content and share it on its YouTube channel and other social media pages. The content can both be unique, produced for the purposes of disseminating a specific message about project related matters or derived from webinars, courses, live videos, or self-hosted partners' videos.

At least two videos about NATMed's progress will be produced to promote the project and provide information about the NATMed community. Specifically:



- The development of a "visual presentation" of the project, in the form of a video, was completed in the eighth month of the project (November 2023) and uploaded to its [YouTube channel](#).
- A "NATMed case studies" video, which will provide information about the NATMed case studies and results, is intended to serve as a high-value awareness and publicity tool. This video will be prepared in the third year of the project.

## 2.5.10 Conferences and Publications

NATMed partners will be participating in external conferences and events to disseminate the project's findings and results. Moreover, the project also foresees producing scientific publications based on the project's research and main results. Effort will be made to produce at least two conference publications as well as at least one communication campaign in social media. A list of future conferences to attend and submit papers will be developed in the upcoming months and provided in a table format.

NATMed will systematically follow Open Science practices. The knowledge created in the project, data and results, will be published in Open Access (OPPLA and Zenodo). TERO will be in charge of data management considering the Findable, Accessible, Interoperable, and Reusable (FAIR) data principles approach. Although results (e.g. models, indexes, etc.) will be open access, their research nature will require the assessment of the partners' Intellectual Property (IP) background and foreground, defining confidentiality and reaching consensus among IP owners. The implementation of the strategy will be centrally coordinated with solid organisation on a local level by each and every partner. All results will be kept open as much as possible to ensure wide uptake and transferability. Copyrighting in publications and software copyrighting will protect IP ownership. An agreement on Intellectual Property Rights (IPR) will be implemented during the project to be agile in further exploitation of all project's results. Specific IPR issues will be part of the Consortium Agreement.

**Scientific Publications:** Drawing from the above report material, project partners will be devoted in the creation of scientific articles published in the international scientific literature, when possible. All partners acknowledge their common interest in publishing the knowledge to obtain recognition and to advance the state of knowledge in the field. In this respect, any partner who is considering preparing a publication for a scientific magazine, is strongly encouraged to contact other partners in order to work together in this publication. Especially when the content of the publication is a product of the collective work of the consortium (or of a sub-group of partners), the names of the respective people and partners should appear on the publication.

The Scientific Committee is led by UNISS and all partners participate as contributors. The aim is to enhance both quantity and quality of the project scientific production. To this end, objectives for scientific production are set, scientific outputs are collected and a publication plan is proposed, among other activities.

The entire NATMed Consortium must approve all papers submitted for publication in conferences, journals, or media. If a publication is to be submitted, the consortium should be informed as soon as possible. The following procedure ensures that no paper will be submitted without the knowledge of the consortium, that the project will not be misrepresented, and that no confidential information will be unintentionally disclosed.

## 2.5.11 Events database

An important part of the NATMed dissemination and communication strategy is sourced on the real- life, interactive actions that can engage target audiences with the project. In conjunction with the above tools and channels, NATMed is going to be promoted to the community of its stakeholders through participation in conferences, workshops and other events organised by third parties. Such events offer a significant opportunity for NATMed to be disseminated in environments where key stakeholders are gathered. Hence, it is valuable for the project's development and impact to participate in events organised by international agencies, fora and institutions which present an expertise around the same scientific domain. Apart from conferences and workshops, which constitute the main types of events by third parties, project partners can also take part in varying events, like networking events, symposia and/or even webinars.

This part of dissemination and communication strategy depends on the good practices between project partners in terms of inner-project communication. That is, partners can share information they receive about upcoming events that present a subject closeness to NATMed's activities, thus updating the consortium about new dissemination and networking possibilities. Communicating such information can result to partners assisting other partners and collaboratively boost the project's impact on the projected areas of stakeholders.

The consortium maintains a detailed list of potential events that can be targeted for disseminating the project's results. The list is constantly updated. A snapshot of indicative events marked from late March 2024 until November 2024 are shown below.

