



# I-SEAMORE

## D8.2 Revised PDCER

### WP8 Dissemination and Exploitation

Integrated surveillance ecosystem for European Authorities responsible for  
Maritime Operations leveraged by reliable and enhanced aerial support

## D8.2 Revised PDCER

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Abstract	<p>Presentation of the updated plan for dissemination, communication, and exploitation within the ongoing I-SEAMORE Project. As a living document, it reflects completed actions since the last Project Dissemination, Communication, and Exploitation Report (PDCER) in March 2023, and outlines upcoming steps. With a focus on developing an integrated surveillance ecosystem for European maritime authorities, augmented by reliable and enhanced aerial support, the project prioritizes stakeholder engagement, advisory board management, knowledge sharing, and strategic networking. Through diverse communication channels and partnership initiatives, I-SEAMORE aims to raise awareness, foster collaboration, and exploit results for economic, social, and environmental benefit. Continuous evaluation ensures alignment with project objectives, facilitating dynamic adaptation and optimization of dissemination efforts. By advancing maritime surveillance capabilities, the I-SEAMORE Project aims to enhance operational effectiveness and security across European waters.</p>

## DOCUMENT REVISION HISTORY

Version	Date	Description of change	List of contributors
0.1	08/03/2024	First draft	Laura Cyrne
0.2	18/03/2024	First review	Ana Maria Madureira, Elisabete Carreira, Wolfgang Kniejski
0.3	20/03/2024	Second review	Laura Cyrne
0.4	21/03/2024	Final draft	Laura Cyrne
1.0	22/03/2024	Submitted version	ATOS

## DISCLAIMER

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## EXECUTIVE SUMMARY

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This deliverable, entitled “D8.2 – Revised PDCER (Plan for Dissemination, Communication and Exploitation of Results)” aims to maximize the impact and reach of the I-SEAMORE Project, and should be viewed as an updated living document regarding D8.1 (First Version of the PDCER) – the initial plan for communication, dissemination, stakeholders and advisory board management for the I-SEAMORE project. This deliverable aims to present the work done until M15 of the I-SEAMORE project, the objectives and results achieved, as well as the next steps in communication and dissemination activities, the work already conducted within the management of the Advisory Board and the standardisation activities.

The communication, dissemination and exploitation of I-SEAMORE are fundamental components in enabling the project’s mission and creating a broader impact, even after the life span of the project. With a purpose to achieve these goals, we will systematically describe in this document and showcase the I-SEAMORE plan for communication and dissemination activities.

After the issue of the first document, right at the beginning of the project (March 2023), we are now presenting the updated version, in M15, March 2024, as Deliverable “D8.2 – Revised PDCER” and the final outcomes from all the communication, dissemination and exploitation related activities will be presented in the Deliverable “D8.6 – Final PDCER”, in M30, June 2025.

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## LIST OF ACRONYMS

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<b>AB</b>	Advisory Board
<b>CM</b>	Community Members
<b>EC</b>	European Commission
<b>GA</b>	General Assembly
<b>I-SEAMORE</b>	Integrated Surveillance Ecosystem for European Authorities Responsible for Maritime Operations Leveraged by Reliable and Enhanced Aerial Support
<b>KPI</b>	Key Performance Indicators
<b>OEC</b>	Operational Experimentation Centre
<b>PDCER</b>	Plan for Dissemination, Communication and Exploitation of Results
<b>PPT</b>	PowerPoint Template
<b>WP</b>	Work Packages

---

# 1 INTRODUCTION

## 1.1 Purpose of the document

---

This document is meant to be used as a strategic plan for all promotional activities for the project by the partners. As a living document responding to new development and opportunities, updates of the communication, dissemination (and later exploitation) plan can be made upon approval by the consortium during the implementation process of the project.

The envisaged Dissemination and Communication Plan and Strategy is tailored to contribute to the achieving of the overall project goal.

In this regard, the objectives of the dissemination activities will be focused on:

- Promoting broad visibility of the project effort and disseminate its results and in parallel to assist running projects to coordinate and more effectively promote their communication and dissemination efforts.
- Establishing liaisons with related initiatives and projects both within the social media context and beyond as appropriate.
- Creating and maintaining the project website and appropriate communication channels and dissemination tools.
- Participating in and organizing specific events for increased and effective liaisons, dissemination of information and engagement of key stakeholder in the social media ecosystem.

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## 1.2 Structure of the document

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This document is comprised of the following chapters:

- Chapter 1 – Introduction: outlines the objectives that this document aims to achieve.
- Chapter 2 – Communication plan: offers an overview of project identity (logos, colours, etc.), the channels and materials developed for the project.
- Chapter 3 – Dissemination plan: offers an overview of the target groups, channels and tools, events, and synergies to be used for dissemination purposes.
- Chapter 4 – Schedule & Timing: covers timing and schedule for all duration of the project.
- Chapter 5 – Monitoring & Evaluation: addresses monitoring and ongoing evaluation of the I-SEAMORE outreach plan's efficiency.
- Chapter 6 – Stakeholders for Commercial Exploitation and Advisory Board management: represents the creation and mobilization of a growing community of key stakeholders and experts, giving an overview and strategy established in this scope.
- Chapter 7 – Exploitation of Results: Identifies opportunities for exploiting the project's results to create economic, social, or environmental value. This involves presenting the current situation on standardisation activities, and/or policy impact assessments.
- Chapter 8 – Conclusions: presents the conclusions of the deliverable.

## 2 COMMUNICATION PLAN

### 2.1 Brand Identity

I-SEAMORE brand identity is a language that communicates projects' philosophy and values, establishes projects' voice, and builds an emotional and professional connection with target audiences. The blue colour symbolizes security, trust, and loyalty. It sets a baseline tone of the project and becomes the springboard for the expression of the entire visual identity.

The I-SEAMORE brand identity also connects with the project's field – maritime surveillance – and brings a strong connection to the seas and ocean.

#### 2.1.1 Logo

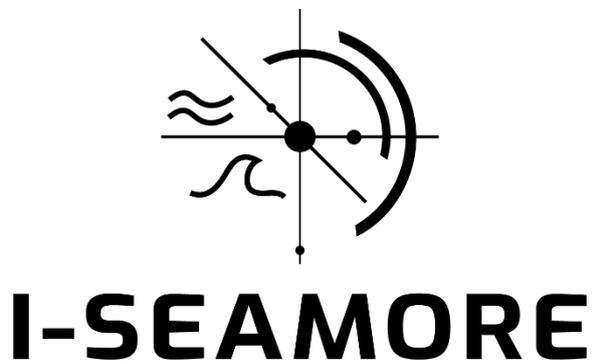
A selection of 7 logos was proposed to the consortium and the I-SEAMORE logo was adopted (Figure 1).

FIGURE 1: I-SEAMORE LOGO



For the logo to be applicable to the various possible backgrounds, a white and black versions of the logo were also created.

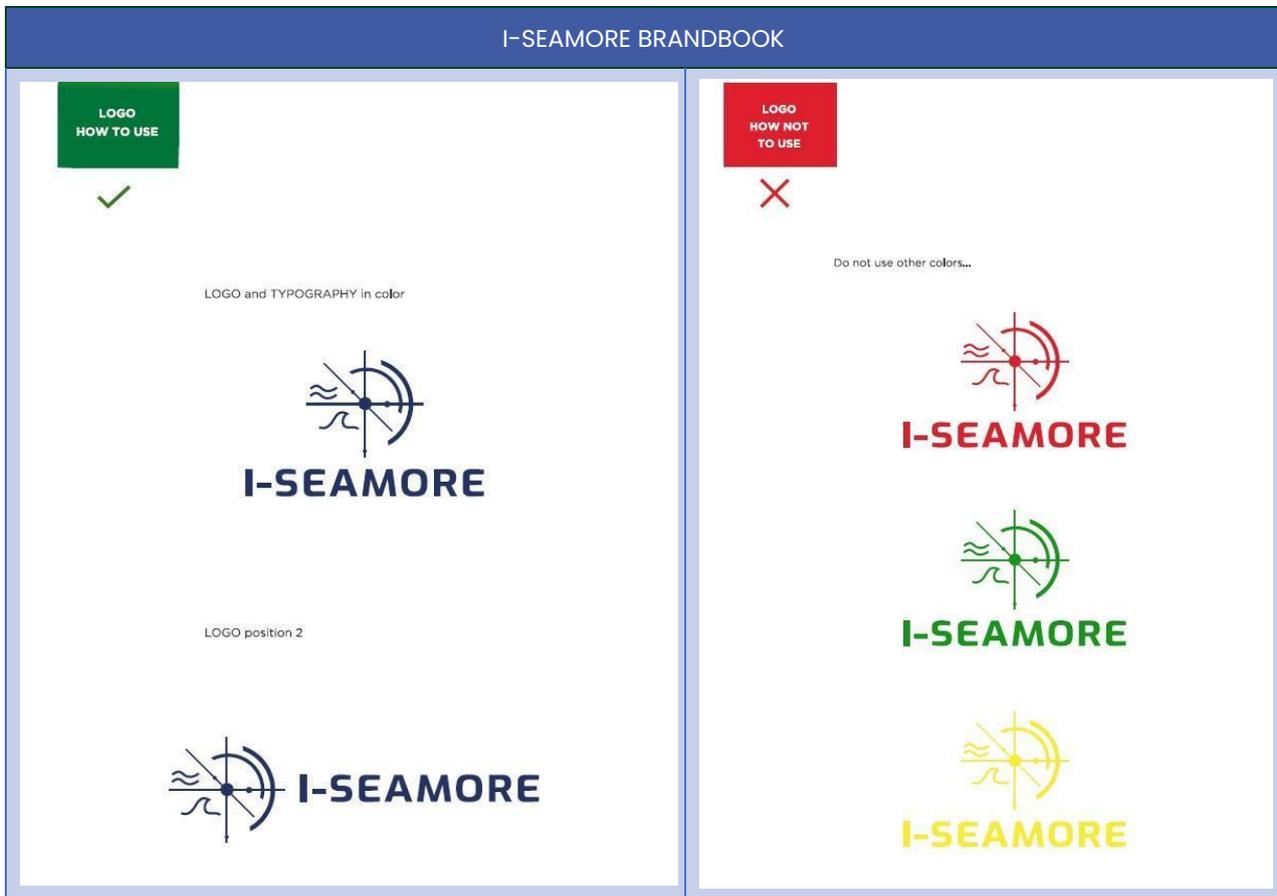
TABLE 1: I-SEAMORE'S LOGO POSITIVE AND NEGATIVE VERSIONS

Black Version	White version
	

## 2.1.2 Brand Book

In order to ensure consistent use of the visual identity developed, a brand book has been created and is available to all consortium partners in the project repository.

