



Deliverable Number 9.1

Dissemination and Exploitation Plan

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Executive Summary

Objectives

The ATLAS Dissemination and Exploitation Plan (DEP) describes the activities to be performed and the dissemination and exploitation means to be used in order to promote ATLAS and exploit the project results.

Rationale

The ATLAS DEP identifies the key project stakeholders, defines the communication and dissemination channels, describes the means (tools, messages) of dissemination and details the targeted events and conferences of the project. In addition, it describes the internal process set up to manage the knowledge outputs and to ensure exploitation of ATLAS results.

Main Results

The DEP contains a set of protocols to ensure that all relevant knowledge produced by the project is carefully managed. The protocols are set up to:

- a) Disseminate the ATLAS project and its results, ensuring information provision and awareness raising.
- b) Collect, analyse and transfer research outputs (e.g. products, methodologies, findings) to end-users who can make the best use of those results. The transfer phase will ensure that relevant information and knowledge is customised so that it is ready for uptake by different target end-users.
- c) Ensure ATLAS's foreground and Intellectual Property (IP) are properly managed.

The following protocols are included in the DEP:

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ATLAS will develop and make use of the latest tools, resources and communication channels to ensure cost effectiveness and maximum impact.

Work Package (WP) 9 is tasked with ensuring effective external communication, dissemination and optimal outreach of ATLAS's results and applications to various stakeholders. It is closely linked to WP7 that focuses on science-policy engagement and exchange, and WP8 that deals specifically with

knowledge and data management. Collectively the WPs will work closely together to ensure effective knowledge transfer resulting in optimal exploitation of ATLAS research results.

The DEP has been developed by AquaTT with input from the ATLAS Project Office and Dynamic Earth. All project partners have a role to play in dissemination and exploitation of the ATLAS project, its activities and outputs.

Team involved in deliverable writing: AquaTT (Dr Claudia Junge, Marieke Reuver, David Murphy), ATLAS Project Office (Professor J Murray Roberts, Dr Katherine Simpson, Laurence De Clippele), Dynamic Earth (Dr Hermione Cockburn, Dr Christine Angus)

Reference on ZENODO:

AquaTT and ATLAS (2016). Dissemination and Exploitation Plan (DEP). ATLAS (H2020, grant number: 678760), Deliverable 9.1; developed by AquaTT.

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1. Introduction

To ensure ATLAS results are disseminated and applied, knowledge transfer will take place with different end users (academia, industry, policy makers and wider society). To achieve this three dedicated work packages (WP7, WP8 and WP9) are involved in this task. The aims are to reach high-level policy-makers to translate science into policy to practice (WP7) and to improve the discoverability and reusability of research outputs by science, policy and industry stakeholders (WP8). The overall aim of WP9 is to manage and carry out the ATLAS Dissemination and Exploitation Plan (DEP) in order to increase effective external communication, dissemination, and optimal knowledge transfer. This will lead to the widest exploitation of its research outputs: these should include contributing to the Atlantic Action Plan initiatives on Ocean Literacy and further support development of the European Research Area and the Atlantic Ocean Research Alliance.

Specific Objectives:

- Adopt EC best practice communication guidelines and define the objectives, target end users, planned tools and channels, responsibilities and resources and metrics for measuring impact.
- Ensure there is an approved and transparent process to identify, collect and analyse knowledge outputs arising from ATLAS to assure uptake by target stakeholders.
- Link with a Data Management Plan (DMP) including an open access data policy and data submission instructions.
- Promote the ATLAS project and its activities and results employing a range of communication and dissemination tools.
- Organise outreach exhibitions and workshops as tools to promote deep-sea research in general and specifically of ATLAS.
- Carry out effective dissemination of the scientific results.
- Ensure suitable Intellectual Property management strategies to enable effective knowledge transfer and innovation.

Elaborating on the approach to knowledge transfer, we are careful to separate and distinguish between dissemination and knowledge transfer.

Dissemination is a form of knowledge transfer, but is seen as one-way promotion and is effective in raising awareness and sharing information. A range of dissemination activities will take place particularly in the early phases of the project to raise awareness of the existence of the project, its objectives, partners and intended impacts. Examples of activities used for dissemination purposes include publications, events, and networking.

On the other hand, “knowledge transfer” is more advanced and requires several steps that are more crucial. These include identifying exploitation mechanisms and activities, focused on identified end-users to ensure impact and uptake of the results. Section 5 introduces Knowledge Management in the ATLAS project and refers to the DMP developed in WP8 (D8.1) for further details.

The DEP has been established to provide protocols ensuring that all relevant knowledge produced during the project is carefully managed. This plan will be evaluated for effectiveness and adjusted if needed at 18-month intervals.

