



# DISSEMINATION, EXPLOITATION AND COMMUNICATION PLAN

## Deliverable 6.1

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## DELIVERABLE INFORMATION

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<b>Task</b>	T6.1
<b>Abstract</b>	The overarching objective of the Dissemination, exploitation and communication plan is to define and develop the ZEAS dissemination, exploitation and communication plan, as well as to facilitate the implementation of all related activities and tasks in order to maximise the overall long-term impact of the project and reach as extensive audience as possible.
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## EXECUTIVE SUMMARY

The current document, titled Dissemination, Exploitation and Communication Plan, was elaborated within the framework of WP6 of the ZEAS project, which is funded by the European Union's Horizon Europe programme under Grant Agreement No. 101138530.

This Dissemination, exploitation and communication plan is aimed to increase the visibility of the project activities and achievements to the relevant stakeholders, both nationally and internationally, and to ensure the use of the project results in a way that maximises impacts, especially those oriented toward the industrial uptake.

The Dissemination, Exploitation and Communication Plan will be updated during the project duration. To be able to evaluate the project progress and achievements, D&C&E activities will be carefully monitored and documented.

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## ACRONYMS

<b>CA</b>	Consortium Agreement
<b>DECP</b>	Dissemination, Exploitation and Communication Plan
<b>DMP</b>	Data Management Plan
<b>EU</b>	European Union
<b>GA</b>	Grant Agreement
<b>GDPR</b>	General Data Protection Regulation
<b>KERs</b>	Key Exploitable Results
<b>PP</b>	Project partners
<b>WP</b>	Work Package



# 1 OVERVIEW OF THE ZEAS PROJECT

ZEAS is a project funded by the European Commission aimed at accelerating the shift to the safe use of sustainable, climate-neutral fuels in waterborne transport. This initiative involves a set of jointly designed and implemented actions to support the green transition of the maritime industry and shipbuilding.

Therefore the main aim of ZEAS is to contribute to accelerating the shift to safe use of sustainable climate neutral fuels in waterborne transport through a full scale on board operational demonstration of a new system powered by hydrogen fuel cells with maritime applications. An international consortium of top-notch entities covering the whole innovation value chain will develop, validate and demonstrate a new zero emission passenger ship powered by hydrogen and the associated hydrogen distribution, storage and bunkering solution. The ship will be specifically designed to operate in the Adriatic Sea, which is known for its pristine environment and sensitive marine ecosystems.

The commissioning and validation in the operational environment through sea trials will be performed to ensure compliance with certification authorities. Emissions assessment, environmental performance studies, risk and safety assessments will be performed on the new system. Advanced digital technologies, including digital twin for monitoring, control and simulation and predictive maintenance solution enhanced with augmented reality systems, will also be developed, documented, tested and optimized during the project for ship owners, operators, shipyards and associated engineering firms.

Finally, a detailed feasibility assessment and business planning will be developed to establish commercialisation and scalability opportunities. A successful realisation of the project will facilitate the wider adoption of sustainable climate neutral fuels within the European maritime transport sector in line with the Green Deal objectives, contributing to its efficiency, safety, resilience and international competitiveness.

## 2 OBJECTIVES OF THE DISSEMINATION, EXPLOITATION AND COMMUNICATION PLAN

The **main objective** of the Dissemination, Exploitation and Communication Plan (DECP) is to define and develop the ZEAS dissemination, exploitation and communication strategy, as well as to facilitate the implementation of all related activities and tasks in order to maximise the overall long-term impact of the project and reach as extensive audience as possible. To achieve this, the Plan will accomplish the following subgoals:

- Definition of the methodology through which all dissemination, exploitation and communication objectives will be completed, including the phases for the implementation of the DECP, as well as a description of all deliverables related to communication and exploitation which are to be elaborated and a presentation of the ZEAS visual identity and branding
- Description of the target audiences of the project, including the needs of each group, the core messages that will be used to address them, and the value proposition that the ZEAS will provide them with.
- List and elaborate on all the activities and tools which will be used for the implementation of the communication strategy, including the ZEAS website and social network sites, newsletters, press releases, promotional videos, scientific publications, events, etc.
- Setting the KPIs in total for the whole project and as distributed among all PPs.
- Definition of the particular roles and responsibilities of each PP, as well as development of a method for accountability.
- Establishment of a team for internal communication and coordination among PPs.
- Provision of a timeline and an action plan for the elaborating and implementing all tasks, deliverables, events and other promotional activities.