TABLE 2: EXAMPLES OF PAGES OF THE I-SEAMORE'S BRANDBOOK



## 2.1.3 Colour palette

TABLE 3: I-SEAMORE COLOUR PALETTE

Primary Colour	Secondary Colours
 <p>HEX: # 243265 PANTONE: 280 C C: 99 M: 90 Y: 32 K: 21 R: 36 G: 50 B: 101</p>	 <p>HEX: # ABC4E6 PANTONE: 658 C C: 31 M: 15 Y: 0 K: 0 R: 171 G: 196 B: 230</p>
	 <p>HEX: # 95BAF9 PANTONE: 7451 C C: 38 M: 19 Y: 0 K: 0 R: 149 G: 186 B: 249</p>

		<b>HEX: # 415BA3</b> <b>PANTONE: 7684 C</b> <b>C: 84 M: 71 Y: 4 K: 0</b> <b>R: 65 G: 91 B: 163</b>
		<b>HEX: # 5B83DD</b> <b>PANTONE: 2718 C</b> <b>C: 66 M: 47 Y: 0 K: 0</b> <b>R: 91 G: 131 B: 221</b>

## 2.1.4 Typography

The project communication materials adopted the typography Poppins. Inter font can also be used.

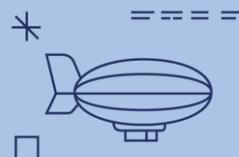
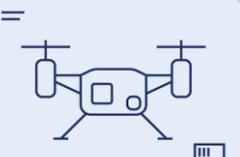
TABLE 4: I-SEAMORE TYPOGRAPHY

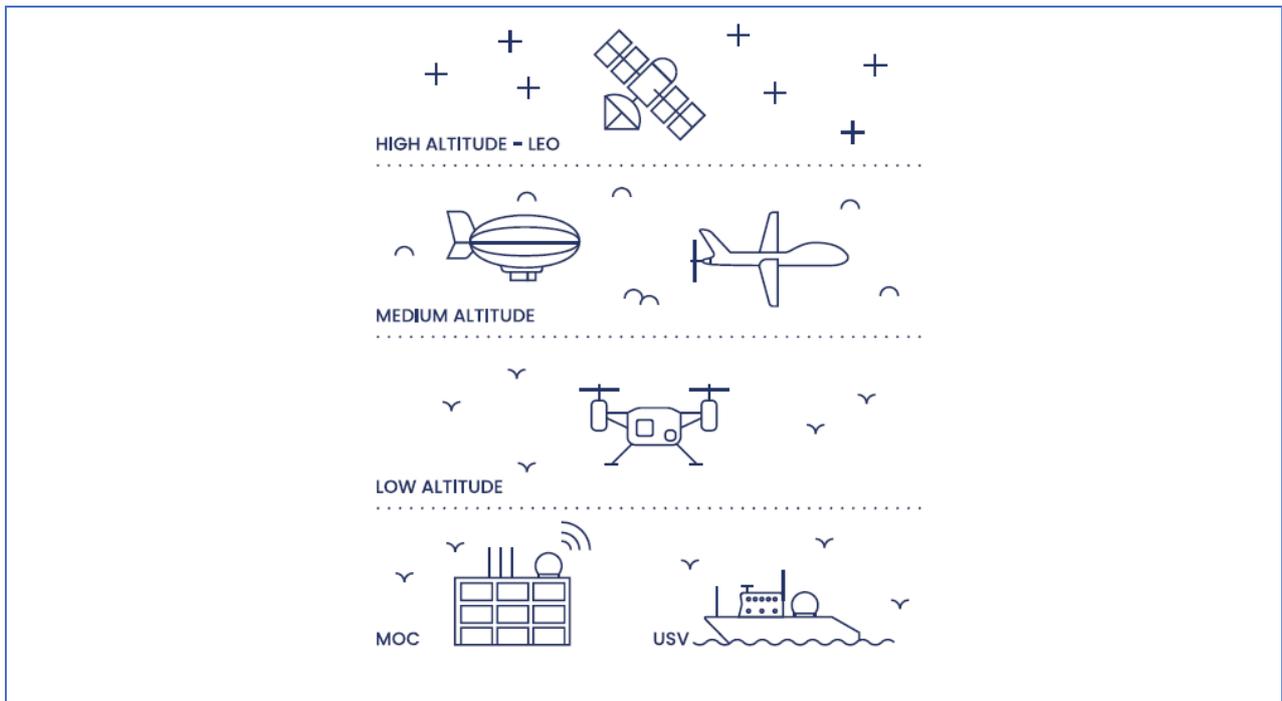
Logo Font	Text Font
logo font <b>EXO BOLD</b> (Google fonts) <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890'?"!"(%){@}/&amp;\&lt;-+÷</b> <b>*=&gt;®©\$€£¥¢;:,.*</b>	text font <b>POPPINS</b> (Google fonts) <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890'?"!"(%){@}/&amp;\&lt;-+÷</b> <b>÷×=&gt;®©\$€£¥¢;:,.*</b>

## 2.1.5 Visual Elements

A set of visual elements are available to be applied in I-SEAMORE’s communication materials.

TABLE 5: I-SEAMORE INFOGRAPHICS

I-SEAMORE INFOGRAPHICS			
			



## 2.2 Channels and Tools

### 2.2.1 Communication Materials

#### 2.2.1.1 Templates

I-SEAMORE consortium partners are provided with a Word document template, Word deliverable template and a PowerPoint template to ensure standard format throughout the project lifetime. The templates are made available through the project's Repository on EVIDEN's Own cloud. Partners should use the I-SEAMORE PowerPoint template when presenting the project and/or its outcomes at internal and external events.

TABLE 6: I-SEAMORE WORD, DELIVERABLE AND POWERPOINT TEMPLATES

I-SEAMORE Templates

General document Word Template



# I-SEAMORE

DOCUMENT  
00/00/2024

Integrated surveillance ecosystem for European Authorities responsible for Maritime Operations leveraged by reliable and enhanced aerial support

Co-funded by the European Union This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement 10107391



Grant Agreement No 10107391

Topic:  
Type of action:

**TITLE**

SUBTITLE HERE

**1 HEADING LEVEL 1**

Body text

- First level bullet
  - Second level bullet

1.1 Heading level 2

1.1.1 Heading level 3

1.1.1.1 Heading level 4

Co-funded by the European Union Document Title 1

Deliverable Word Template



# I-SEAMORE

DELIVERABLE TITLE  
WP.X WP Title

Integrated surveillance ecosystem for European Authorities responsible for Maritime Operations leveraged by reliable and enhanced aerial support

Co-funded by the European Union This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement 10107391



**DX.Y DELIVERABLE TITLE**

Due date dd/mm/yyyy

Submission date dd/mm/yyyy

Deliverable lead Name partner

Version 0.X

Nature of the deliverable To specify report, DEM, DEC, OTHER

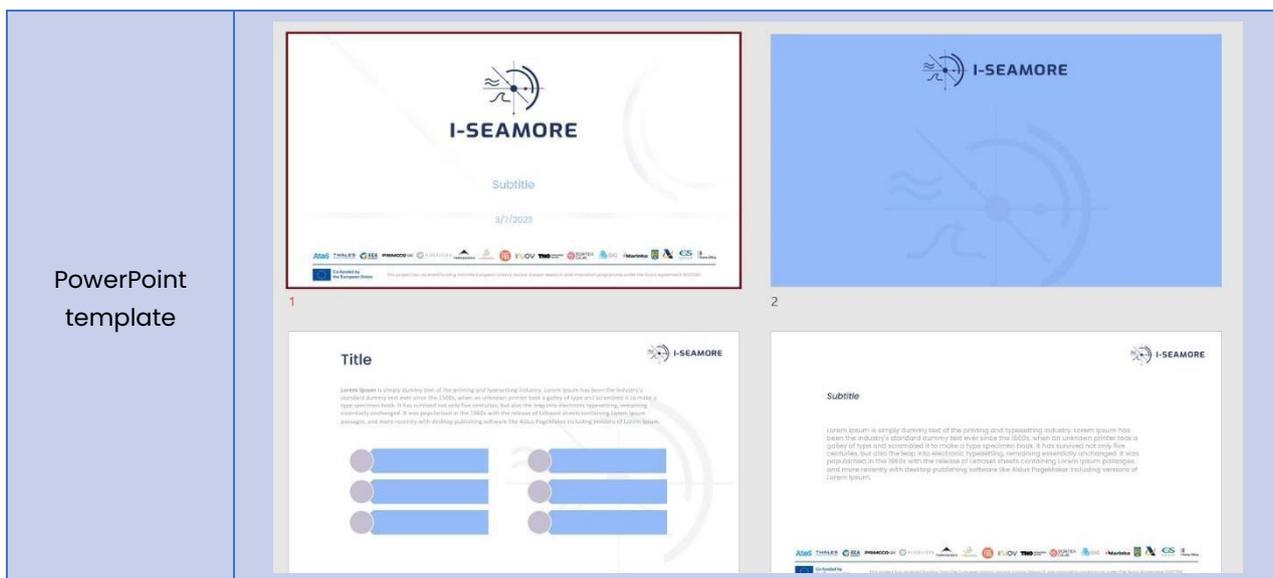
Dissemination level To specify Public or Sensitive

Authors Name Surname (Partner Y)

Reviewers Name Surname (Partner Y)

Abstract One paragraph

Co-funded by the European Union Deliverable Title 1



PowerPoint  
template

### 2.2.1.2 EU Funding Information

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

TABLE 7: EU DISCLAIMER FOR COMMUNICATION AND DISSEMINATION MATERIALS

EU emblem and text to be displayed on communication materials	
 <p><b>Co-funded by the European Union</b></p>	<p>This project has received funding from the European Union's Horizon Europe research and innovation program under the Grant Agreement 101073911. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.</p>

For more information regarding the EU emblem and EU visual identity please consult the latest version of the [official online manuals](#) provided by the EC.

### 2.2.2 Brochure

To support the project's visual identity in a holistic manner, an I-SEAMORE brochure has been developed. It can be printed if the consortium identifies the need for physical events.

FIGURE 2: I-SEAMORE BROCHURE



### 2.2.3 Presentations

To support the consortium partners presenting the I-SEAMORE project at events and meetings, a PowerPoint presentation has already been prepared and is available at the project repository.

FIGURE 3: I-SEAMORE POWERPOINT PRESENTATION



### 2.2.4 Merchandising

Merchandising products will be developed according to the project's needs as an incentive for the stakeholder engagement rather than distributed for free at events.