All project partners are involved in dissemination and exploitation in order to foster awareness and transfer results for impact, especially in their own countries and in their own communities. The following partners in ATLAS have specifically time allocated to communication, dissemination and exploitation activities, according to the table below (in man months):

Partner	Partner name	Man months in WP9
1	UEDIN	5
2	AU	1
3	IMAR-Uaz	1
5	NERC	5.48
7	IFREMER	0.5
8	MSS	0.5
9	UniHB	3.5
10	IODINE	1
11	NIOZ	2
12	DE	11.5
13	OXU	0.2
14	UCD	0.5
15	UCL	0.5
16	NUIG	3.75
17	ULIV	0.5
18	USD	3.5
19	UIT	1.5
20	SAMS	1.5
22	IEO	3.26
24	AquaTT	17.5

2. EC Rights and Obligations Related to Results

2.1 Ownership of Results

Results are owned by the beneficiary that generates them. Two or more beneficiaries own results jointly if they have jointly generated them and it is not possible to establish the respective contribution of each beneficiary, or separate them for the purpose of applying for, obtaining or maintaining their protection (see ATLAS Grant Agreement (GA) Article 27). The joint owners must agree (in writing) on the allocation and terms of exercise of their joint ownership ('joint ownership agreement'), to ensure compliance with their obligations under the GA.

If valuable results are not protected the Commission may, under certain circumstances, assume ownership of the results (for further details, please consult GA Article 26).

2.2 Protection of Results

Each beneficiary has an obligation to protect its results. For any results that can reasonably be expected to be commercially or industrially exploited, beneficiaries must examine the possibility of protecting them and if possible, protect them even if this requires further research and development or private investment. If a beneficiary intends not to protect its results, to stop protecting them or not seek an extension of protection, the EU may under certain conditions (see Article 26.4) assume ownership to ensure their (continued) protection.

2.3 Exploitation of Results

Under Horizon 2020, it is more important than ever to disseminate and exploit the results of your research and innovation project. There is a close link between dissemination and exploitation. Dissemination (sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers) - feeds into exploitation (using results for commercial purposes or in public policymaking).

Each beneficiary has an obligation to exploit its results. Each beneficiary must – up to four years after the period set out in GA Article 3 - take measures aiming to ensure ‘exploitation’ of its results by: (a) using them in further research activities; (b) developing, creating or marketing a product or process; (c) creating and providing a service, or (d) using them in standardisation activities. For further details, please consult GA Article 28.

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced in accordance with GA Article 43.

2.4 Dissemination of Results – Open access – Visibility of EU funding

2.4.1 Obligation to disseminate:

Each beneficiary must disseminate their results as soon as possible by disclosing them to the public. However, no dissemination may take place before a decision is made regarding possible protection (see paragraph 2.2). Other participants may object if their legitimate interests in relation to their foreground or background could potentially suffer harm.

Beneficiaries that intend to disseminate their results must give advance notice to the other beneficiaries of – unless agreed otherwise – at least 45 days, together with sufficient information on the results they will disseminate. Any other beneficiary may object within – unless agreed otherwise – 30 days of receiving notification, if they can show that their legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests (ATLAS Grant Agreement (GA) Article 29).

Notwithstanding the above, certain dissemination activities which, by their nature, must be carried out in a timely manner (e.g. social media posts, promotional articles and reports of new discoveries at sea) will be exempt from the obligation to give prior notice to all partners so as not to impede the project’s dissemination strategy, provided that all ATLAS beneficiaries engaged in such dissemination are in

agreement prior to such dissemination and provided that the duty of confidentiality is respected (ATLAS GA Article 29).

2.4.2 Open access:

For Horizon 2020, providing open access (free of charge, online access for any user) to publications in funded projects is an obligation for all grants. Each beneficiary must ensure open access (OA) to all peer-reviewed scientific publications relating to its results (GA Article 29.2).

In particular, beneficiaries must:

- a. As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
- b. Ensure open access to the deposited publication, via the repository, at the latest:
 - on publication, if an electronic version is available for free via the publisher, or
 - within six months of publication in any other case.
- c. Ensure open access, via the repository, to the bibliographic metadata that identifies the deposited publication.

There are two main routes towards open access to publications:

- A. Self-archiving (also referred to as 'green' open access) means that the published article or the final peer-reviewed manuscript is archived (deposited) by the author - or a representative - in an online repository before, alongside or after its publication. Repository software usually allows authors to delay access to the article ('embargo period')
- B. Open access publishing (also referred to as 'gold' open access) means that an article is immediately provided in open access mode as published. In this model, the payment of publication costs is shifted away from readers paying via subscriptions.

For more information on open access, please consult the Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020

https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf

Further details are outlined in the ATLAS Data Management Plan (D8.1).

2.4.3 Obligation and right to use the EU emblem:

Any dissemination of results **must display the EU emblem and include the following text:**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 678760 (ATLAS). This output reflects only the author's view and the European Union cannot be held responsible for any use that may be made of the information contained therein.