*Table 3: Database of relevant events*

| NATMED   | RELEVANT EVENTS TO DISSEMINATE PROJECT RESULTS (present the project, submit papers, posters etc) |   |                   |                        |  |
|--|--|---|-------------------|------------------------|--|
| Title of event                                       | Kind of event  | Website   | Date              | Place                  | Organizer  |
| World Water Day                                      |  | <a href="https://www.un.org/en/observances/water-day">https://www.un.org/en/observances/water-day</a>   | March 22-2024     |                        | Unesco (https://www.unesco.org/en/days/world-water) / United Nations |
| Global Water Summit 2024                             | Summit   | <a href="https://www.water4all-partnership.eu/news/global-water-summit-2024">https://www.water4all-partnership.eu/news/global-water-summit-2024</a>   | April 15-17, 2024 | London                 |  |
| EU Green Week 2024: Towards a water resilient Europe | Conference   | <a href="https://environment.ec.europa.eu/news/eu-green-week-2024-towards-water-resilient-europe-2024-01-15_en">https://environment.ec.europa.eu/news/eu-green-week-2024-towards-water-resilient-europe-2024-01-15_en</a> | May 29-30, 2024   | Brussels, Belgium      |  |
| Smart Water Utilities 2024                           | Exhibition and Conference  | <a href="https://www.smart-water-utilities.com/index">https://www.smart-water-utilities.com/index</a>   | June 05-06, 2024  | Amsterdam, Netherlands |  |
| What Works Climate Solutions                         | Summit   | <a href="https://whatworkscclimate.solutions/submit/">https://whatworkscclimate.solutions/submit/</a>   | June 09-12        | Berlin                 |  |

|   |                               |   |                      |   |  |
|---|-------------------------------|---|----------------------|---|--|
| (WWCS) Summit   |                               |   |                      |   |  |
| Water Innovation Europe   | Event                         | <a href="https://www.linkedin.com/events/waterinnovationeurope2024-toward7186297974786772992/comments/">https://www.linkedin.com/events/waterinnovationeurope2024-toward7186297974786772992/comments/</a> | June 17-19, 2024     | Brussels, Belgium   | EU Missions  |
| Nature-based Solutions Conference 2024  | Conference                    | <a href="https://www.naturebasedsolutionsoxford.org/">https://www.naturebasedsolutionsoxford.org/</a>   | June 18-20, 2024     | Oxford University Museum of Natural History and online  | Oxford University  |
| World Biodiversity Forum 2024   | Forum                         | <a href="https://worldbiodiversityforum2024.org/">https://worldbiodiversityforum2024.org/</a>   | June 16-21, 2024     | Congress Centre Davos (Switzerland)   | bioDISCOVERY, Institute for Evolutionary Biology and Environment Studies |
| New Water Europe Manifesto: Making Water a Top Priority in 2024               | European Water-Smart Strategy | <a href="https://watereurope.eu/new-water-europe-manifesto-making-water-a-top-priority-in-2024/">https://watereurope.eu/new-water-europe-manifesto-making-water-a-top-priority-in-2024/</a>               | 2024                 | Water Europe  | Water Europe   |
| Nature-Based Solutions for Water Security and Climate Adaptation Conference   | Conference                    | <a href="https://www.nbs4waterandclimate.eu/">https://www.nbs4waterandclimate.eu/</a>   | July 03-05, 2024     | <a href="http://www.reconnectproject.eu/">RECONNECT project (http://www.reconnectproject.eu/)</a> | Belgrade, Serbia   |
| 18th International Conference on Wetlands Systems for Water Pollution Control | Conference                    | <a href="https://icws2024.web-events.fr/">https://icws2024.web-events.fr/</a>   | November 24-29, 2024 | Martinique, France  | INRAE  |

## 2.5.12 Clustering

An essential part of NATMed dissemination and communication strategy is to establish synergies and natural links with other EU-funded projects and relevant initiatives. Networking activities foster a culture of co-operation between relevant stakeholders and help the development of a more efficient and attractive European Research Area.

NATMed's plan for intended cooperation and clustering activities with other projects, EU organisations, and stakeholder groups, is presented in detail in D5.4. Clustering and Networking plans. The project will link with

numerous Horizon projects and reach out to EU science initiatives and NGOs representing relevant stakeholders. Relevant projects and organisations are also listed and assessed for collaboration potential.

### 2.5.13 Events organised by the project

NATMed aims to establish networking activities, to foster a culture of co-operation between scientific communities, NGOs, policy makers, local authorities, industries and other stakeholders as appropriate, and to help develop a more efficient and attractive European Research Area. Workshops, training events, guided interviews, change agent seminars are some of the activities planned to attract stakeholders.

NATMed will hold a number of workshops and training sessions, work derived through numerous work packages as well as the MedCoP. The MedCoP envisages three co-design sessions per each case study (five case studies in total) and five stakeholder engagement events at local levels. Moreover, five training events, one per each case study location of 12 hours duration each have been foreseen.