## 3 METHODOLOGY

The overall structure of the methodology revolves around five dimensions all of which are thoroughly examined in dedicated sections of the DECP:

**WHAT:** The main outcomes of the project to be disseminated, exploited and communicated. This dimension refers to the main initiatives within ZEAS.

**WHO:** Identification of the ZEAS target audiences to be informed and involved in project activities.

**WHY:** Definition of the expected impact of the dissemination, exploitation and communication activities per type of stakeholders. Stakeholders' needs and main value propositions.

**HOW:** Type of dissemination, exploitation and communication channels and tools which are to be used to reach the respective stakeholders.

**WHEN:** Timeline for the implementation of all activities and tasks. This aspect of the methodology is presented in the Timetable and Action Plan section.

The DECP provides content and a framework for the actions which will be undertaken within these five dimensions of the communication strategy.

All content planned for creation within the DECP should be elaborated strictly under the project's visual identity and brand framework, as presented in Section 5 of the DECP.

In addition, all dissemination, exploitation and communication materials and activities must be elaborated and conducted in compliance with GDPR and with the requirements for information confidentiality and security, as provided and defined in the GA, the CA, and the DMP (D1.3).

It should be taken into account that ZEAS dissemination, exploitation and communication plan in general should be regarded as a dynamic concept which needs to be revised and updated in accordance with the development of the project itself and the evolution of the industrial sector throughout the implementation period.

## 4 TARGET AUDIENCE

The categories of target audience of ZEAS project are:

- Industrial stakeholders: ship owners and operators; shipbuilding and engineering professionals, sea shipping companies, ports, marinas and other supporting services,
- Public authorities: national decision-makers and policy makers, standardization bodies, environmental legislative bodies,
- Clusters, partnerships and other projects or regional initiatives with synergistic possibilities,
- Investors – business actors,
- Academic institutions
- General public.

Table 1: Target Groups' needs and value proposition to address them.

Target Group	Categories	Needs/Interests	Value Proposition
Industrial Stakeholders	Ship owners and operators; shipbuilding and engineering professionals; sea shipping companies; ports, marinas, and other supporting services	Adoption of sustainable, climate-neutral fuel technologies; enhanced operational efficiency; compliance with environmental regulations	Access to innovative hydrogen fuel cell technologies; reduced emissions and operational costs; compliance with environmental standards; improved public image; increased competitiveness in the maritime industry
Public Authorities	National decision-makers and policy makers; standardization bodies; environmental legislative bodies	Support for regulatory frameworks promoting sustainable maritime transport; alignment with national and international climate goals; implementation of innovative technologies	Guidance on regulatory frameworks and policy development; demonstration of compliance with environmental standards; contributions to achieving national and international climate objectives
Clusters, Partnerships, and Other Projects	Regional initiatives with synergistic possibilities	Collaboration opportunities; resource sharing; enhanced impact of joint initiatives	Enhanced collaboration and resource-sharing opportunities; increased impact through joint initiatives; access to a wider network of stakeholders and expertise
Investors – Business Actors	Financial and business institutions; private investors; maritime industry stakeholders; SMEs	Economic viability and potential returns on investment; growth opportunities in the maritime sector; innovative technological developments	Demonstration of economic benefits and feasibility of hydrogen fuel cell technology; opportunities for business growth and commercialization;

Target Group	Categories	Needs/Interests	Value Proposition
			access to innovative products and processes
Academic Institutions	Faculties, R&D institutions, educational institutions, and centers; associations providing educational and training events	Research collaboration opportunities; knowledge transfer; development of new technologies; strengthened industry-academia linkages	Opportunities for joint research projects; increased knowledge transfer; development of entrepreneurial skills; joint publications and patents; enhanced collaboration between academia and industry
General Public	No specific category	Awareness of environmental impacts and benefits of sustainable maritime transport; engagement with innovative technologies; societal support for sustainable initiatives	Public education on the benefits of hydrogen fuel cell technology; opportunities for engagement through informational content, social media campaigns, and public seminars

## 5 VISUAL IDENTITY AND BRANDING

The ZEAS project has its own unique distinctive visual identity and branding which will ensure that it stands out amongst other initiatives and will help for the comprehensive communication of ZEAS core values and goals. The main elements of the project branding include the following:

- The ZEAS Logo.
- A set of fonts (a font family) to be used in all written documents.
- A colour palette.