2.4.4 Publications and Research Outputs

When ATLAS research outcomes become available, ATLAS partners are encouraged to publish these results in scientific (peer reviewed) publications. Papers will be published through free online repositories ('green' open access) and open-access journals ('gold' open access). More details regarding protocols for publication can be found in the DMP (D8.1).

PROTOCOL – Publications

The main partner involved in a publication must give the other beneficiaries at least **45 days' advance notice** (together with sufficient information on the dissemination) (GA Article 29).

45 days prior to publication submission:

45 days prior to submitting a manuscript for publication in a scientific journal, a draft version must be sent to the ATLAS project office (Katherine Simpson, katherine.simpson@ed.ac.uk and Murray Roberts, murray.roberts@ed.ac.uk), indicating to which journal it will be submitted. The draft can consist of the complete manuscript, or include at a minimum the title, authors and abstract. The Project Office will send the authors a reminder of the EU acknowledgement text: **it is the author's responsibility to ensure this is included in the final publication.** The abstract will be uploaded to the password protected area of the ATLAS website and also emailed to all ATLAS beneficiaries. Comments about the draft manuscript (or abstract) should be sent directly to the authors and any concerns should be raised with the project coordinator. Unless issues have been raised during a period of 30 days, it is considered that all partners have read the research output and agree with its content.

Once the publication has been published:

Ensure that the final version of the publication has been deposited at Zenodo in (<https://zenodo.org/deposit/new?c=atlas>) as soon as possible and no later than three months after their publication. Research outputs deposited in ZENODO are automatically reported to OpenAIRE and to the EC Participant Portal. As part of the Periodic Reporting the project office will check that all publications have been transferred to the participant portal. For more information on depositing research outputs at Zenodo please contact Stéphane Pesant (spesant@marum.de).

2.4.5 EC Reporting on dissemination and exploitation:

As part of the EU contractual requirements, publications and dissemination activities are specific items that should be reported as part of the “continuous reporting” of the project in the participant portal. In relation to dissemination activities, partners will be provided with a dissemination capture form where they can log activities as they carry them out. During internal reporting, the project manager will request the template from each partner and then provide instructions on how to upload it to the continuous reporting system.

The following information is required for **every dissemination/exploitation** activity and will be part of the reporting form provided to you:

- **Type of activity (specify number of activities per type):** organisation of a conference or workshop, press release, popularised publication, exhibition, flyer, training, social media, website, communication campaign, participation in a conference, workshop or other event, video/film, brokerage event, pitch event, trade fair, participation in activities organised jointly with other H2020 projects.
- **Type of audience reached (specify the number of persons per type):** scientific community, industry, civil society, the general public, policy makers, media, investors, customers.
- **Total funding amount** for dissemination and communication activities linked to ATLAS.

PROTOCOL – EC Reporting on dissemination, publication, and exploitation of ATLAS

Partners should keep track of all their dissemination, publication and exploitation activities during project implementation as it is required for EC reporting.

A “dissemination, publication and exploitation reporting form” will be sent by the ATLAS project manager (Katherine Simpson) to all partners and completed forms will be collected during internal project reporting (every 6 months). Once checked and summarized across all partners, the Project Office or AquaTT will upload all dissemination and exploitation activities to the EC participant portal under the new “continuous reporting” section (see screenshot below).

The dissemination leader (AquaTT) will keep a MASTER Excel file with all entries.

The screenshot displays the SyGMA - System for Grant Management interface in Google Chrome. The browser address bar shows the URL: <https://ec.europa.eu/research/participants/grants-app/reporting/DLV-678760>. The page title is "Project Continuous Report". The user is identified as "njungau (EXTERNAL)".

The interface features a navigation bar with the following tabs: Summary for publication, Deliverables, Milestones, Critical Risks, Publications, Dissemination, Patents (IPR), Innovation, and SME Impact. The "Dissemination" tab is currently selected and highlighted in blue.

Below the navigation bar, the "Dissemination & Communication Activities" section is visible. It includes a "SAVE" button in the top right corner. The main content area contains the following information:

- Specify the total funding amount used for Dissemination and Communication activities linked to the project: Total Funding Amount: 0.00 €
- Specify the number of Dissemination and Communication activities linked to the project for each of the following categories:
 - Organisation of a Conference: 0
 - Organisation of a Workshop: 0
 - Press release: 0
 - Non-scientific and non-peer-reviewed publication (popularised publication): 0

Screen shot for reporting on the EC Participant Portal:

<https://ec.europa.eu/research/participants/grants-app/reporting/DLV-678760>

3. ATLAS Stakeholders

ATLAS is a large and complex project with multiple stakeholder groupings. Stakeholder engagement is planned across the project work plan, at different times, for different purposes and varying target audiences. Work package leaders will be responsible for identifying and collecting stakeholder contact information related to their own work package and storing it appropriately and securely in a database. WP leaders will also be responsible for the management and use of such databases, adhering to any data protection rules at all times.