At the end of the project the consortium will organise a final conference to present the project's results to its network and interested stakeholders. In this conference, the consortium expects the participation of more than 30 water related infrastructures and stakeholders which will have participated in the project through the MedCoP and/or have been recipients of the project's communication strategy. Moreover, we intend to approach stakeholders interested in the project's findings and potential replicators of the project's best practices and recommendations. The final project conference will take place in during the final project meeting to be held in M36 in Greece. The final event will serve a multipurpose role by presenting the findings and obtaining feedback on the process of the project.

### 3. SUMMARY OF COMMUNICATION AND DISSEMINATION ACTIVITIES

An integrated communication strategy has been designed and launched by the consortium utilizing a variety of instruments to communicate the project's success stories along with the overall framework within which it is implemented and funded in terms that can be easily understood by the target audience members and by the general public. Dissemination actions will complement the project's dissemination and exploitation activities by providing universally comprehensible information to the public at large regarding the project's goals and results thus increasing the visibility of NATMed main goals:

1. to identify the most appropriate sustainability and exploitation model and putting it into action, and
2. to reach the widest audience of relevant stakeholders as well as strengthening collaboration links, in order to establish a wide network with partners potentially interested in adopting NATMed outcomes.

The CDE Plan will be coordinated with the NATMed Guidelines (D4.2) and Replication Strategy (D5.1) to include policy guidance, by ensuring that the project results reach a wide pan-European and global audience, including OPPLA, IPBES and IPCC, and that clear evidence-based guidance is provided for policy makers. The CDE strategy will be regularly monitored, while the progress and achievements of NATMed will be fine-tuned occasionally and when needed. This multi-actor ecosystem will be represented in the MedCoP with different target groups (TG):

*Table 4: Target Groups*

| A/A | Target groups   |
|-----|---|
| i   | <b>Public authorities and policymakers:</b> at European, national, or regional level; with their respective public authorities; in order to contribute to the elaboration and implementation of policies, they will test the NATMed tool.   |
| ii  | <b>Grey and natural water infrastructures managers:</b> both public and/or private managers; dealing with water management ecosystems and interested in improving the operation, cost-effective and water management in their infrastructures both in quality and in quantity aspect.   |
| iii | <b>Water and agro-food sector:</b> water-intense industries and relevant clusters at different levels (European, national, regional) in order to manage their water streams without impacting the natural ecosystems or rather secure their water inputs for their production lines.  |
| iv  | <b>Scientific community/Academia:</b> academia in general including researchers and innovators working in universities, research and technology centers but also from R&D departments of industry in relevant fields. They will take advantage of project outcomes: to design educational and re-training programmes based on needs; educating future innovators for industry; using the replicable model of the project; compiling research in promising areas, advancing real-life cases through the re-use of results. Practitioners will be empowered with methods and mechanisms for lowering social and behavioural barriers and bringing transversality in their topic of interest. Better understanding of the societal implications. |
| v   | <b>EU and Mediterranean Networks, sister projects and initiatives:</b> other PRIMA, H2020/HE, LIFE, Interreg, ENI CBC MED, national and regional projects in water management, as well as initiatives as UNSDN. Exploitation of knowledge created by the project. Understanding the benefits offered by NATMed.   |

|     |  |
|-----|--|
|     | Engage in liaison activities. Investing in NbS solutions. Learning methodology on how to exploit opportunities for the wider water management resources field.   |
| vi  | <b>Business developers, Entrepreneurships and Technologies providers:</b> sensors, tool, NbS implementation industries. Exploitation of knowledge created by the project. Investing in NbS solutions.  |
| vii | <b>Civil society, Vulnerable groups, Local communities.</b> General public and anyone interested in the project. Participate in discussions, become active in NbS water management through the MedCoP, particularly in the case studies. Understand the benefits offered by NATMed and ensure social acceptance. Understand and influence future similar projects. |

This will be achieved by communicating tangible results and results coming from the case studies and stimulating positive emotions through the demonstration of the project's activities.

Table 5 below provides a concise overview of the main tools used within the NATMed project for dissemination and communication (D&C) purposes, their respective target groups and KPIs.