### 2.2.5 Videos

A set of 4 videos will be developed within the project and will be accessible by the general public. They will be hosted on the I-SEAMORE Youtube channel and shared on I-SEAMORE website and social media. The first

one has already been launched and presents a general overview of the project. The following ones will be developed according to the project milestones such as video of test and demo campaigns.

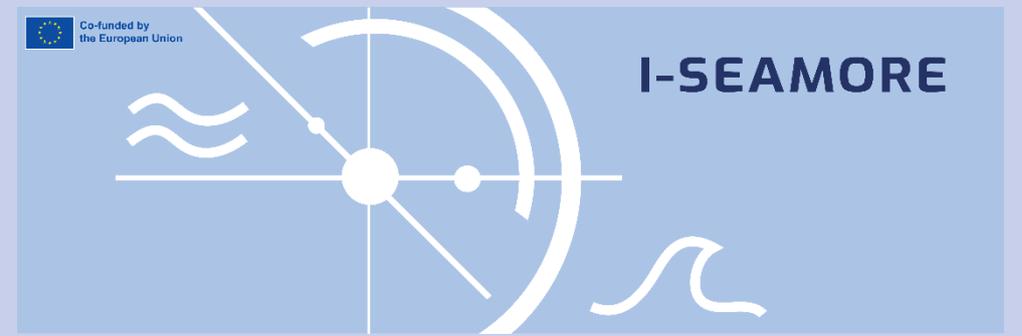
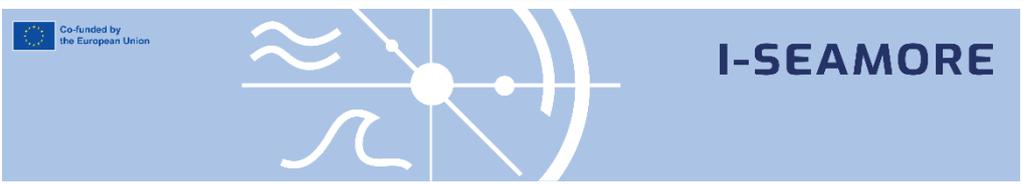
The first video of the I-SEAMORE project is available on the Project Repository and on the Project's [Youtube Channel](#).

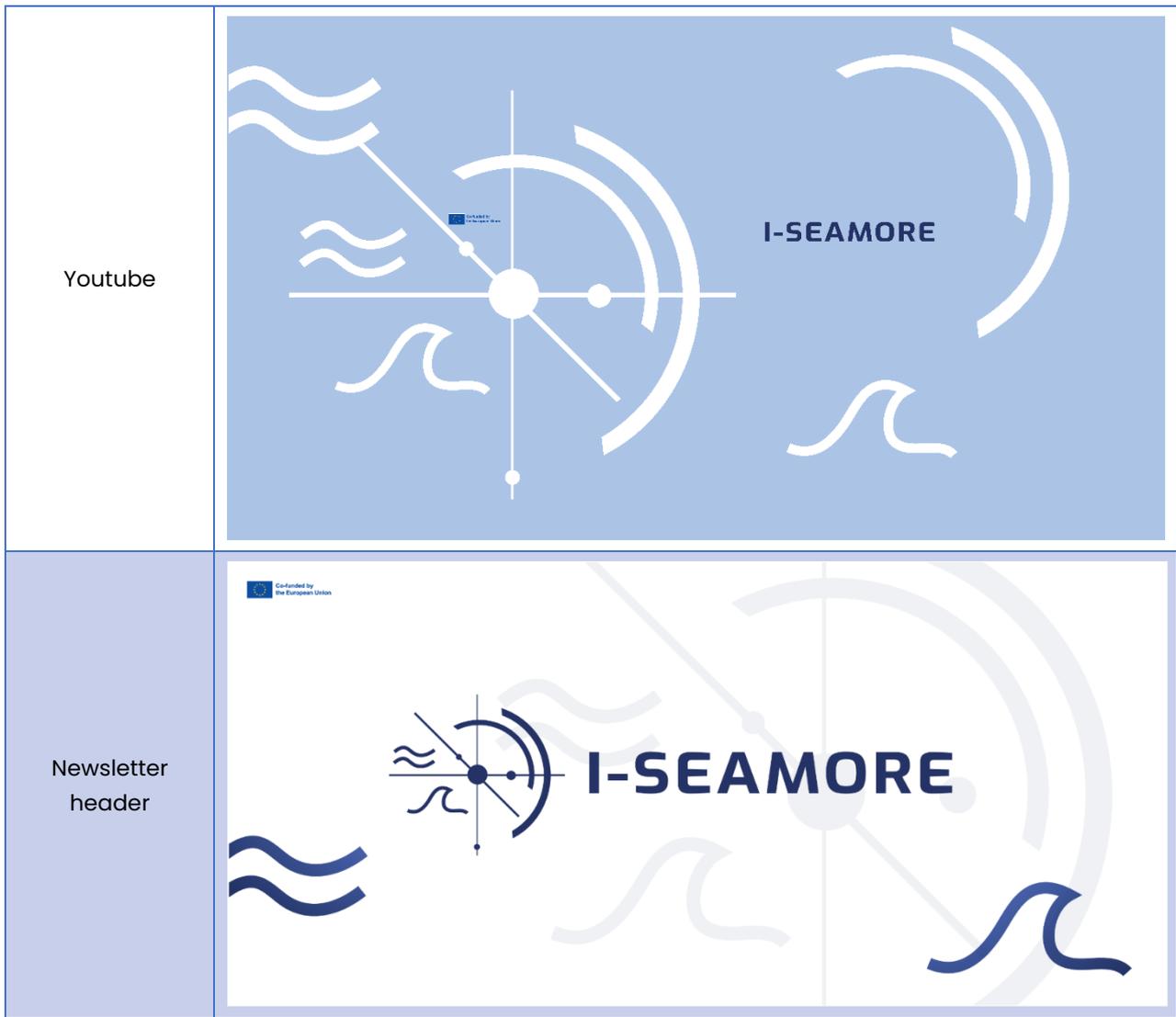
Additionally, a set of 5 quick videos have also been developed and published on the project's platforms, related to a social media campaign started at the end of 2023, entitled "Describe the I-SEAMORE Project in 1 word", featuring some project partners. This [set of videos](#) is also available in a playlist on the YouTube channel.

## 2.2.6 Social Media and Newsletters headers

Digital profile and cover pictures following the project's visual identity have been developed, to be used on the different digital channels.

TABLE 8: SOCIAL MEDIA COVER PICTURE EXAMPLES

Social Media channel	Cover Pictures
LinkedIn	 <p>The LinkedIn cover picture features a blue background with the I-SEAMORE logo (a stylized wave and a circular diagram) on the left. The text "I-SEAMORE" is prominently displayed in bold white letters on the right. A small European Union logo and the text "Co-funded by the European Union" are located in the top left corner.</p>
Twitter	 <p>The Twitter cover picture features a white background with the I-SEAMORE logo on the left. The text "I-SEAMORE" is prominently displayed in bold blue letters on the right. A small European Union logo and the text "Co-funded by the European Union" are located in the top left corner.</p>
F6S	 <p>The F6S cover picture features a blue background with the I-SEAMORE logo on the left. The text "I-SEAMORE" is prominently displayed in bold white letters on the right. A small European Union logo and the text "Co-funded by the European Union" are located in the top left corner.</p>



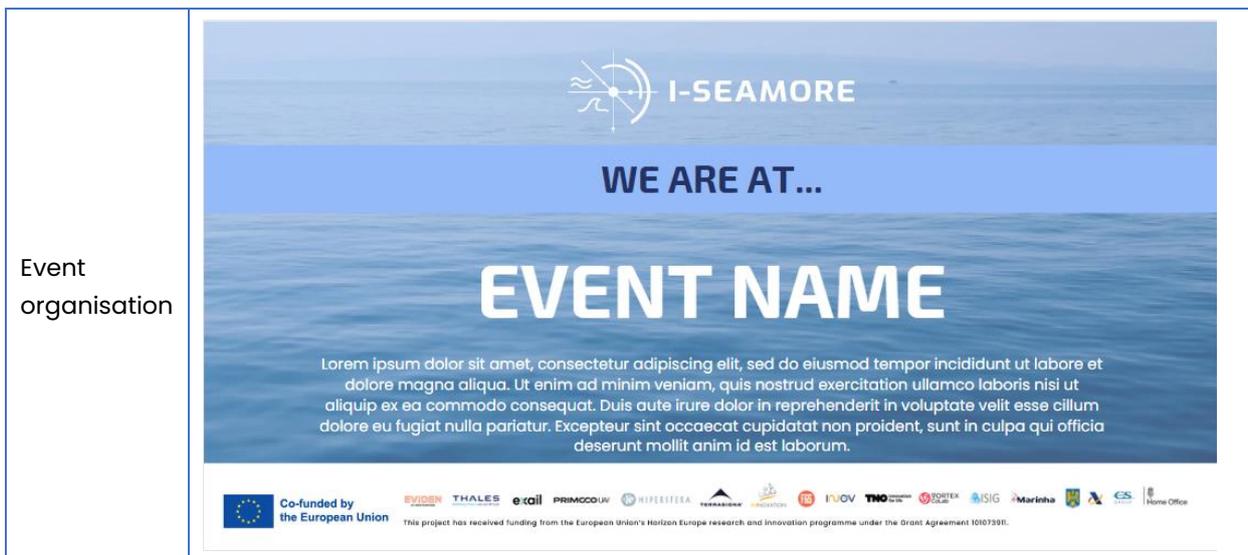
## 2.2.7 Promotional Materials

As a part of the project’s branding, a set of social media templates have been created to strengthen I-SEAMORE’s online communication and dissemination strategy, as well as to establish an effective online presence on the project’s official social media channels.

TABLE 9: SOCIAL MEDIA VISUALS TEMPLATES

Template type	Visual
---------------	--------

<p>General information</p>	 <p><b>I-SEAMORE</b></p> <h1>TITLE</h1> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Co-funded by the European Union</p> <p><small>This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement 101073911.</small></p>
<p>Webinar</p>	 <p><b>I-SEAMORE</b></p> <h1>JOIN OUR WEBINAR</h1> <p>01 / 01 / 2024</p> <p>Co-funded by the European Union</p> <p><small>This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement 101073911.</small></p>
<p>Partner presentation</p>	 <p><b>I-SEAMORE</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.</p> <p>Co-funded by the European Union</p> <p><small>This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement 101073911.</small></p>



Event  
organisation

## 2.2.8 Website

The I-SEAMORE website (<https://iseamore-project.eu/>) is currently live and available to the public. The website was envisioned as visually oriented and interactive, with a friendly tone of voice. It follows the official brand identity and target all key I-SEAMORE players, and consists of the basic information that elaborates the project's key points as well as several call to actions, available through the following website sections:

### Home page

This website section can be seen as the "cover" of our website, introducing the project and presenting the latest news to invite the visitor to learn more on the project and navigate further on the website.