4. ATLAS Dissemination Activities

The importance of disseminating knowledge and results from research projects has been recognised by the EC as one of its priorities (COM(287)182 final). Dissemination of results is a contractual obligation of participation in research initiatives supported under the European Union's Horizon 2020 research and innovation programme. The specific aims of this provision are to promote knowledge sharing, greater public awareness, transparency, and education. The dissemination involves not only looking at where and when the information should be disseminated but also what should be communicated and how it should be presented.

4.1 Project Branding (Logo)

A specific project logo has been developed for project identity. Brand guidelines have been developed alongside the logo and are uploaded onto the Partner's Area of the project website. The brand guidelines detail the correct application of the logo in relation to the background, spacing, etc. The logo will be included in all project promotional material including the factsheet, website, etc.



Top: the logo essence, and bottom with optional elements (left with flags, and right with flags and tagline)

The logos can be downloaded from the Partner's Area of the project website or contact WP9 leader AquaTT.

4.2 ATLAS Factsheet

A project factsheet has been designed and produced. The factsheet describes the project, its main objectives, partnership, funding and expected results, and will be used as a way to raise general awareness of the project. The factsheet is available for download from the Partner's Area of the project website and by contacting WP9 leader AquaTT. Partners are encouraged to distribute the factsheet through their networks and at relevant events. Translation of the factsheet is possible as per the protocol outlined below.

PROTOCOL – Factsheet

All partners will be provided with an electronic copy of the project factsheet for distribution (print and/or electronic) to their personal and institution network of contacts.

Partners can translate the leaflet into their own language. The protocol for translation is as follows:

1. Partner contacts AquaTT requesting English text to be translated
2. AquaTT supplies a template with the original text in English to partner
3. Partner translates text (as laid out in the template) into their language
4. Partner then sends translated text back to AquaTT
5. AquaTT applies the translated text to the leaflet template and publishes the new version of the leaflet

4.3 Website

A dedicated ATLAS website (Task 9.2) will be set up and maintained by the ATLAS Project Office following the EU Project Websites – Best Practice Guidelines with graphics and branding guidance from AquaTT. The website will be a one-stop access online portal and will play multiple roles; a communication resource to promote the project, its objectives, and partnership; a communication resource to update interested parties on progress, results and outcomes and a repository for public deliverables. The public project website will be visually attractive and informative and will include a link to the web-based collaborative workspace to facilitate continuous project partner communication. New visual media will be included on the website (videos, animations, infographics etc.).

The continuous updating of the website will include the Calendar of events organised by the ATLAS consortium, as well as events where ATLAS partners are going to be represented, and any other events of interest to the partnership. The News Section will be regularly updated with news on the project as well as external news relevant to ATLAS. The Media Centre will house all dissemination products and activities including open access scientific papers, articles, press releases and the project factsheet.

PROTOCOL – Website

The ATLAS Project Office is responsible for managing the ATLAS public website and will update it on a regular basis. Any partners who have feedback on the site or wish to upload materials, news or events to the website (calendar) should contact Katherine Simpson (katherine.simpson@ed.ac.uk).

Partners should include a link to the ATLAS website on their own institution websites as well as promote the ATLAS social media channels (see section 4.4).

4.4 Social Media

Social networking is part of the communication strategy. The project will amongst others be actively disseminated through Twitter (**@eu_atlas**) and Facebook (**@EuATLAS**) (both led by the ATLAS Project Office) and LinkedIn ("**ATLAS - Deep Discoveries**") (led by AquaTT), where ATLAS relevant information is communicated. For Twitter, different hashtags (#) will be created for various activities, such as research cruises "#atlasatsea" and communicate those to the partnership. Other types of e-media such as Wikipedia and YouTube/Vimeo may be used as additional channels for dissemination in order to reach broad audiences if deemed relevant. Partners should contribute to Social Media channels where possible to ensure the timely communication of interesting activities and results, and engage partners in dissemination and outreach activities involving their research.

PROTOCOL – Social Media

Partners wishing to communicate via Twitter have the following options:

- 1) ATLAS Twitter account - via the Project Office: send a short message (max. 140 characters) to Katherine Simpson (katherine.simpson@ed.ac.uk) and she will tweet it on your behalf on the ATLAS Twitter account. Ideally please include an image to make it visually more attractive, and remember to include "@eu_atlas" and "#H2020" in your 140 characters.
- 2) Other Twitter accounts – personal: refer to "@eu_atlas" in your own tweets.
- 3) Other Twitter accounts: re-tweet ATLAS tweets through your own personal accounts or your institution's.
- 4) ATLAS Twitter account – direct access: if you anticipate a high level of tweets around a specific event or activity (e.g. an ATLAS cruise or conference session), please let Katherine know and you will be given login access to the ATLAS Twitter account so you can tweet real time.