*Table 5: Dissemination and communication tools, channels and KPIs*

| Activity                       | KPI   | Target Group |
|--------------------------------|---|--------------|
| Public Website                 | Visitors (≥8000)  | All          |
| Social media                   | Facebook, LinkedIn, Twitter/X, SlideShare, Youtube. All visitors (≥2000)  | All          |
| MedCoP sessions                | Co-design FWC-NbS sessions: 3 per FWC-NbS & 10 contacts per FWC-NbS.<br>At least 5 local events to engage stakeholders, 50 contacts in total.<br>Engagement of at least 50 water infrastructures. | i, ii, iii   |
| Final event                    | 1 final event, NATMed final conference  | All          |
| Press Office                   | 10 Press Releases launched<br>6 Magazine publications   | All          |
| Material                       | 3000 brochures, 2 roll-ups in English, infographics (1 for project and 1 per FWC-NbS)   | All          |
| Scientific Publications        | 3 journal publications & 3 conference publications  | iv           |
| Project videos                 | 2 videos (1 for the project overview and 1 for the case studies)  | All          |
| Clustering events and meetings | Participation in PRIMA-EU strategic workshops and PRIMA networking meetings   | v            |
| Networking and clustering      | 5 online meetings with at least 10 international projects to exchange results and create synergies. Establish at least 5 contacts with networks such as UNSDN, ThinkNature, OPPLA, etc.           | iv, v        |

## 4. CALENDAR OF DISSEMINATION AND COMMUNICATION ACTIVITIES

The calendar below includes the planned dissemination and communication activities in chronological order (Semesters). By M5 (August 2023) the consortium had already created the visual identity of the project and prepared its official templates, produced (in digital format), set up the project's social media, launched the project's website. Of course, more dissemination and communication opportunities will be identified and utilized by the partners to promote the project results.

*Table 6: Calendar of dissemination and communication activities*

| NATMed Dissemination & Communication Activities   | Responsible Partner |
|---|---------------------|
| <b>Semester 1 (04.23 - 09.23)</b>   |                     |
| Prepare the 'NATMed Communication and Dissemination strategy Plan ' that will be regularly monitored, and the progress and achievements of NATMed will be fine-tuned occasionally and when needed | TERO                |
| Develop the 1st project video to present the project rationale and challenges, showing the problem and describing the intended solution   | TERO                |
| Develop project website   | TERO                |
| Develop project logo  | TERO                |
| Design the documents and the presentations templates: About 3 templates for project documents, reports, and presentations   | TERO                |
| News items will be published on a constant basis to present and discuss research findings etc. with contributions by all partners   | TERO                |
| Develop a preliminary CDE plan in M3 (06.2023)  | TERO                |
| Provide the visual identity and social networks set up  | TERO                |
| 1st newsletter with input from all partners   | TERO                |
| Two infographics (1 for project and 1 per FWC-NbS)  | All partners        |
| Set up social media profiles on Facebook, LinkedIn, Twitter, Slideshare, Youtube;   | TERO                |
| Sent 1 press release announcing the start of the project to media (also in local press in partner's languages)  | TERO                |
| Develop the Leaflet in all partners languages and 2 roll-ups in English   | TERO                |
| An online meeting will be held with international projects, to exchange results and to create synergies (UNSDN, ThinkNature, Network Nature and OPPLA)  | All partners        |
| Participation in activities organised by the Prima Programme  | All partners        |

|   |              |
|---|--------------|
| A journal publication   | All partners |
| Participation in the annual PRIMA-EU Strategic Workshops  | All partners |
| A PRIMA networking meeting will be held with the partners   | All partners |
| <b>Semester 2 (10.23 - 03.24)</b>   |              |
| Keep the website updated while the partners will send posts to the social media accounts  | All partners |
| Add articles in relevant magazines and newsletters and local publications   | All partners |
| 2nd newsletter with input from all partners   | TERO         |
| 2nd press release, regarding the NATMed development and exploitation will be published (also in local press in partner's languages) in printed and/or electronic media          | All partners |
| An online meeting will be held with international projects, to exchange results and to create synergies (UNSDN, ThinkNature, Network Nature and OPPLA)                          | All partners |
| Case study premises NATMed poster   | TERO         |
| 1st (out of 3) Co-design FWC-NbS sessions - 1 per FWC-NbS   | All partners |
| Local events to engage stakeholders, 50 contacts Engagement of at least water infrastructures   | All partners |
| Participation in the annual PRIMA-EU Strategic Workshops  | All partners |
| Participation in the PRIMA networking meetings (PRIMA Project's Day)  | All partners |
| <b>Semester 3 (04.24 - 09.24)</b>   |              |
| Keep the website updated and continue the posts on social media   | All partners |
| Prepare the 3rd issue of e-newsletter and sent it to the target groups  | TERO         |
| Update of the information brochures and posters materials according to the progress of the project  | TERO         |
| Update if needed the Communication and Dissemination plan in M16 (07.2024)  | TERO         |
| Participations in conferences, seminars, and workshops related to the project's field to present project findings and engage with the wider scientific and innovation community | All partners |
| A journal publication   | All partners |
| Add articles in relevant magazines and newsletters and local publications   | All partners |
| An online meeting will be held with international projects, to exchange results and to create synergies (UNSDN, ThinkNature, Network Nature and OPPLA)                          | All partners |