### "The project" section

- About us page

This website section represents an overview of the project (project goals and main pillars), the concept behind the I-SEAMORE research process and its methodology.

- Partners page (About I-SEAMORE Team)

This website section represents an overview of all respective partners involved in the project.

- Synergies page

This website section presents the synergies established between I-SEAMORE and other sister projects. It also integrates the Clusters where the project is currently involved.

- I-SEAMORE Community Program (to be published)

This website section (already developed and pending publication) houses everything related to the I-SEAMORE Community Program (an initiative explained later, in the topic related to Stakeholder Engagement). In addition to having a description of the initiative, main benefits and much more, there is also a Consent Form prepared between partners F6S and INOV.

### News section

- News page

This website section acts as a blog presenting some milestones of the project, important news, scientific articles, as well as a listing for the past and upcoming events attended or organised by I-SEAMORE.

### Resources section

- Public Deliverables page

This website page gives access to the public deliverables of the project hosted on the community of <https://zenodo.org/>, available with free access.

- Publications page (to be published once there are public scientific publications)

This website page will give access to the public scientific publications of the project hosted on the community of <https://zenodo.org/>.

- Videos page

This website page presents all the official institutional videos of the project.

- Communication Kit page (to be published)

This website page will present all the communication materials, available to be downloaded by the public.

### Newsletter

This website section represents the possibility for all interested parties to sign up for our newsletter, also including the Newsletter Archive (with past editions).

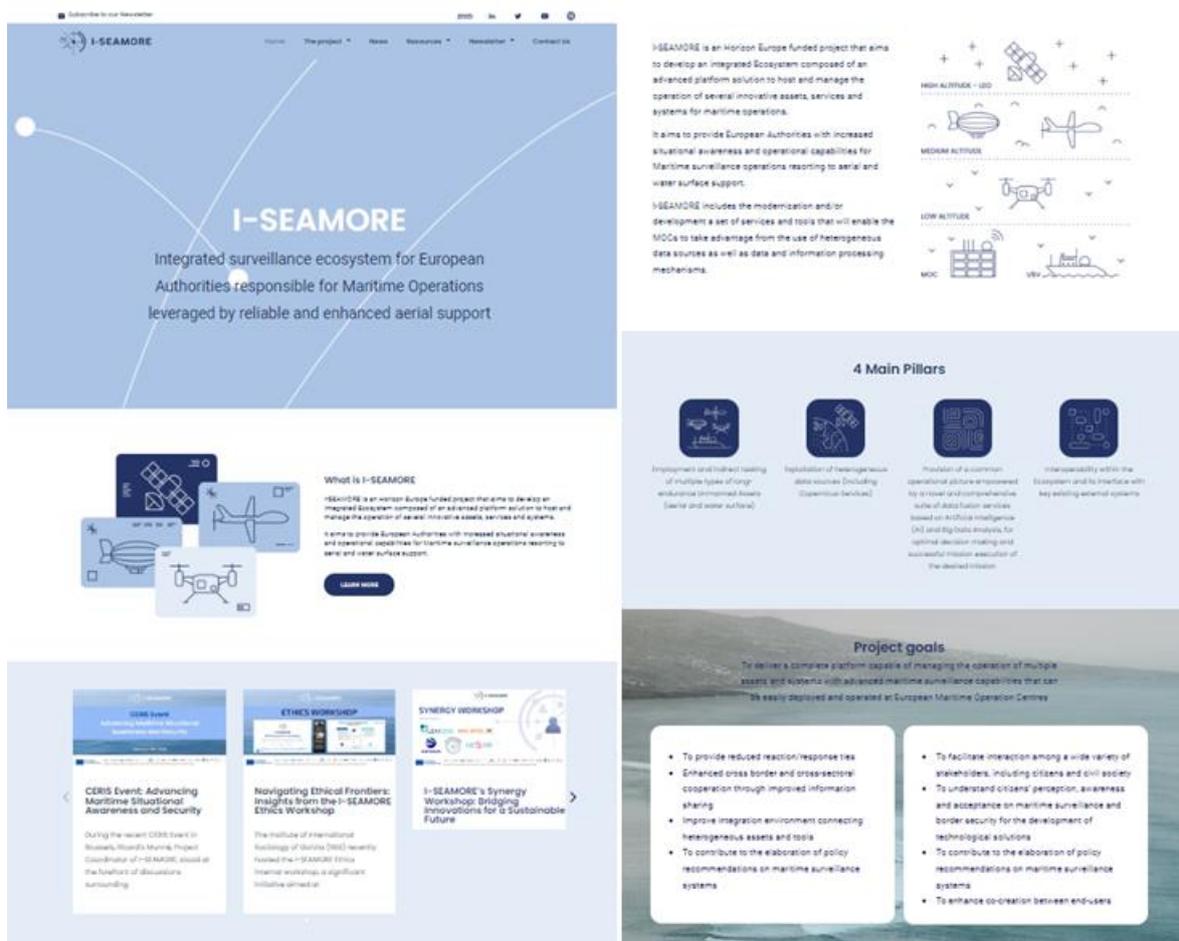
### Contact us

This website section represents the possibility for all interested parties to contact the consortium and leave any comment they feel is relevant.

The content of the website has been promoted using the different social media channels of the project. The I-SEAMORE website statistics are regularly monitored by the Communication Manager.

**Note:** Due to the agility of the project, the website sections above might be subject of changes.

FIGURE 4: WEBSITE OVERVIEW



## 2.2.9 Social Media

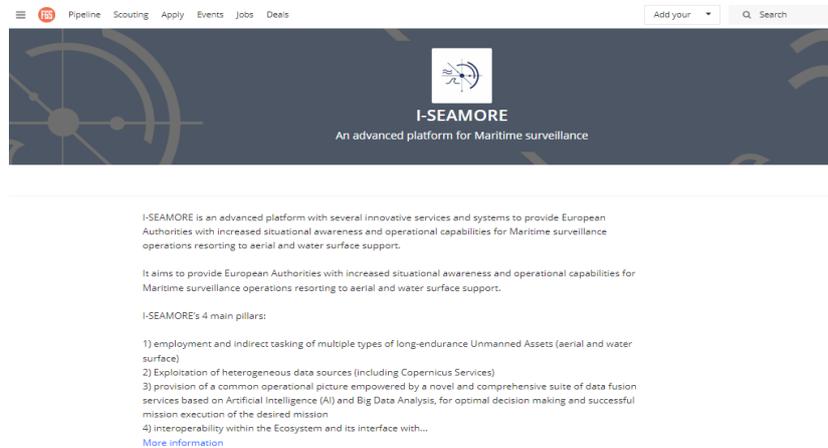
### 2.2.9.1 F6S

**URL:** <https://www.f6s.com/i-seamore/>

F6S ([www.f6s.com](http://www.f6s.com)) is the largest and fastest growing social platform for founders and startups/SME.

A page has been created at F6S platform concerning I-SEAMORE overall program. It provides information about the project, including the project website and the team, and it will be used for channelling and for the I-SEAMORE community building.

FIGURE 5: I-SEAMORE F6S PAGE



### 2.2.9.2 Twitter

**Twitter account:** @i\_seamore

**URL:** [https://twitter.com/i\\_seamore](https://twitter.com/i_seamore)

Twitter platform enables to quickly disseminate short messages and target specific groups of audiences. This platform was chosen firstly to disseminate information about the project. Secondly, it provides a space where the I-SEAMORE project can interact with other projects with common synergies. Lastly, it enables to disseminate real time information from workshops and events.

FIGURE 6: I-SEAMORE TWITTER PAGE



#### Examples of good tweets:

- 1) Text with call to action + hashtags + link + image + tagging max no. of organisations in the image.
- 2) Retweets of partners' tweets or relevant events' tweets.

3) Recommended hashtags in tweets: #ISEAMORE #MaritimeSurveillance #euproject #research #innovation #HorizonEU #bordermanagement.

4) Pages to tag in tweets: @REA\_research, @EU\_Commission (and partners that are featured).

**Frequency:** Every other day (plus whenever there is something relevant to post), with a minimum of 4 posts per month.

**Recommended actions to all partners:** FOLLOW + like & retweet + Tag @i\_seamore in your own tweets.

### 2.2.9.3 LinkedIn

LinkedIn was also selected to be used as a social platform since it is one of the largest platforms for business owners. The networking opportunity that this platform gives enables to target specific stakeholders that are relevant to the project activities.

**LinkedIn URL Page:** <https://www.linkedin.com/company/i-seamore/>

Partners are also constantly encouraged to use their organisations' LinkedIn accounts for disseminating on this social network any posts created within I-SEAMORE page. Additionally, partner's LinkedIn pages are regularly tagged in I-SEAMORE posts, in order to increase activity and to reach a wider audience.

**Examples of good posts:** short text + image/video + link

**Recommended actions to all partners:** FOLLOW + like & re-share + always tag the I-SEAMORE LinkedIn page in the posts and use the #ISEAMORE hashtag.

FIGURE 7: I-SEAMORE LINKEDIN PAGE



The page is open to all who are interested in learning about I-SEAMORE. Through LinkedIn, the consortium strategically engages its audience and encourage them to share their opinions.

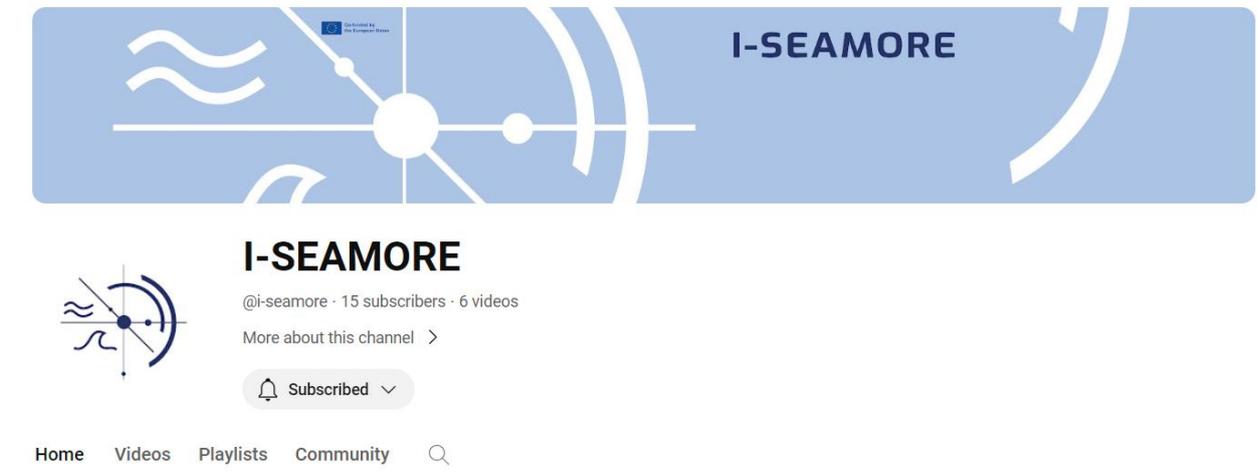
### 2.2.9.4 Youtube

**Youtube URL page:** <https://www.youtube.com/@i-seamore>

A Youtube channel was created as the main platform to share audio-visual content generated within the project. The first video, presenting the I-SEAMORE project, was already published, as well as 5 other short-videos regarding a social media campaign, entitled "Describe the I-SEAMORE Project in 1 word". A total of 3 more videos will be developed during the project lifespan and made available to the general public. They

will tackle different subjects, such as: test and demo campaigns. They will be hosted on the I-SEAMORE Youtube channel and displayed on the project website and social media pages. Other relevant pages may also be considered.