The following 6 rules apply when tweeting in connection with ATLAS:

Partners need to make sure that

1. the content is the partner's to share (i.e. their research or opinions) or they acknowledge the source accordingly
2. there are no IP issues
3. they refer to "@eu_atlas"
4. they use "#H2020" to acknowledge the ATLAS funding
5. they use other ATLAS related "#s (if you like)
6. they use common sense (no offensive language, argumentative or illegal content etc.)

Partners wishing to communicate via LinkedIn are invited to join the group (ATLAS - Deep Discoveries) and can communicate directly with other group members. Partners are encouraged to upload photos and share their activities. Partners wishing to keep updated via Facebook, please like the page (@EuATLAS).

The above protocol for tweeting also applies to any other social media use, such as Facebook and LinkedIn. Some reference to the ATLAS project should always be included, for example, a link to the website, or reference to the other social media ("@eu_atlas").

4.5 Newsletters

ATLAS has a dedicated project newsletter targeting an external audience, which is developed and distributed on a half-yearly basis, starting in month 6 (8 in total). Each ATLAS newsletter will highlight project results and information about the scientific cruises. It will also contain a “young scientists’ corner” to enable PhD students and postdocs to communicate their work to a more general audience. The newsletter will be sent to the project partners, individual WPs stakeholder database contacts, existing media channels, and any other interested individuals. The ATLAS project website will store the newsletter archive.

PROTOCOL – Newsletter

AquaTT will design, develop and distribute the ATLAS newsletter, based on ideas and input from partners.

As the newsletter is considered time-sensitive dissemination material, it is exempt from the 45-day prior notification rule according to Article 8.3.1 of the ATLAS Consortium Agreement (CA), defined in CA Article 8.3.1.1. A reasonable time should however be allowed to allow possible objections. In case one has an objection, the objection has to include a precise request for necessary modifications.

Partners are expected to send the newsletters to their own contacts and networks for optimum distribution and dissemination.

4.6 Press releases

News of the project will be disseminated regularly, making use of a range of publications and services. Press releases will be issued to appropriate media outlets (trade press, journals, web portals) to ensure that industry, civil society organisations, policy-making authorities, and the wider community are aware of the project, its objectives and, later in the project, its outcomes. The strategy is intended to ensure that there are publicity and media coverage at local, regional, European and international levels. WP9 leader AquaTT has several existing channels and networks for disseminating news, i.e. Training News newsletter (over 5,000 subscribers), LinkedIn groups, technology platforms, relevant EC projects and initiatives (e.g. COLUMBUS), etc. which will ensure a broad awareness of the project across the spectrum of relevant European stakeholders. Other partners are encouraged to publish articles and press releases at the regional, national and international level, making use of their own communication networks and channels.

PROTOCOL – Press Releases

Partners should notify AquaTT if they think there is news worthy of an official project press release. AquaTT will also monitor project progress and identify news items.

AquaTT will then take the lead in writing the press release based on partner's inputs and news.

Once approved, they will be disseminated using the channels mentioned above, and any other relevant means. Publications will also be uploaded to the project website and all partners will be encouraged to distribute at a national or regional level. Where necessary the partners can adapt the press releases to customise them to their audience and if needed translate the articles.

Where partners want to initiate the writing of an article (e.g. local, national), they may proceed. They can contact AquaTT who can offer support for writing and editing and will provide graphics and images if required. Partners are asked to provide a short summary in English if the original communication is in another language.

Partners who publish any article / press release at a regional or national level must send a copy to the WP9 leader AquaTT (Claudia Junge, claudia@aquatt.ie) and where possible provide metrics to demonstrate uptake by other news channels/readership.

4.7 PowerPoint Template

The ATLAS PowerPoint slide template should be used to help frame presentations at internal and external events when presenting the ATLAS project and/or its outcomes and this will be made available on the Partner's Area of the project website. In addition, AquaTT has developed three standard sets of ATLAS slides that are available introducing the key elements of the project:

- 1 Slide – A flash slide presenting the basic facts about the project
- 3 Slides – With 2 additional slides on the project and partnership
- 10 Slides – A more detailed presentation with further detail on the project

It is up to each partner to choose which slides are most appropriate for any given event. Partners are also encouraged to adapt the slides or add more slides to suit the target audience. Partners should respect the slide master template (background, font, layout) when building new slides to ensure a consistent project branding.

Where partners do update the slides, translate the slides or add new slides, **it would be appreciated if partners could send a copy to WP9 (AquaTT)** so that they can be added to the master archive of slides available for the project in case other partners might benefit from using them.

At 18m intervals, the standard set of slides will be updated based on feedback from the partnership and as more results come online.