|   |              |
|---|--------------|
| Attend external events to disseminate information about the project & results   | All partners |
| A conference publication  | All partners |
| 2nd (out of 3) Co-design FWC-NbS sessions - 1 per FWC-NbS   | All partners |
| <b>Semester 4 (10.24 - 03.25)</b>   |              |
| Keep the website updated  | TERO         |
| Post relevant news on the project's social media accounts   | All partners |
| 4rth press release  | TERO         |
| An online meeting will be held with international projects, to exchange results and to create synergies (UNSDN, ThinkNature, Network Nature and OPPLA)                          | All partners |
| Publish the 4th e-newsletter  | TERO         |
| Update of the information brochures and posters materials according to the progress of the project  | TERO         |
| Participations in conferences, seminars, and workshops related to the project's field to present project findings and engage with the wider scientific and innovation community | All partners |
| A journal publication   | All partners |
| One conference publication and 1 magazine publication   | All partners |
| Add articles in relevant magazines and newsletters and local publications   | All partners |
| Participation in the annual PRIMA-EU Strategic Workshops  | All partners |
| 3rd (out of 3) Co-design FWC-NbS sessions - 1 per FWC-NbS   | All partners |
| Participation in the PRIMA networking meetings (PRIMA Project's Day)  | All partners |
| <b>Semester 5 (04.25 - 09.25)</b>   |              |
| Keep the website updated  | TERO         |
| Update the social media accounts  | All partners |
| An online meeting will be held with international projects, to exchange results and to create synergies (UNSDN, ThinkNature, Network Nature and OPPLA)                          | All partners |
| 5th newsletter  | TERO         |
| Add articles in relevant magazines and newsletters and local publications   | All partners |
| 5th press release, regarding the NATMed development and exploitation will be published (also in local press in partner's languages)   | TERO         |
| Develop the 2nd project video to present the case studies   | TERO         |
| One conference publication and 1 magazine publication   | All partners |

|  |              |
|--|--------------|
| Participation in the annual PRIMA-EU Strategic Workshop  | All partners |
| Participation RIMA networking meetings (PRIMA Project's Day)   | All partners |
| <b>Semester 6 (10.25 - 03.26)</b>  |              |
| Keep the website updated   | TERO         |
| Update the social media accounts   | All partners |
| 6th press release, regarding the NATMed development and exploitation will be published (also in local press in partner's languages) in printed and/or electronic media   | All partners |
| 5 training events (12 hours, total 60h), one per Study Case location. 20-30 attendees on each  | All partners |
| Release the 6th newsletter   | TERO         |
| Participations in conferences, seminars, and workshops related to the project's field to present project findings and engage with the wider scientific and innovation community  | All partners |
| An online meeting will be held with international projects, to exchange results and to create synergies (UNSDN, ThinkNature, Network Nature and OPPLA)   | All partners |
| 1 Final closing and dissemination event- NATMed final conference for local stakeholders and citizens of the city, as well as national municipalities and abroad audience from other projects partners to city councils, European networks and projects, academia and companies | All partners |
| Participation in activities organised by the Prima Program   | All partners |
| 3rd conference publication   | All partners |
| Participation in the annual PRIMA-EU Strategic Workshops   | All partners |
| Participation in the PRIMA networking meetings (PRIMA Project's Day)   | All partners |
| 3rd journal publication  | All partners |
| A PRIMA networking meeting will be held with the partners  | All partners |
| At least 5 local events to engage stakeholders, 50 contacts by the end of the project  | All partners |