FIGURE 8: I-SEAMORE YOUTUBE PAGE



#### 2.2.9.5 Partners' online channels

The I-SEAMORE project has 17 partners from 11 different countries (within the EU + UK). Partners are regularly encouraged (mainly on the WP8 monthly meetings) and asked to contribute to the I-SEAMORE dissemination activities, making use of their well-established networks and communication channels: the organisations' websites, social networks (LinkedIn, Twitter etc.) and regular newsletters.

In fact, since M14 (February 2024) the entire consortium has been receiving a monthly reminder, via email, at the beginning of each month, to contribute to communication and dissemination activities, whether through social networks, through participation in events/workshops/conferences or inputs to articles on the website.

#### 2.2.9.6 Newsletter

At the top of every page of the website, interested parties have the possibility to subscribe to the I-SEAMORE newsletter and get the latest insights of the project. The newsletter is developed using **Mailchimp** and circulated via email lists providing an overview of the main project activities and outcomes.

The structure of the newsletter is developed according to the project's up-to-date activities, and it usually contains the following information:

- I-SEAMORE Newsletter banner
- Newsletter title
- Project highlights
- Project updates
- Events promotion
- Partners' introduction or article
- Social media call to action

FIGURE 9: I-SEAMORE NEWSLETTER EXAMPLE



The Newsletter was established to be published every 6 months (2 per year).

The core partners are regularly asked to contribute to the newsletter with images and text content regarding their WP activities. The Clusters and Synergy partners of the consortium are welcome to provide relevant content to the newsletter.

The content of each newsletter has already been designed and distributed across the editions that will be published by the end of the project. This content (and upcoming editions) can be consulted by all partners in the Editorial Calendar found in the repository, within the T8.1 folder of WP8 (Figure 10 below).

FIGURE 10: NEWSLETTER EDITORIAL CALENDAR

	Introduction to I-SEAMORE				Social, legal, ethical issues in Maritime surveillance				Insights of the Co-Creation, Collaboration, and Designing phases of the I-SEAMORE platform			
	Spring - Summer, 2023 Newsletter #1				Autumn - Winter, 2023 Newsletter #2				Winter-Spring, 2024 Newsletter #3			
	May	June	July	August	September	October	November	December	January	February	March	April
<b>NEWS about I-SEAMORE milestones (e.g. completion of deliverables, phases, use cases pilots, dedicated events etc.)</b>	I-SEAMORE Validation & Guidelines workshop	Participation of I-SEAMORE in the projects to Policy seminar	I-SEAMORE promotional video	I-SEAMORE is the new member of the BES Cluster	First General Assembly of I-SEAMORE	I-SEAMORE Project participates in the METICOS final event	I word videos of I-SEAMORE Project Partners → link to the youtube channel Subscribe for more!	Copernicus Use-Case				
<b>Interesting news on Maritime surveillance, defence and security</b>	To be added by F65.				Maritime Forecast to 2050 (DNV); EU Copernicus Ocean State Report; Global Market Estimates Research & Consultants Report.				to be added by F65			
<b>Upcoming Special DAYS &amp; EVENTS connected to maritime industry; defence security; maritime surveillance</b>	*04/10/2023 - 19th International Maritime Conference 2023 (Tallin, Estonia); *03/10/2023 - 3rd European Defence & Security Conference (Brussels, Belgium) *17-18/10/2023 Global SmartPorts Summit 2023; *10-11/10/2023 EurOCEAN 2023 conference;				Maritime Reconnaissance and Surveillance Technology 2024 Conference; European Ocean Days; Ocean Decade Conference 2024; Ocean Tech Expo; Sea Tech Week.				*31/01 - 01/02/2024 - Navy Tech 2024 (Tallinn, Estonia) *RISE-SD 2024 - Bulgaria			
<b>Opinion/research ARTICLES/ INTERVIEWS to be included in the newsletter issue and on website</b>	Interview carried out by F65 with the Coordinator. How the project idea came to life. Benefits of the I-SEAMORE advanced platform.				Opinion/ research/academic article by ISIG on social, legal, ethical issues (See suggestions on Sheet 2).				Opinion/ research/academic article by INOV (See suggestions on Sheet 2).			

### 3 DISSEMINATION PLAN

#### 3.1 Target Groups

Understanding the stakeholders' target groups is essential to communicate and disseminate the right key messages to them. The consortium has identified potential stakeholders for each target groups and their main key benefits. From this, key messages were already developed between M4 (April 2023) and M5 (may 2023), adapted for and to specific target audience.

TABLE 10: TARGET GROUPS AND KEY BENEFITS

Target Group	Potential Stakeholders	Key Benefit
<b>Law Enforcement Agencies</b>	Border, Coast Guard and Customs Authorities from EU Member States and Associated Countries;	Improved detection and interdiction of criminal activities; Improved coordination between agencies; Improved intelligence gathering; Increased situational awareness; Enhanced search and rescue capabilities
<b>Decision and Policy Makers</b>	European (or international) bodies such as: <ul style="list-style-type: none"> <li>• The European Commission</li> <li>• FRONTEX</li> <li>• EMSA (European Maritime Safety Agency)</li> <li>• DG MARE (Maritime Affairs &amp; Fisheries)</li> </ul>	Improved policy development; Increased situational awareness; Enhanced risk management;
<b>Humanitarian Bodies</b>	Non-governmental organisations: <ul style="list-style-type: none"> <li>• Salvamento Marítimo Humanitario (SMH)</li> <li>• Sea-Watch</li> <li>• ProActiva Open Arms</li> <li>• SOS Mediterranee</li> <li>• Médecins Sans Frontières (MSF)</li> </ul>	Improved response to maritime emergencies such as search and rescue operations; Better coordination with authorities; Enhanced situational awareness; Increased collaboration
<b>Industrial Stakeholders</b>	Companies from other domains of application that could benefit from the project: <ul style="list-style-type: none"> <li>• Fishing industry</li> <li>• Renewable energy providers</li> <li>• Local SMEs with complementary expertise and products</li> </ul>	Improved safety and security; Enhanced operational efficiency; Better risk management

<b>Scientific Community</b>	Dedicated research groups in the domains tackled by the project: <ul style="list-style-type: none"> <li>• Aerospace</li> <li>• Robotics</li> <li>• AI</li> <li>• Big Data</li> </ul>	Provide scientists with access to real-time data; improve collaboration
<b>EC Projects</b>	Other consortiums funded by the EC working under the Border Management Destination	Improved collaboration and knowledge sharing – Improved network growth and common communication activities
<b>General Public</b>	The Civil Society from multiple EU Member States and Associated Countries	Improves safety and security; increase transparency

From the commercialization point of view, the stakeholders list is much broader – as the consortium partners start on the business modelling, more stakeholders are assessed.

To keep track of potential stakeholders, partners must identify potential stakeholder and report them on a monthly basis in the internal reporting dashboard available on the project’s repository (Figure 11).

FIGURE 11: INTERNAL DASHBOARD – STAKEHOLDER DATABASE

Database - Stakeholders								
The more contacts we have, the better - please share your contacts/ potentials stakeholders for the project here								
Partner name	Stakeholders groups - Please add more rows to each category as necessary/ Add new categories if necessary	Country/ location	Name of suggested person or organization	Contact (how to reach them)	Do you already have contact with them	If you suggested a person, please add their position/affiliation here	Suggest to be in the Advisory board : Yes/No	W
	Borders Authorities							
	Law Enforcement Agencies							
	Decision and policy makers							
	Humanitarian bodies							

The I-SEAMORE communication and dissemination geographical coverage strategy is the following:

- At first, a more generic approach communicating on a very broad scale targeting all EU and UK.
- Once the pilot is launched, assess the possibility of focusing on more local stakeholders around the Mediterranean.
- Towards the end of the project, once I-SEAMORE leans towards commercialization, we will target other potential areas of interests (as per example, the Baltic Sea for protected areas / surveillance of forbidden circulation with private boats, etc.)

## 3.2 Channels and Tools

### 3.2.1 Articles and Press Releases

This communication activity refers to the development of newspaper articles, external blog posts, and online articles.

The following media strategy is being adopted, which allow for publication of press releases:

- The articles and press releases are developed by the core consortium.



FIGURE 13: INTERNAL REPORTING CLIPPINGS SHEET

	A	B	C	D	E	F
1	<b>Reporting dashboard - Clippings (Websites page mentioning our project)</b>					
2	<b>Reporting dashboard - Clippings (Websites page mentioning our project)</b>					
3	Partner name	Website/Link	Description	Date	No of persons reached	Comments
4	INOV	<a href="https://www.inov.pt/en/project/i-seamore/">https://www.inov.pt/en/project/i-seamore/</a>	General information about I-SEAMORE project	23-Feb		
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						

### 3.2.2 ResearchGate and Zenodo

The Grant Agreement specifies ResearchGate as a communication channel to demonstrate the presence of I-SEAMORE in the scientific community. However, the consortium has been notified that ResearchGate retired the Projects section on 31<sup>st</sup> March 2023. The consortium agreed to use Zenodo, a general-purpose open repository developed under the European OpenAIRE program and operated by CERN, as the main alternative to share scientific articles produced in the project. It allows researchers to deposit research papers, data sets, research software, reports, and any other research related digital artefacts. Open-access scientific papers and public deliverables are also hosted on the Zenodo community and linked to the I-SEAMORE website.