Partners should always ensure that the EU H2020 credit/disclaimer slide is present on any presentation.

PROTOCOL – PowerPoint Template

Partners should use the ATLAS PowerPoint slide template when presenting the project and/or its outcomes at internal and external events. Choose to insert “new slide” and pick your preferred content template.

Partners can also choose to use any of the introductory slides when presenting the project.

The introductory slides and the ppt template are available from the Partner’s Area of the website.

Partners are asked (not compulsory) to provide a copy of any new slides they develop or new presentations by emailing them to WP9 leaders within 2 weeks after the event.

4.8 New Visual Media

WP9 has a modest budget to allow it to develop new visual media (visuals, video, animations, infographics etc) for the project. The exact media and purpose are not defined explicitly in the DOA and thus the partnership has the opportunity to be creative and consider how best to communicate to different target audiences. If any partner has ideas for such products, please contact Claudia Junge (claudia@aquatt.ie) to discuss the idea further.

4.9 Other Promotional Material

Other promotional material could be developed as need arises, pending a decision by the WP9 committee (AquaTT, UEDIN, DE) and available budget. If you have an idea for new material, please contact Claudia Junge (claudia@aquatt.ie).

4.10 Public Outreach Activities

All partners have a responsibility to engage the public in their research activities and take advantage of the considerable potential for the public interest that ATLAS generates. There are a number of planned targeted activities that will communicate the research cruises and the ATLAS project as a whole over the lifetime of the project. Examples include live webcam broadcasts and cruise blogs and it is expected that partners involved will take the lead on these, as well as specific public outreach activities led by Dynamic Earth (DE) outlined below. AquaTT can be asked for support but partners are expected to initiate dissemination activities that are appropriate for their respective contributions.

AquaTT will distribute a form to enquire about all partners’ planned outreach activities that will feed into Task 9.4. This will give an overview of overall ATLAS outreach activities, enabling identification of gaps in the dissemination and knowledge communication strategy which can then be addressed accordingly. This will optimise resource allocation while maximising impact. Research outputs and dissemination materials will be communicated and shared with existing educational programmes for example in “Seachange” (www.seachangeproject.eu).

Specific targeted public outreach activities led by DE will include the following:

- DE will permanently update their Oceans gallery with new displays that provide insight into the Atlantic deep-water environment and the aims of the objective of the ATLAS project.

- DE will develop educational materials on the major themes of ATLAS that will form the basis for an educational and outreach programme. A new educational workshop on deep-sea ecosystems of the Atlantic aimed at primary schools will be offered as part of the formal Dynamic Earth Education Programme linking to Curriculum for Excellence and will then be made available on-line and promoted for wider use by teachers across Scotland and beyond.
- Informal activities and an associated information stand aimed at a family audience will be developed and used by DE for outreach at regional science festivals and community events in remote parts of the UK and potentially elsewhere.
- The developed educational and digital outreach materials will be available for sharing with all partners by month 36 with the expectation that this will enable public outreach and the communication of deep-sea topics and ATLAS research across Europe as well as the US and Canada.
- DE will host “meet-the-scientists” showcase events in collaboration with partner organisations that will facilitate public engagement about ATLAS and help young scientists, in particular, develop their public outreach skills. Dynamic Earth can offer best-practice advice to any partner wishing to host their own showcase event or develop their public engagement skills.

4.11 External Events

Conferences, seminars, workshops and other meetings are very useful forums to consult with **ATLAS** target audiences in a face-to-face capacity and to address issues relevant to the work done in the project. International and sector relevant conferences, meetings, etc. will be attended to communicate the results of the project to the maximum number of persons.

5. Links with Other Projects

ATLAS endeavours to establish effective links with other projects and initiatives that are relevant, to promote complementarity and to avoid overlap. ATLAS will specifically interact with:

- **AtlantOS** (2015-2019) develops in-situ Atlantic Ocean Observations for a better management and sustainable exploitation of maritime resources.
- **BENTHIS** (2012-2017) assesses the health status of EU marine benthic ecosystems for Good Environmental Status and develops new tools to assess effects of bottom trawling and sustainable management plans to reduce these impacts.
- **COLUMBUS** (2015-2018) ensures accessibility and uptake of research marine research knowledge outputs by end-users.
- **DiscardLESS** (2015-2019) develops tools and strategies to reduce bycatch and drafts new policy guidelines for bycatch mitigation.
- **MIDAS** (2013-2016) identifies scale and duration of possible impacts of mineral mining on deep-sea ecosystems and develops solutions and best practice codes for policy and legal frameworks.
- **NACLIM** (2012-2017) quantifies predictability on inter-annual to decadal timescales of N Atlantic climate related to ocean surface state.
- **SponGES** (2016-2020) develops an integrated ecosystem-based approach to preserve and sustainably use deep-sea sponge ecosystems of the North Atlantic.