## 5. EXPLOITATION

Deliverable 6.1 and the CDE strategy includes the preliminary draft for exploitation although a specific plan will be done in Task 6.3 along with Task 6.4: *D6.6 NATMed exploitation plan* on M20, November 2024. Exploitation plan will be developed in line with NATMed results (both commercial and non-commercial), the professional communities, noting the commercial motivation of local SMEs and training attendees. A business model will be designed to foster the implementation of FWC-NbS, associated with financing mechanisms to monetize the impact of the project. Based on the analysis conducted in WP5, a dataset of business and financial mechanisms will be provided, categorized according to different regulative and market contexts, entrepreneurship needs and with an estimation of the risk/benefit. This market deployment strategy will be used in the training activities and incorporated to the FWC-NbS Guidelines. Overall, exploitation will account for IPR considerations as well.

The Exploitation Plan is planned in three phases:

- 1) Identify the way the results of the project can be used by target groups outside the project and liaise with the project's overall communication activities, channels and events.
- 2) Perform an analysis to reach a deep understanding of NATMed's reference market, uptake potential and organisations mapping.
- 3) Conduct an exploitation plan with candidate business models, based on the Business Model Canvas.

Exploitation is directly related to the project's key results and therefore, the consortium will develop a catalogue of the project's outputs which will be linked to IPR. All partners will be involved in exploitation activities, mainly through two exploitation workshops to be held under the guidance of TERO with participation of the MedCoP stakeholders and beyond. These workshops aim to discuss Key Exploitable Results (KERs) and agree to an action plan. Non-commercial exploitation is mainly held by academic partners who can provide consulting services or use knowledge as a baselined for future research projects. The following table depicts a non-exhaustive list of KERs:

*Table 7: Preliminary identification of KERs*

| Key Exploitable Results (KERs)   | WP      | Lead Partner          | TRL | Type of exploitation |
|--|---------|-----------------------|-----|----------------------|
| FWC-NbS methodology  | 1, 2, 3 | CARTIF, AMAYA, IZTECH | 6-7 | Non-Commercial       |
| FWC-NbS Catalogue & Implementation Guidelines for the Mediterranean Area | 4       | SC, SBNCLIMA          | 6-7 | Commercial           |
| Data from Monitoring Programme for OPPLA, IUCN                           | 4       | IZTECH                | 6   | Non-Commercial       |
| NATMed decision making tool  | 4       | IZTECH                | 7   | Commercial           |
| Mediterranean Community of Practice (MedCoP)                             | 5       | TERO                  | 7   | Non-Commercial       |
| FWC-NbS Training Programme and materials                                 | 5       | TERO                  | 7   | Non-Commercial       |

## 6. MONITORING AND EVALUATION

NATMed elaborates a specific evaluation strategy to monitor its dissemination and communication efforts. The goal is to provide concrete evidence about the effectiveness of the publicity and dissemination plan, as well as insights on how to amplify its reach and impact. The periodic review and update of the project's strategy depends on the data sourced in the dissemination and communication reports.

The monitoring and evaluation tools will assess the efforts in both qualitative and quantitative fashion. The procedures to be implemented are the following:

**Action plan creation and communication inside the consortium.** A specific list of activities will concentrate all the projected dissemination and communication actions which partners have to undertake. This list will comprise pre-defined and scheduled tasks, but it will also include partners' individual plans for dissemination and communication activities which due to their nature cannot be precisely pre-organised, like the participation to upcoming conferences and networking events. This database will organise the activities on their whole in order for each partner to know what they are supposed to do and when. In addition, based on this inclusive schedule partners will receive bimonthly updates by TERO, as leader of WP 6 Communication, Dissemination and Exploitation about their dissemination and communication tasks.

**Dissemination and communication activities reporting by all partners.** When an opportunity for a dissemination activity emerges, partners should notify the Dissemination and Communication leader about it to document such action accordingly and provide any necessary assistance (e.g., guidelines, tips for better communication etc.). What is more, upon the completion of any form of their assigned dissemination activity, partners have to report the activity on the online NATMed Dissemination and Communication Activities file tool so that a robust tracking of dissemination and communication efforts is made.

All dissemination and communication activities will be continually monitored by TERO and compared to the specific targets as outlined in D6.1. For this task, TERO has developed a template which allows monitoring. All partners have been informed, have access and are required to fill in this template every time they carry out a dissemination and/or communication activity. The template is available on the project's shared drive and the following figure 18 illustrates the template's format.