- Report, presentation, letterhead, meeting agenda, and press release templates.

All dissemination and communication materials planned for creation within the DECP should be elaborated strictly under the project’s visual identity and brand framework. The required templates and instructions are available for all PPs to access and use on the ZEAS SharePoint. They are also available in annexes to the DECP.

Further, all textual content will be elaborated in the project’s official language – English. Some dissemination materials (including newsletters, press releases, posts on social media, etc.) could be adapted by PPs into other languages in order to reach local audiences more efficiently.

The official ZEAS logo is as follows:



Figure 1: ZEAS logo.

For all ZEAS documents the Arial font shall be used, not less than 10 pt and not bigger than 12 pt, except for headlines, subtitles, figures, tables and similar.

The palette of colours that will be used in the project has also been determined.

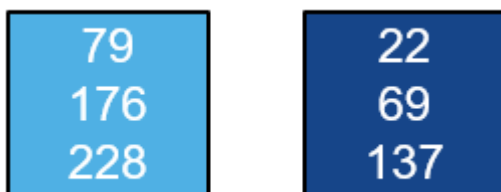


Figure 2: ZEAS logo colour palette.

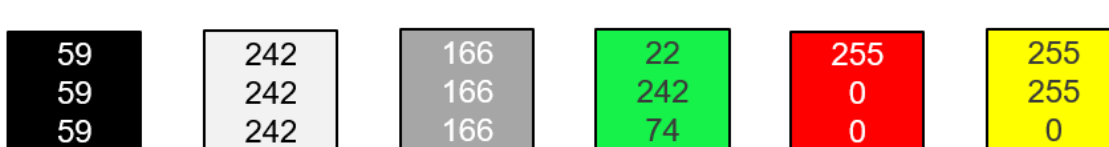


Figure 3: Other colours in the project except white.

All contents and activities, elaborated or conducted within the ZEAS project, must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).



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## 6 COMMUNICATION CHANNELS AND TOOLS

In order to achieve the DECP's communication, exploitation and dissemination goals PPs will use various channels, tools, materials, activities, and events. Initiatives will be implemented online and onsite. If the need occurs, physical events could be adapted for implementation in online environment.

The vast set of dissemination initiatives will create opportunities for communication with a wide range of stakeholders. Therefore, promotion materials should be elaborated individually, taking into account the specific channel and tool which will be used, as well as the target audience.

In general, all Dissemination, Exploitation and Communication activities and supporting materials will be promoted in English. If PP feels that translation will help in these activities the materials can be translated to national language and published at PPs websites, social medias, etc.

Below are provided general information and guidelines for the organisation and usage of each of the ZEAS main communication channels.

### 1. The ZEAS website

Once created, the ZEAS website will be one of the main channels for communication initiatives. It will be constantly updated with information about the ongoing activities and results and will include communication materials related to the project – texts, videos, graphics, invitations to events, meetings, and other initiatives. The project page is where the audience can be engaged in activities such as: reading news about project progress and events, reading about development reports or articles, be informed about other activities of projects such as events, open calls through news and announcement section.

In general, the website is where all information about the project and crucial developments, results affecting the promotion of the project will be published. Therefore, all other communication channels will have supplementary functions regarding the project page and will aim to attract the target audiences and bring help to reach a large number of regular visitors.

### 2. PPs' websites



PPs' websites will be yet another important channel for communication. They are suitable for uploading dissemination materials in local languages. Mainly textual information will be published in this manner, as the majority of graphics, figures, etc. will be in English, and not translated to national languages within project scope.

In addition, each PP (if technically applicable) will create and maintain simple ZEAS subpage on their organisation's website for uploading up-to-date content regarding the project.

PPs may also include links leading to content regarding ZEAS in articles dedicated to other initiatives, which are thematically related to the project.

### 3. Social Media

Social media will be one of the important channels for reaching the project's communication and dissemination goals. Beside social media chosen by the project (e.g. LinkedIn), all PPs will try to use their existing companies' pages and social media to promote ZEAS, in order to reach broader range of stakeholders. This method will help avoid creation of surplus social media related to project and increase efficiency of reaching additional stakeholders within existing PPs networks.

The project will be predominantly promoted on LinkedIn, in order to create and expand the network of stakeholders. Each PP will publish information via their own business pages and personal profiles of team members.