6. ATLAS Knowledge Management

In its broad-based innovation strategy for the EU, the importance of improving knowledge transfer between public research institutions and third parties, including industry and civil society organisations was identified by the European Commission as one of ten key areas for action (<http://ec.europa.eu/invest-inresearch/pdf/downloaden/knowledgetransferweb.pdf>).

Knowledge Transfer consists of a range of activities that aim to capture and transmit knowledge, skills, and competence from those who generate them to those who will transform them into added value outcomes. It includes both commercial and non-commercial activities such as research collaborations, consultancy, licensing, spin-off creation, researcher mobility, and publication. The benefits of knowledge transfer – in other words, the exploitation of research – go beyond simple financial return. The benefit also lies in several other, less tangible, benefits for research institutions, for industry and for the society as a whole, such as helping research institutions focus their research on the wider needs of society and industry (http://europa.eu/rapid/press-release_MEMO-07-127_en.htm?locale=en).

Several work packages in ATLAS are involved in knowledge management: WP7 - Policy Integration to Inform Key Agreements; WP8 - Open Science Resources for Stakeholders; and WP9 - Dissemination, Knowledge Transfer and Outreach. The knowledge management methodology is outlined in detail in the DMP (D8.1). Two Knowledge Transfer Activity Reports will be drafted, after 2 and 3 years. They will comprise of an interim report outlining all ATLAS knowledge transfer activities undertaken until that point in time. The report will cover methods, activities, results and measurable impacts.

For any industry-relevant knowledge outputs, ATLAS will actively engage with commercial end users through the setup of the “User Development Group”. Interested commercial software developers and major environmental consulting organizations will be invited during the second half of the project to explore the commercial development of ATLAS marine information systems.

In addition to the knowledge transfer of results as outlined above, the Knowledge Outputs and resulting Knowledge Management Templates will be ultimately published on the ATLAS public website, after having ensured any IP / protection issues. Other transfer mechanisms will be used and it is foreseen that the resulting Knowledge Outputs will also be taken up in the “Marine Knowledge Gate” <http://www.kg.eurocean.org> and the planned EC “Marine Information Sharing Platform” to ensure visibility and availability to end-users. All ATLAS data will be effectively managed via WP8, details on management and storage of the different research outputs are outlined in the Data Management Plan (D8.1). The final result will contribute to the effective management and transfer of the Knowledge Outputs resulting from the ATLAS project.

At the end of the project, ATLAS will produce a compendium presenting the projects knowledge outputs, their effective transfer and impacts on different end-user groups.

7. Validations and Recommendations

The Dissemination and Exploitation plan will be validated by the partnership, and updated thereafter at 18-month intervals. Furthermore, the project Steering Committee will also review the document at each meeting and provide recommendations.

Reference

D8.1 (<https://doi.org/10.5281/zenodo.167407>): Pesant, Stéphane, Murray, Roberts, Simpson, Katherine, Junge, Claudia, 2016. ATLAS Deliverable 8.1 - Data Management Plan. Zenodo. doi:10.5281/zenodo.167407

8. Glossary

“ATLAS” A trans-Atlantic assessment and deep-water ecosystem-based spatial management plan for Europe

“Access rights” are the user rights (incl. Licenses) to foreground or background of project partners (<http://www.iprhelpdesk.eu/>)

“Application” refers to the process of converting scientific and technological advances into useable/marketable goods or services. Definition according to MarineTT (FP7 project number 244164).

“Background” is information and knowledge (including inventions, databases, etc.) held by the participants prior to their accession to the Grant Agreement, as well as any intellectual property rights which are needed for carrying out the project or for using foreground. Regarding intellectual property rights for which the application was filled before the accession of the participant to the Grant Agreement are included. The fact that participants are legal entities is important in this respect. If a specific department of a university or company is involved in a project, the background will be that of the whole university or company (subject to its relevance to the project), not just that of the specific department (unless the department constitutes a legal entity and is the participant). This is important as a participant may have to grant the other participants in the project access rights to the background of other departments under certain conditions (ftp://ftp.cordis.europa.eu/pub/fp7/docs/ipr_en.pdf).

“Deliverables” A deliverable is a physical output related to a specific objective of the project, e.g. a report, publication, newsletter, tool, website, or conference. A distinction can be made between external deliverables, which are created for customers and stakeholders, and internal deliverables, which are produced for the purpose of executing the project, and are usually only needed by the project team and the commissioning authority. Both types need to be specified and listed in the work package plan (http://ec.europa.eu/eahc/management/Fact_sheet_2010_03.html).

“Dissemination” is defined as a planned process of providing information on the quality, relevance, and effectiveness of the results of programmes and initiatives to key actors. It occurs as and when the results of programmes and initiatives become available. This activity happens at both project and programme level and involves the active participation of intermediary “relay” bodies (http://ec.europa.eu/education/programmes/llp/guide/valor/what_en.html).