**Monitoring of participation in events.** As mentioned above activities within the dissemination and communication framework will be carefully evaluated in order to ensure the best possible dissemination of the project. Examples of such monitoring include guidelines to participating partners to inform them on how to communicate NATMed (tips for photos taken from events, posters, brochures, etc.) and/or assistance with presentation preparation.

**Statistics of visibility, traffic, reach and engagement rates of NATMed's website and social media platforms.** This will allow partners to better understand the most appropriate timing, communication style and target audience of each message. Furthermore, such metrics are essential for planning re-adjustments.

To produce an accurate monitoring and evaluation procedure, as well as to recognise the impact of the actions carried out, it is essential for all partners to register the activities that they implement on time and correctly. Therefore:

- All partners should prepare their dissemination and exploitation activities according to their personalised action plan;
- All partners should report every dissemination and communication activity they are implementing or

contributing to on time by registering them in the online dissemination and communication reporting tool (internal Google spreadsheet);

- All partners should save enough evidence of the completed activities;

## 5.1 Monitoring procedure: Reporting and Feedback

In NATMed, all project partners are obliged to report any communication and dissemination activity they implement. This is achieved through an internal online spreadsheet that has been created by TERO to keep track of the dissemination and communication activities that have been implemented throughout the project. The dissemination and communication reporting tool is available to the project's internal repository and can be accessed by all consortium partners.

| ID | Communication channel (please select from the drop-down list) | Name/description of the communication activity  | Leading partner  | Date       | Place   | Purpose and expected impact | Public authorities and policymakers (EU, National or regional level) | Grey and natural water infrastructures managers (public or private) | Water and agro-food sector | Local industries, business and SMEs | Scientific community/Academia | EU and MED networks, sister projects and initiatives | Business developers, Entrepreneurships and technology providers | Civil society, vulnerable groups, local communities and NGOs | Number of people reached | Outreach level (please select from the drop-down list) |
|----|---|---|--|------------|---------|-----------------------------|--|---|----------------------------|-------------------------------------|-------------------------------|--|---|--|--------------------------|--|
| 1  | Social media  | 1 <sup>st</sup> NATMed social media post  | TERO (Greece)  | 10/05/23   | Online  | Dissemination               | X  | X   | X                          | X                                   | X                             | X  | X   | X  | 75                       | International  |
| 2  | Press release   | Tero Local press release  | TERO (Greece)  | 16/05/2023 | Online  | Online                      | X  | X   | X                          | X                                   | X                             | X  | X   | X  | 150                      | International  |
| 3  | Press release   | News on website   | FUNDACIÓN CARTIF (Spain)   | 05/08/23   | Online  | Communication               | X  | X   | X                          | X                                   | X                             | X  | X   | X  | 219                      | National   |
| 4  | Social media  | El proyecto NATMed, coordinado por CARTIF, surge para mejorar el ciclo del agua en la región del Mediterráneo | FUNDACIÓN CARTIF (Spain)   | 05/08/23   | Online  | Dissemination               | x  | x   | x                          | x                                   | x                             | x  | x   | x  | 219                      | National   |
| 5  | News in website   | News on CARTIF website  | FUNDACIÓN CARTIF (Spain)   | 05/05/23   | Online  | Communication               |  |   |                            |                                     | x                             |  |   |  |                          | National   |
| 6  | Social media  | 2 <sup>nd</sup> Natmed Social media post  | TERO (Greece)  | 19/05/2023 | Online  | Dissemination               | X  | X   | X                          | X                                   | X                             | X  | X   | X  | 90                       | International  |
| 7  | Social media  | 3 <sup>rd</sup> Natmed social media post  | TERO (Greece)  | 24/05/2023 | Online  | Dissemination               | X  | X   | X                          | X                                   | X                             | X  | X   | X  | 100                      | International  |
| 8  | Event   | 1 <sup>st</sup> co-design session (Italy)   | Università degli Studi di Sassari (Italy)                                    | 24/05/2023 | Arborea |                             | X  |   | X                          | X                                   | X                             | X  |   |  | 16                       | Regional   |
| 9  | Training event  | AQUACYCLE WEBEX EVENT   | Fundación Pública Andaluza Centro de las Nuevas Tecnologías del Agua (Spain) | 06/06/23   | WEBEX   | Dissemination               | X  | X   | X                          | X                                   | X                             | X  | X   |  | 53                       | International  |
| 10 | Social media  | European Green Week workshops organised by IUCN NBS LinkedIn post   | FUNDACIÓN CARTIF (Spain)   | 09/06/23   |         |                             |  |   |                            |                                     |                               |  |   |  |                          |  |
| 11 | Event   | OURMED KoM NATMed presentation  | TERO (Greece)  | 16/06/2023 | Online  | Dissemination               | X  | X   | X                          | X                                   | X                             | X  | X   | X  | 80                       | International  |
| 12 | Social media  | 4 <sup>th</sup> Natmed social media post  | FUNDACIÓN CARTIF (Spain)   | 23/06/2023 | Online  | Dissemination               |  |   |                            |                                     | X                             | X  |   |  | 30                       | International  |
| 13 | Media appearance  | Article in local newspaper (Diario de la Ribera)  | TERO (Greece)  | 29/06/2023 | Online  | Dissemination               | X  | X   | X                          | X                                   | X                             | X  | X   | X  | 115                      | International  |
| 14 | Social media  | Post on Twitter   | SBNCLIMA (Spain)   | 29/06/2023 | Online  | Communication               |  |   |                            | X                                   |                               |  |   | X  |                          | Regional   |
| 15 | Event   | Water Reuse in Agriculture: A vision from Andalus   | FUNDACIÓN CARTIF (Spain)   | 07/04/23   | Online  | Communication               | x  | x   | x                          |                                     |                               | x  |   |  | 72                       | International  |
| 16 | Event   | Water Reuse in Agriculture: A vision from Andalus   | Fundación Pública Andaluza Centro de las Nuevas Tecnologías del Agua (Spain) | 29/6/2023  |         |                             |  |   |                            |                                     |                               |  |   |  |                          |  |
| 17 | Event   | Water Reuse in Agriculture: A vision from Andalus   | Università degli Studi di Sassari (Italy)                                    | 29/6/2023  |         |                             |  |   |                            |                                     |                               |  |   |  |                          |  |
| 18 | Event   | Meeting with local stakeholders in Bozcaada   | Municipality of Bozcaada (Turkey)  | June 2023? |         |                             |  |   |                            |                                     |                               |  |   |  |                          |  |
| 19 | Event   | Meeting with local stakeholders in Sevilla  | Fundación Pública Andaluza Centro de las Nuevas Tecnologías del Agua (Spain) | ?          |         |                             |  |   |                            |                                     |                               |  |   |  |                          |  |