Dissemination activities in social media will be planned during quarterly meetings of communication experts, and additional meetings, if deemed necessary.

### 4. Media

This section refers to all types of traditional (radio, television, newspapers, magazines) and electronic (news agencies, websites) media.

Traditional media (especially radio, television and newspapers) will be focused on attracting attention of general public, interested in project activities. This will be done on both national and local levels, aiming towards increase in number of stakeholders, and promoting hydrogen-related activities implemented within ZEAS project.

The other media types are oriented towards business stakeholders, as well as scientific and research communities. These communities will also be reached through different platforms, where research aspect of the project will be presented (e.g. scientific articles, online forums, etc.).

### 5. Events

PPs can use different events (thematic workshops, info-days, dissemination and promotional events, focus-groups, working meetings, etc.) depending on their type in order to reach both wide audiences that have yet to get to know the project, its goals and activities, and very specific target groups that are in specific focus of the project.



Main and planned project events are combined with PP's meetings. However, in order to attract more stakeholders and promote project activities and results, PPs can participate or organise topic-related events, where ZEAS project will be presented.

This segment includes the project presentations, determined within the project activities:

- Presentations at scientific, professional & tech conferences and exhibitions, journal articles (10 presentations)
- Presentations at policy conferences (3 presentations)
- Presentations at local, regional, EU and worldwide maritime transport & energy sector business fairs (3 presentations)
- Organisation of online events & meetings for transfer of best practices and early adoption facilitation (5 meetings and events).

## 6. Meetings

This channel will be predominantly used for 1:1 meeting between PPs and other stakeholders at local, national and international level (the main target group of the project). During these meetings, the participants will be informed about the progress of project activities, about news related to scientific research, innovations, and regulations. Additionally, PPs will present the progress and results of the project, and discuss its potential further implementation, specifically focusing and targeting the follow-up activities of the project (i.e. transferability of project results and implementation of results).

# 7 EXPLOITABLE METHODOLOGY AND RESULTS

## 7.1 Background and purpose

In accordance with the Annex 5 of the Grant Agreement, beneficiaries which have received funding under the grant must — up to four years after the end of the action — use their best efforts to exploit their results directly or to have them exploited indirectly by another entity, in particular through transfer or licensing.

Within WP6 of the ZEAS project, the consortium is responsible for developing the exploitation plan and strategies as well as managing intellectual property rights (IPR). The main goals of the exploitation plan are to:

- facilitate the overall continuity and sustainability of the Key Exploitable Results (KERs) by ensuring that the target audiences receive and understand the concepts, function and application of the results;

- promote the dissemination of new results that are completed after the project duration to guarantee that their outreach is as wide and strong as of the KERs completed and disseminated during the project;
- continue collaboration with partners and other initiatives realised or initiated during the project in order to increase the socio-economic impact of the project on the place-based innovation ecosystems.

Already before submitting the proposal, the consortium identified the expected results and discussed ownership issues and the associated IPR, with a view of disseminating and exploiting the results efficiently. Furthermore, before the signature of the Grant Agreement, the project partners concluded the consortium agreement as a framework for successful project implementation and a basis for maximising the exploitation potential of the project results, with included provisions on knowledge and IPR management.

## 7.2 Initial overview of exploitation plans for project KERs

In the present deliverable (D6.1), the initial exploitation plans are outlined for each of the KERs identified at the proposal preparation stage, as well as target groups for which they are planned:

*Table 2: Identified KERs and their descriptions*

KER description	Expected use	Target groups
Hydrogen-fuelled vessel (design package)	The engineering activities will tackle selection and design engineering of green propulsion system components, system integration and optimisation of propulsion, power management, control data communication network and computing system. Design package will include design reports, drawings, engineering calculations, schedule, MTO, risk assessment, procurement plan, quality assurance, design control, test/trials procedures, operational /maintenance manuals, to be available also for dedicated proposals to potential customers <b>(Commercial use)</b>	Industrial stakeholders, Clusters, partnerships and other projects, Investors
Ship hydrogen powertrain (design package)	Design package will include design reports, drawings, engineering calculations, schedule, MTO, risk assessment, procurement plan,	Industrial stakeholders, Clusters, partnerships and other projects, Investors