FIGURE 14: RESEARCHGATE PROJECTS SECTION - CLOSURE ACCOUNCEMENT

After much consideration, we have decided to retire Projects from ResearchGate on **March 31, 2023**.

When we looked at how researchers used Projects, we found that people really valued being able to highlight their research and share updates about the progress of their work. We also found that researchers liked that projects were easy to share with other people, who could then get a detailed overview of their research as it developed.

Unfortunately, from the beginning, only a small number of researchers have used Projects, while the time and resources required to maintain the feature have grown. We want to provide you with the best experience. By removing Projects, we will make room for new features that can help you even more in your daily research work.

FIGURE 15: ZENODO COMMUNITY FOR PUBLIC DELIVERABLES



**I-SEAMORE**

## I-SEAMORE Public Deliverables

I-SEAMORE is an Horizon Europe funded project that aims to develop an integrated Ecosystem composed ...

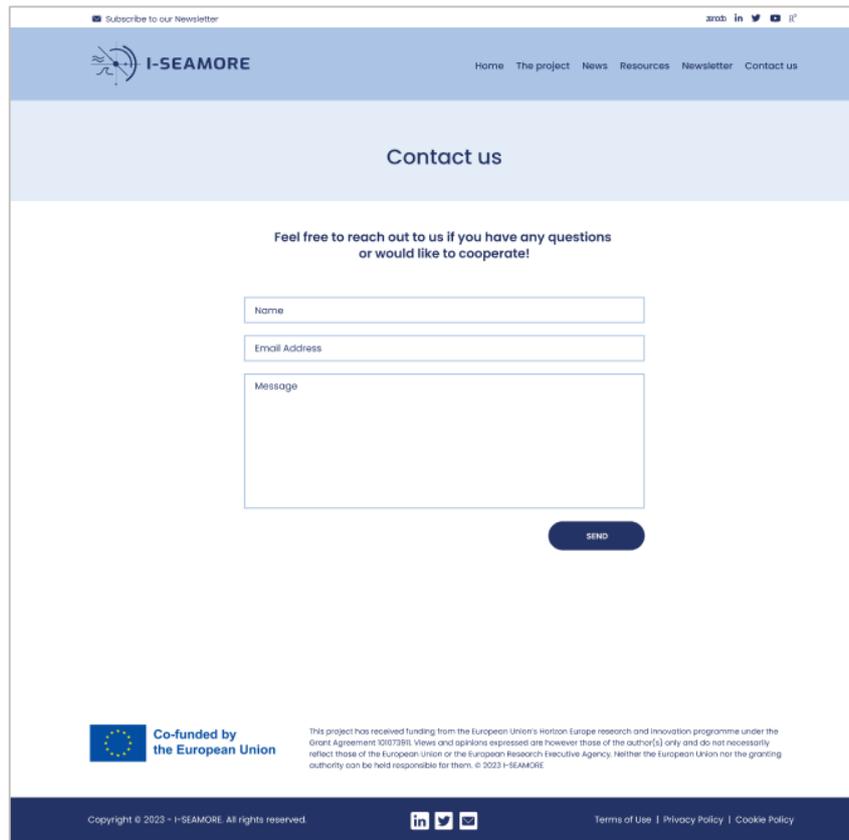
Project <https://iseamore-project.eu/>

Atos (Spain) , Thales (Netherlands) , Hipersfera, Exail, Eviden, Primocco UAV, TerraSigna, INInnovation, F6S Network (United Kingdom) , F6S, INOV, TNO, Vortex CoLab, Istituto di Sociologia Internazionale di Gorizia , Marinha Portuguesa, Garda de Coasta, AEAT, Agencia Tributaria , CS Group France, UK Home Office

### 3.2.3 Contact form

The website provides a contact form to serve as principal contact point for stakeholders. The messages received via this form are currently received by 2 people from the consortium.

FIGURE 16: CONTACT FORM – WEBSITE PAGE



### 3.3 Events

All partners of the consortium need to participate or organize events to communicate and disseminate the I-SEAMORE's project outcomes. In the repository, there are 2 files concerning this topic: an excel sheet in the reporting dashboard, that has been created and shared with the consortium, which the partners themselves can fill in with external events at which they were present and which presented the I-SEAMORE project; an excel document with a list of events where all information concerning potential upcoming events and conferences with details such as dates, place, website and whether a partner should attend is gathered. If a partner has participated in an event, the document needs to be updated with further information, such as the number of persons reached and the target audience. The events reported in these tables (whether a partner participates or not) are announced on the project website, social media network, and on the project Newsletter.



### 3.4 EU Projects' Synergies

The consortium joined forces and is creating synergies with projects and initiatives related to the topic of the I-SEAMORE project. For this purpose, and to maximize resources and leverage the partners' well-established contacts, partners have been asked to indicate which relevant networks and initiatives they are member of. These synergies result in the following activities:

- Cross promotion of the project's topics, activities, and events
- Participation in events and conferences
- Organisation of workshops with others projects
- Knowledge sharing

FIGURE 19: INTERNAL DASHBOARD – PROJECT SYNERGIES

Database - Projects synergies						
If you are aware of EU project with potential synergies with I-SEAMORE please add them here						
Partner name	Project name	Website	Linkedin	Contact person	Do you already have contact with them	Common topic with I-SEAMORE
Border Force	M-Scanner	NA - project at proposal stage only <a href="https://borderuas.eu/">https://borderuas.eu/</a>			Yes	Maritime surveillance
Border Force	M-Scanner	NA - project at proposal stage only			No	Maritime Surveillance
Border Force	Compass 2020					Maritime Surveillance
TERRASIGNA	ILIAD	<a href="https://www.ocean-twin.eu/">https://www.ocean-twin.eu/</a>	<a href="https://www.linkedin.com/company/iliad-digital-twins-of-the-ocean/">https://www.linkedin.com/company/iliad-digital-twins-of-the-ocean/</a>		Consortium member	Digital Twin
TERRASIGNA	EO4BSP	<a href="https://eo4society.esa.int/projects/black-sea-environmental-protection/">https://eo4society.esa.int/projects/black-sea-environmental-protection/</a>	N/A		Consortium member	Maritime Environment Monitoring
ATOS	FLEXI-cross	<a href="https://flexicross-project.eu/">https://flexicross-project.eu/</a>	<a href="https://www.linkedin.com/company/flexi-cross/">https://www.linkedin.com/company/flexi-cross/</a>		Yes	Port based UC in Romania, Potential archite
ATOS	EURMARS	<a href="https://eurmars-project.eu/">https://eurmars-project.eu/</a>	<a href="https://www.linkedin.com/company/eurmars-horizoneu/">https://www.linkedin.com/company/eurmars-horizoneu/</a>		No	Same topic as I-SEAMORE
F65/ATOS/ISIG	ODYSSEUS	<a href="https://odysseusproject.eu/">https://odysseusproject.eu/</a>	<a href="https://www.linkedin.com/com/">https://www.linkedin.com/com/</a>		Yes	Border management
ISIG	SAFE-CITIES	<a href="https://safe-cities.eu/#:~:text=TI">https://safe-cities.eu/#:~:text=TI</a>	<a href="https://www.linkedin.com/com/">https://www.linkedin.com/com/</a>		Yes	Security of public spaces

With the contacts collected, it was already possible to hold the first online workshop with some synergy projects (on 12<sup>th</sup> January 2024), namely: Flexi-Cross, Odysseus, Promenade, Bag-Intel and Nestor. The workshop concluded with the consolidation of outcomes and main conclusions from each working group. Moderators gathered valuable insights, discussions, and potential collaboration points, setting the stage for the practical implementation of the workshop's results.

As one of the follow-up activities of the initially held synergy workshop, it was discussed to set up a joint event towards the end of the year 2024 with the goal to:

- Commonly present exploitable results of the project.
- Commonly invite stakeholders from the project's stakeholder ecosystems; and
- Discuss in this event the opportunity for supporting the consortium members to step into data sharing opportunities in Gaia-X compliant ecosystems, which would unlock the potential for data-driven business activities for data sets gained in the projects.

## 4 SCHEDULE AND TIMING

The table below represents indicative frequency and tentative dates for posting on I-SEAMORE main communication channels. The frequency and content will be regularly monitored to allow for adjustments and modifications according to the project's progress.

FIGURE 20: I-SEAMORE COMMUNICATION SCHEDULE

Description	2023												2024												2025					
	Project Year 1												Project Year 2												Project Year 3					
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Symposium																														
Research articles																														
Technical or other Workshops																														
Conference																														
Press Release																														
Newsletter																														
Physical Training																														
Tutorial																														
Showcase demo																														

Note: Due to the agility of the project, the schedule above might be subject to changes.

Main points of the communication plan:

- The communication activities are led by F6S, with a strong contribution from all partners.
- The WP leaders have the responsibility of contributing to the creation of content related to their WP activities, to be communicated in the various channels.
- All partners should prepare their communication activities according to this plan. All partners play a crucial role in communicating the project at a local, national and European level. Thus, it is important that they are aware of the timeline of key results to be communicated, as well as of the set of communication tools made available. The communication tools and channels, as well as the promotional materials planned, support the I-SEAMORE consortium in reaching out to the target stakeholders with the maximum impact.

All communication materials are available in the I-SEAMORE project repository.

## 5 MONITORING AND EVALUATION

All outreach activities need to be reported on a monthly basis by each partner. To monitor the performance on I-SEAMORE's communication and dissemination performance, the following tools were adopted:

- The reporting dashboards.
- Custom Google Analytics reporting dashboards (KPI's tracking).
- Social media dashboards & reporting.

These tools/spreadsheets are stored in the project's repository and should be updated on a monthly basis by each partner.

The following table presents critical KPIs to be tracked and benchmarked to prove the overall value of I-SEAMORE outreach activities, and set further guidance regarding communication, growth hacking and ecosystem-building.

TABLE 11: COMMUNICATION AND DISSEMINATION KPIS

Communication and Dissemination activities	KPIs
<b>Website</b>	Visits (unique users) $\geq$ 2000 Sessions: $>$ 4000 Page views $>$ 15000
<b>Social Media</b>	LinkedIn: 400 followers Post/reposts: 3 per month Twitter: 500 followers Tweets/retweets: 4 per month Average reach: $>$ 600
<b>Youtube</b>	Number of videos: 4 Views: $>$ 300
<b>Zenodo</b>	Number of submitted articles: 6 Views per article: $>$ 100
<b>Press Releases</b>	Number of press releases: 4
<b>Events</b>	Industry events attended $>$ 5

	Cooperative events: 2 Stakeholders' engagement >3
<b>Work Groups</b>	Forums attended >3 Work Groups participation: 2
<b>Workshops</b>	Dedicated events/workshops organized per year: 2 Workshops organized in partnership with other consortiums working on maritime surveillance: 2
<b>Webinars</b>	Webinars organized (to disseminate the main outcomes): 4
<b>Network</b>	Number of external entities we engage for dissemination and exploitation activities: at least 10

## 6 STAKEHOLDERS FOR COMMERCIAL EXPLOITATION AND ADVISORY BOARD MANAGEMENT

This section describes the activities developed under Task 8.2. "Stakeholders engagement & Advisory Board (AB) Management", which involves the creation and mobilization of a growing community of key stakeholders and experts (representatives from Border Authorities, LEAs, governmental institutions, regulators, academia, industry) and T8.3 "Business Model and Plan, Sustainability Plan & Exploitation Activities", mainly focusing on Stakeholders for Exploitation purposes.