Figure 18: NATMed Dissemination and Communication Activities file



## 5.2 NATMed guide on communication and dissemination

This informal guide acts as a reminder checklist for partners to contribute to the project's publicity and dissemination plan during the whole project duration. It will be cross checked by the CDE leader during every partner's meeting where a relevant presentation of dissemination activities will take place.

The NATMed communication and dissemination guide is comprised of the below enlisted guidelines, according to which project partners should:

1. Report on the online Dissemination and Communication Activities file (or briefly via email to the CDE leader) any dissemination or communication activity related to NATMed, e.g., presentation, publication, participation in events, etc.
2. Inform the CDE leader about relevant events, where NATMed partners could participate (e.g., Conferences, Seminars etc.), so that the events database can be regularly updated. If necessary, arrangements could be made so that NATMed will be represented.
3. Collect photos, videos, from all NATMed activities (full documentation): meetings, workshops, seminars, press conferences, etc. Send them to the CDE leader to be used in publicity materials (e.g., project newsletters, videos, etc.). Make sure that there are no third party-intellectual property rights.
4. Use in all of their communication materials (deliverables, presentations, newsletters, etc.) the NATMed logo, the PRIMA logo and the EU emblem according to Articles 29.4 and 38 of the Grant Agreement.
5. To avoid conflicts, coordinate with other partners and inform the CDE leader on intentions to publish from NATMed. Always mention the financing body (EU / Horizon 2020).
6. Invite local policy makers in appropriate projects stages and inform them on project's progress. Record events (videos - photos). Send them to the CDE leader.
7. Forward press releases, newsletters and other materials to their contacts that might be interested to NATMed's objectives and thematic interests.
8. Feel free to contribute to the NATMed website's blog with an article about their work in the project, the progress, etc.
9. Feel free to provide material for regularly updating the NATMed website.
10. Follow NATMed's social media pages (Facebook, Twitter/X, LinkedIn, Instagram YouTube). Monitor the announcements and posts, "like" them, comment on them. Make their own posts on NATMed's social media accounts. Connect with people. Initiate the dialogue or take part in it.