“End-Users” are persons/organisations that have an application for a knowledge output(s) of an RTD project. The knowledge output may have undergone several revisions/adaptations through the value chain before reaching/being relevant to the needs of the end-user. Definition according to MarineTT (FP7 project number 244164).

“Exploitation” consists of mainstreaming and multiplication. Mainstreaming is the planned process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems. Multiplication is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives (http://ec.europa.eu/education/programmes/llp/guide/valor/index_en.html).

“Foreground” means the results, including information, materials, and knowledge, generated in a given project, whether or not they can be protected. It includes intellectual property rights (IPRs such as rights resulting from copyright protection, related rights, patent rights, plant variety rights of creators of topographies of semiconductor products), similar forms of protections (e.g. sui generis right for databases) and unprotected know-how (e.g. confidential material). Thus, foreground includes the tangible (e.g. prototypes, micro-organisms, source code and processed earth observation images) and intangible (IP) results of a project. Results generated outside a project (i.e. before, after or in parallel with a project) do not constitute foreground (ftp://ftp.cordis.europa.eu/pub/fp7/docs/ipr_en.pdf).

“Impact” is the effect of the uptake and use of the knowledge output of the target community and how it influences other actions. Definition according to MarineTT (FP7 project number 244164).

“Knowledge” means expert skill, information or understanding that imparts an ability to cause the desired result; it is not readily available and may be outside the public domain. Knowledge encompasses technical information such as discoveries, concepts, methodologies, models, research, development and testing procedures, the results of experiments, tests and trials, manufacturing processes, materials, formulae, formulations, processes, research or experimental results, techniques and specifications, quality control data, analyses, and reports. Knowledge differs from data or information in that new knowledge may be created from existing knowledge by extension of logic. Definition according to MarineTT (FP7 project number 244164).

“Knowledge Management” comprises a range of practices used by organisations to identify, create, represent, and distribute knowledge for reuse, awareness, and learning. Definition according to MarineTT (FP7 project number 244164).

“Knowledge Outputs” are types of different knowledge items produced in the course of research projects. For the purposes of MarineTT, Knowledge Outputs are categorised under 16 types – Technical Handbook/Manual, Scientific Publication, Report, Book/Review, Case study, RTD Protocol, Prototype, Product, Service, Standards, Database/Directory, Software/Modelling Tools, Guidelines, Learning module, Multimedia, and Other. Definition according to MarineTT (FP7 project number 244164).

“Knowledge Transfer” is the process of creating, organising, capturing/sharing/distributing knowledge to ensure its availability for future users. Knowledge transfer encompasses both commercial and non-commercial activities such as research collaborations, consultancy, licensing, spinoff/spinout creation, researcher mobility, and publications etc. Knowledge transfer aims to support mutually beneficial collaborations between universities, businesses, and the public sector. Definition according to MarineTT (FP7 project number 244164).

“Participant” is a legal entity taking part in an indirect action and having the rights and obligations defined in the Grant Agreement entered into with the European Commission (on behalf of the European Union) (ftp://ftp.cordis.europa.eu/pub/fp7/docs/ipr_en.pdf).

“Technology Transfer” is the process of skill transferring of technology-related interaction intended to make products of R&D other creative activities available, to ensure that scientific and technological

developments are accessible to a wider range of users. These users can then further develop and exploit the technology into new products, processes, applications, materials or services. Definition according to MarineTT (FP7 project number 244164).

“Transfer Mechanism” refers to channels of interaction (mechanisms) through which knowledge transfer is effectuated. Such mechanisms include Networks, Continuing professional development, Contract research, Licensing, Spin-offs, and Teaching. Other channels may include public outreach by means of scientific or popular media, movement of people (recruitment, temporary secondment, mentoring, student placement, etc.), and sharing of facilities. Definition according to MarineTT (FP7 project number 244164).

“Uptake” is the action of using and incorporating knowledge. Uptake can occur at any stage along the entire value chain and is not limited to primary end-users. Definition according to MarineTT (FP7 project number 244164).

“Use” is the utilisation (direct/indirect) of the foreground in research activities, which are not part of the project, as well as utilisation for further development, creation, and marketing of a product or process. Definition according to MarineTT (FP7 project number 244164).

“Value Chain” is a chain of activities for a firm operating in a specific industry. Products pass through all activities of the chain in order, and at each activity, the product gains some value. As an example - steps in the value chain can include R&D, Design of Products/Services/Processes, Production, Marketing & Sales, Distribution and Customer Service. The chain of activities gives the products more added value than the sum of the independent activity's value. Definition according to MarineTT (FP7 project number 244164).

9. Document Information

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		CO Confidential restricted under conditions set out in Model Grant Agreement		
		CI Classified, information as referred to in Commission Decision 2001/844/EC		

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