Starting from T8.2, this deliverable provides the involvement of the AB in I-SEAMORE's activities during the first year of project execution.

I-SEAMORE focuses on 4 key areas:

- Unmanned assets for persistence surveillance including long-endurance aerial and water surface platforms.
- Heterogeneous data sources through innovative sensor payloads and open data sources including Copernicus-based Services.
- Shared situational awareness and operational pictures empowered by novel and comprehensive suite of data fusion services based on Artificial Intelligence (AI) and Big Data Analysis.
- Interoperability within the Ecosystem and its interface with key external systems using CISE.

The I-SEAMORE Ecosystem will be deployed and demonstrated under realistic operational conditions by making use of the partner Portuguese Navy's (MPT) Operational Experimentation Centre (OEC), which is dedicated for testing and verifying novel concepts of operation and capabilities involving unmanned assets. End-users will have a strong role during the project by identifying needs and priorities, and actively participating in the co-creation/design processes. The main focus of the overall I-SEAMORE methodology is based on four pillars:

- How to create real value for the end-users.
- How to facilitate and ensure that the stakeholders influence the innovation process.
- How to design the process to realistically capture the issues being addressed.
- How to ensure sustainability after the end of the project.

### 6.1 Overview of the scope and strategy of the Advisory Board

The pressure on the European external borders increased significantly in 2021, where the number of irregular border crossing detections increased significantly. The systems currently in use are limited in terms of

capabilities for wide area and persistent surveillance (low use of large endurance unmanned aerial assets and exploitation of information from satellite services). To ensure maritime security, there is strong need in Europe for proper coordination of multiple actors to provide reduced reaction/response times, enhanced cross border and cross-sectoral cooperation through improved information sharing and improved integration environment connecting heterogeneous assets and tools.

I-SEAMORE is an Ecosystem composed of an advanced platform solution to host and manage the operation of several innovative systems and technological solutions that are aimed at providing European Authorities with increased situational awareness and operational capabilities for Maritime surveillance operations.

I-SEAMORE project will have the end-user needs, challenges and expectations at its core, through the implementation of a systematic co-design and co-creation approach, which allows the integration of research and innovation collaborative processes for the development of new value (ideas, concepts, solutions, products, services, behaviours, processes) with the active involvement of Maritime Authorities and other stakeholders.

The enrolment process at the AB, including relevant stakeholders, will be ongoing throughout the project duration – new members could be invited to be part of the I-SEAMORE AB, if they show interest in the project as a result of stakeholders’ engagement activities carried out in the project or by suggestion of the consortium partners.

At the moment of writing of this report, ATOS with INOV are stimulating the defined framework to allow the integration of new AB members and involving the AB members that could bring relevant expertise for the success of the project.

The I-SEAMORE AB is chaired by Prof. Ana Maria Madureira, from INOV, and will be active throughout the project duration.

## 6.2 Composition of the Advisory Board

The current list of AB’s independent external advisors is presented below (Table 13). These external advisors bring complementary expertise from the operational, technological, and societal perspectives. The AB could be expanded by proactively seeking for external stakeholders’ engagement (T8.2), thus contributing to a richer final solution and respective validation by relevant players for Maritime Security, to support the validation of project outcomes and facilitate future uptake.

TABLE 12: I-SEAMORE ADVISORY BOARD

Expert	Field of expertise	Associated Entity
Mr. Sjoerd Top	Anti-narcotics Maritime operations	Maritime Analysis and Operations Centre -Narcotics (MAOC-EU)
Mr. Nexhat Kapidani	Maritime traffic monitoring and port security	Maritime Safety and Port Management of Montenegro(MSPMM)
Dr. Filipe Rodrigues	Emerging security technologies & Societal impacts	Polícia Judiciária (PJ)
Ms. Florence Wagner	Maritime Security and Safety	Secrétariat Général de la Mer - Premier Ministre (SGMer)

The AB has already been established by the consortium to channel the inputs for the feasibility analysis, roadmap and recommendation reports to maximise the uptake of the I-SEAMORE solution.

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## 6.3 The Advisory Board Goals

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Stakeholders Engagement & Advisory Board Management (Task 8.2) involves the creation and mobilization of a growing community of key stakeholders and experts (representatives from Border Authorities, LEAs, governmental institutions, regulators, academia, industry), which will represent the I-SEAMORE Advisory Board. The AB will facilitate a structured and informed dialogue among all stakeholders in their specific domains of activity, as well as the effective transfer of knowledge, by enabling a feedback loop that will allow validation of the project results and giving advice on how to improve it.

A mechanism for exchanging feedback and knowledge will be created to maximize the impact of all initiatives. This interface will benefit the project with additional information on High Altitude Pseudo Satellites (HAPS) solutions allowing the development of more complete concepts of operation and for collecting requirements for the potential integration of HAPS solutions within the Ecosystem. Additionally, I-SEAMORE consortium foresees to stimulate collaboration with the awarded consortium for the EC's Border Management CSA call (CL3-2021-BM-01-02) to exchange knowledge for the definition of future capabilities and needs of both border and coast guards.

The I-SEAMORE AB output would:

- Attract the interest of the key stakeholders and experts (representatives from Border Authorities, LEAs, governmental institutions, regulators, academia, industry).
- Support the Project internal discussions, and the validation of project outcomes and facilitate future implementation onsite.
- Facilitate and enhance the I-SEAMORE overall dissemination.

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## 6.4 The Advisory Board Plan

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To promote a fruitful collaboration between the AB and the I-SEAMORE consortium, 3 meetings were already promoted. As main discussion points it was possible to identify:

- 1) The activation of a joint AB members consortium partners discussion and a methodology definition to follow to identify and engage new members.
- 2) Analysis and discussion of preliminary results (case studies, scenarios, KPIs)
- 3) Discussion and follow-up on joint dissemination activities (I-SEAMORE with AB partners support): Feedback provided for the project deliverables (D3.3) that could be incorporated in D3.5 and D6.6, and possible participation at the demonstrations of use cases and physical demonstration at the pilot.
- 4) Expected an active participation of AB on the validation of the developed framework, intermediate meetings could be scheduled if requested by the coordinator.
- 5) Planning of activities for stakeholders' engagement – **I-SEAMORE Community Program** and other initiatives.

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## 6.5 Stakeholders' engagement and the I-SEAMORE Community Program

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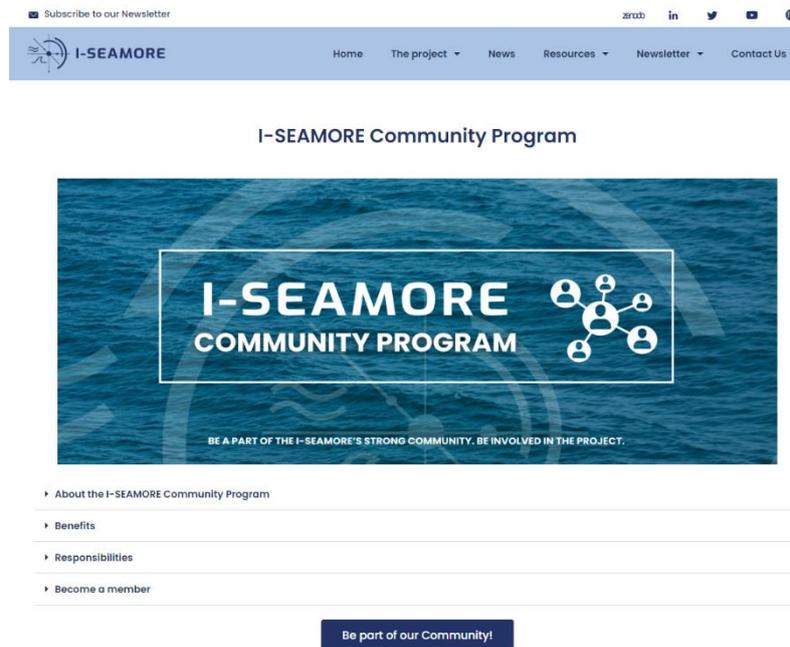
The I-SEAMORE consortium identified cooperation as a key factor for the achievement of expected outcomes, considering the different perspectives: ethical, technical and societal. The motivation under the [I-SEAMORE Community Program](#) creation is to expand its critical mass by involving external stakeholders that could contribute to a richer final solution and respective validation by relevant players and also building a strong and engaged community involved in the project activities .

The I-SEAMORE Community Program is not formally defined at the Grant Agreement (GA), neither committed to specific activities in the project as associates or being able to be linked and connected. The

I-SEAMORE Community Members (CM) are thus not formally bound by the GA, with the possibility to have an active role in the project activities. However, its engagement is considered very relevant to the dissemination of the project results and the community engagement. This Program is designated to be a lighter form of participation that will allow the I-SEAMORE “network” to evolve to a larger Stakeholders spectrum with the following benefits:

- I-SEAMORE CM can attend project public events and workshops.
- exclusive invitations to Workshops are extended to I-SEAMORE CM upon the Coordinator's request.
- having the opportunity to provide valuable input to the project's development.
- being entitled to stay informed about project results, outputs, and stay updated on activity developments.

FIGURE 21: I-SEAMORE COMMUNITY PROGRAM WEBPAGE



To become a member of the I-SEAMORE Community Program the potential interested should submit their interest in the [dedicated section](#) on the Project Website (to be launched).

### Next Steps

Considering the dynamization of AB activities, the consortium is preparing:

- an active divulgation of the I-SEAMORE Community Program in social media and project newsletter, to encourage members participation.
- a plan of the I-SEAMORE Advisory Board future activities and their participation on use cases project demonstrations and the review of preliminary results for D3.3 “Operational Concepts, KPIs and User Requirements”.

## 6.6 Stakeholders for Exploitation Purposes

The "I-Seamore" project is a forward-thinking initiative, aiming to establish an integrated surveillance ecosystem for European Authorities responsible for Maritime Operations. Given the enhanced aerial support that fortifies this project, it is critical to understand its variety of stakeholders to ensure successful execution, uptake, and long-term sustainability.

To provide a categorization for the benefit of a better overview, we divide them into two main groups with related subgroups:

1) According to the influence and impact the I-Seamore Project generates:

- Key Stakeholder (High impact, high efficiency, international influence)
- Primary Stakeholder (Middle impact, middle efficiency, national influence)
- Secondary Stakeholder (Low impact, low efficiency, regional influence)

2) According to their role in the value generation chain:

- Government (G) = a state institution in maritime and border surveillance sector
- Business (B) = companies as input providers for consumer/costumer all along the value generation chain
- NGOs (N) = non-governmental Organizations (Humanitarian Bodies, etc.)
- Academica (A) = research Institutions (Universities, RTOs)
- Levering groups (L) = groups like Influencers, manipulators, etc.
- Individual consumers (C) = General Public

In Figure 22 below, we combine these two main groups with their subgroups in full picture for better overview:

*FIGURE 22: KEY STAKEHOLDERS IN THE VALUE-GENERATION-CHAIN IN THE SURVEILLANCE MARKET*

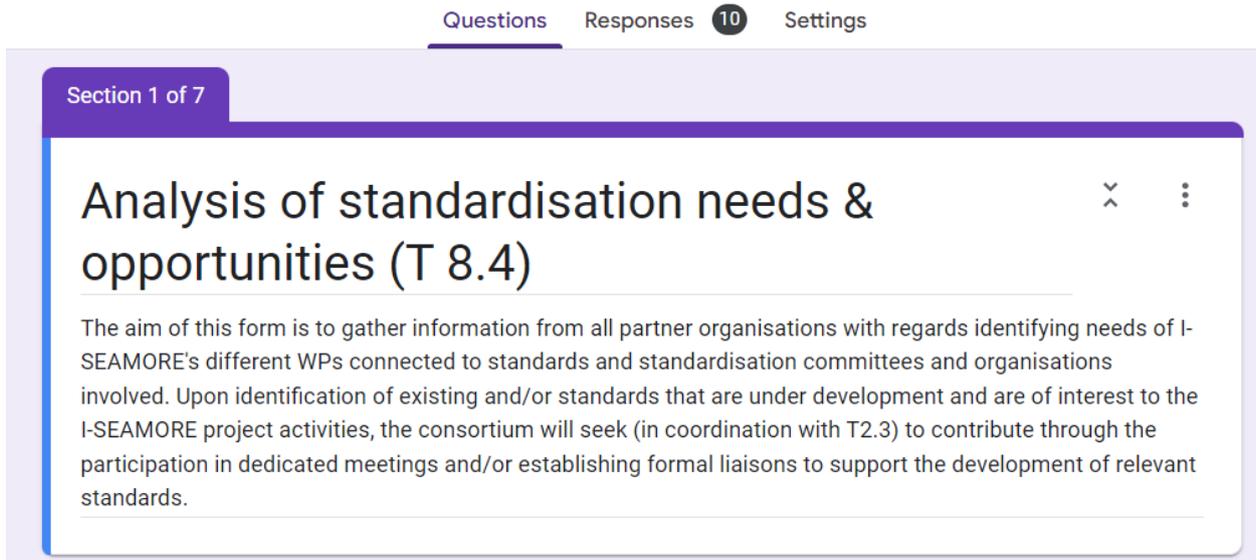
Stakeholders groups	ID	Key stakeholder	Primary Stakeholder	Secondary stakeholder
 Government	G	<ul style="list-style-type: none"> <li>• Border Authorities,</li> <li>• Law Enforcement Agencies,</li> <li>• Governments and policy makers</li> </ul>	<ul style="list-style-type: none"> <li>• Environment Protection Agencies,</li> <li>• Certifiers and Standardisation Bodies,</li> <li>• Public Funding providers,</li> <li>• Traffic and Port Authorities,</li> <li>• EC and nationally funded projects</li> </ul>	<ul style="list-style-type: none"> <li>• Regulators,</li> <li>• Incubators/ Venture Builders,</li> <li>• Accelerators</li> </ul>
 Business	B	<ul style="list-style-type: none"> <li>• Industry (Corporates, SMEs, Startups)</li> </ul>	<ul style="list-style-type: none"> <li>• Farmers and Agricultural companies,</li> <li>• Insurance companies,</li> <li>• Fishing and hunting clubs</li> </ul>	<ul style="list-style-type: none"> <li>• Financiers (Investors),</li> <li>• Tourism stakeholders</li> </ul>
 NGOs	N	<ul style="list-style-type: none"> <li>• Humanitarian Bodies</li> </ul>	<ul style="list-style-type: none"> <li>• Environment Protection Agencies,</li> <li>• Certifiers and Standardisation Bodies,</li> <li>• Private and Public Funding</li> </ul>	<ul style="list-style-type: none"> <li>• Associations &amp; Lobbying Groups,</li> <li>• Incubators/ Venture Builders,</li> <li>• Accelerators</li> </ul>
 Academica	A	<ul style="list-style-type: none"> <li>• Universities,</li> <li>• RTOs</li> </ul>		
 Leveraging groups	L			<ul style="list-style-type: none"> <li>• Influencers,</li> <li>• manipulators,</li> <li>• newsmakers</li> </ul>
 Individual consumers	C		<ul style="list-style-type: none"> <li>• General Public</li> </ul>	

## 7 EXPLOITATION OF RESULTS

Related to the task T8.4 “Standardisation Activities and Policy Impact Assessment”, the consortium aims to facilitate the acceptance and utilisation by the market of the solutions developed in I-SEAMORE by analysing relevant standardisation activities and assessing policies’ impact (in collaboration with T2.5, T8.3 and T8.5).

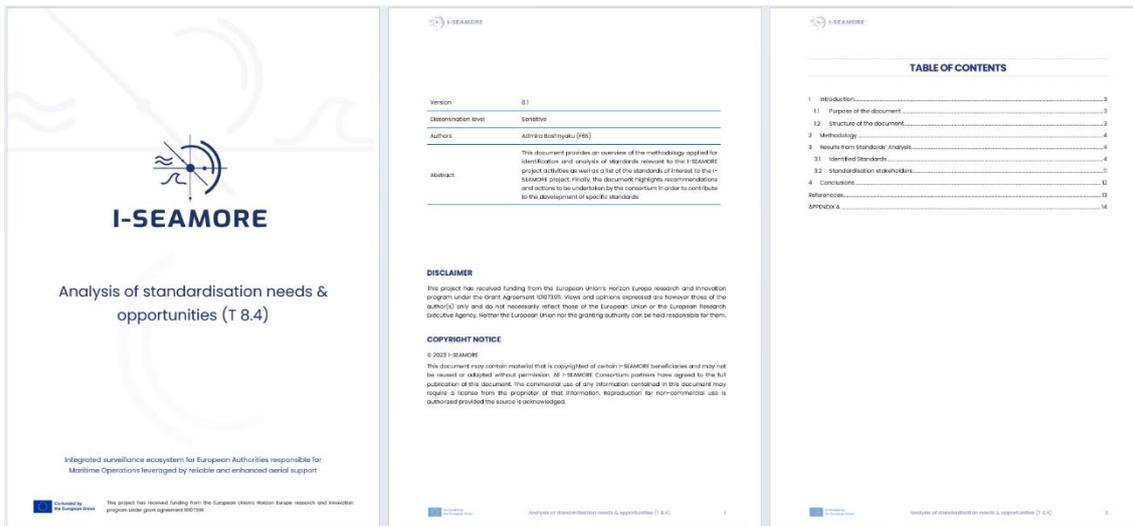
Until M15, March 2024, it was already developed an analysis of the applicable standardisation landscape, starting from needs of other WPs about existing standards and standardisation committees and organisations involved. This analysis results from a survey which main goal was to identify applicable standards to different project WPs, as well as desk research.

FIGURE 23: SURVEY FOR ANALYSIS OF STANDARDISATION NEEDS & OPPORTUNITIES



As mentioned above, based on this survey, it was developed an analysis of the standards applicable to the I-SEAMORE project and some recommendations on which standards should be further explored. All is stated on the document, available in the project repository: Analysis of standardisation needs & opportunities (as Figure 24 demonstrates).

FIGURE 24: ANALYSIS OF STANDARDISATION NEEDS & OPPORTUNITIES



As next steps, the task leader plans to further contribute to current and future standards that can benefit from the project results (in coordination with T2.3) through participation in dedicated meetings, Working Groups, or the establishment of formal connections. Currently, the goal is to continue to pursue the possibilities to contact standardisation bodies.

When identifying a specific standard to which the I-SEAMORE project can contribute, the technical partners that make up the consortium (as well as other relevant partners, depending on the scope of the standard) must also be involved.

I-SEAMORE must produce recommendations and potentially participate in consultations and/or working groups related to a certain standard, to be able to prove that the project has impacted that same standard in some way.

Additionally, the project will also continue to seek synergies with sister projects, through the organisation of specific workshops on standardisation (as already mentioned above), not only to identify common patterns that are interesting among all participating projects, but also to discover patterns related to the technology developed and adopted within the project I -SEAMORE (AI, Big Data, etc.).

Finally, the existing political landscape at EU and national level will be analysed, and how I-SEAMORE impacts the development of policies at various levels in border management with a view to future developments (in partnership with T2.5 for policy recommendations). The T8.4 results reported here will also be an input for T8.3 and T8.5.

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## 8 CONCLUSIONS

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This document highlights the major current plan for communication and dissemination activities as well as advisory board management, with an aim to structure and coordinate activities and efforts to ensure that the intended outcomes, and indeed specific objectives, of the project are met.

Our envisaged strategy was tailored to contribute to the achievement of the overall project goal. To achieve this, the I-SEAMORE Communication team has developed an effective strategic approach, as well as materials and tools to be used by all consortium partners across project activities, while the planned activities and results will be disseminated throughout the life span of the project.

In this context, this document is meant to be used as a strategic plan for all promotional activities for the project by the partners. As a living document responding to new development and opportunities, updates of the communication and dissemination can be made upon approval by the consortium during the implementation process of the project.

This way, we ensure that the project's results, findings, and outputs are effectively communicated to key stakeholders, policymakers, practitioners, and the general public. It also allows the identification of opportunities for exploiting the project's results to create economic, social, or environmental value. The PDCER also states a continuous monitoring monitor and evaluation of the effectiveness of dissemination, communication, and exploitation activities, and solicit feedback from stakeholders to inform future strategies and improvements.

By aligning I-SEAMORE's plan with these objectives, the whole consortium can maximize the impact and visibility of the project, while also fostering collaboration, innovation, and knowledge exchange within the project's target community.