KER description	Expected use	Target groups
	quality assurance, design control, test/trials procedures, operational /maintenance manuals, to be available also for dedicated proposals to potential customers <b>(Commercial use)</b>	
Hydrogen infrastructure (distribution, storage and bunkering) system	Development of efficient and cost-effective hydrogen infrastructure and supply chain to support the deployment of hydrogen technology in the transport sector <b>(Commercial use)</b>	Industrial stakeholders, Clusters, partnerships and other projects, Investors
Digital technologies (data, algorithms, models; management and monitoring systems) for enhanced efficiency, safety, and sustainability of shipping operations	Implementation of digital technologies around greener operations of the fleet (AI, big data, security, data communication network) as process optimisation, including a novel open system architecture based on automation, sensor system, edge computing, digital twin, cybersecurity and AI predictive models, to be available also for dedicated proposals to potential customers. This can also include the exploitation of advanced power and fuel management system that optimizes the balance between stored fuel (hydrogen) and battery power on one side with the system and propulsion load requirements on the other side, whilst also considering the ship operating profile, fuel cells efficiency profile and bunkering logistics <b>(Commercial use)</b>	Industrial stakeholders, academic institutions, Clusters, partnerships and other projects
Good environmental practice manual for hydrogen powered ships	Good transferrable practices & standardisation in environmental assessment crucial for a successful uptake of hydrogen as a marine fuel <b>(Policy use)</b>	Public authorities, Industrial stakeholders, Clusters, partnerships and other projects, General public
Safety standard for hydrogen powered ships	Good transferrable practices & standardisation in safety management crucial for a	Public authorities, Industrial stakeholders, Clusters, partnerships

KER description	Expected use	Target groups
	successful uptake of hydrogen as marine fuel (system design, materials selection, operation, storage, and transportation) for hydrogen powered ships ( <b>Policy use</b> )	and other projects, General public
Feasibility and business plan	Action plan for financial sustainability, to show the economic potential of the new technology in the maritime sector, accelerate investment in low-carbon hydrogen production, storage and transportation infrastructure and feed new policy development to stimulate demand for low-carbon hydrogen ( <b>Commercial and Policy use</b> )	Industrial stakeholders, Clusters, partnerships and other projects, Investors, Public authorities

### 7.3 Approach to developing exploitation plans for each KER

The following key points have been considered by the project consortium during the proposal preparation to set the basis for the prospective exploitation activities:

- Identification of technical results, market and organisational aspects for innovation resulting from the activities within project WPs tackling specific scientific, technological and societal problems;
- Identification of potential users or stakeholders potentially impacted by innovative results;
- Management of IPR issues for each KER;
- Defining and monitoring of the maturity level for each KER;
- Defining exploitation measures for project results addressing the potential users and possible uses;
- Identification of impact and uses, including research, commercial, triggering of new investments, social, policymaking, in terms of their pushing potential towards new standardisation, regulation and certification standards, if applicable;
- Mechanisms to monitor the resulting knowledge, further research paths, and exploitation benefits.

During the project, the exploitation plan will be based on three key steps:

**Results identification:** in addition to the KERs identified at the proposal preparation stage, further KERs may be identified over the course of the project, in which case the consortium will update the DCEP and develop specific exploitation roadmap for each of such KERs.

**KER roadmap development:** a common consortium exploitation plan will comprise the preparation of a detailed implementation roadmap during and after the end of the project, including the use by the project partners and the use by third parties, for each of the identified KERs. The roadmaps will be revised during the course of the project, as necessary.

The exploitation roadmaps for each KER are focused on the identification and analysis of the following items:

- Expected use (exploitation action type)
- Target users (direct and indirect users, customers, stakeholders, including the pilot users)
- Level of interest of potential users (including market demand, if applicable – to be added in the extended version of the DCEP)
- Competitors (if applicable)
- Added value (compared to existing solutions)
- Partners involved in result generation (beneficiaries and affiliated entities)
- Partners involved in result exploitation (beneficiaries, affiliated and associated entities, third parties)
- Resources (required for exploitation action implementation)
- Barriers to exploitation (market-related, regulatory, policy-associated, and other)
- Barrier mitigation strategies (envisaged actions to remove the barriers to successful exploitation)
- Exploitation route (planned models, measures and channels to maximise the exploitation potential)
- Expected impact (including the contribution to EU policy priorities)
- Current maturity level (technology readiness level (TRL) to be regularly updated, if applicable)
- Foreseen IPR protection and management strategies
- Exploitation timeline (tentative timeline of planned activities)

## 8 KEY PERFORMANCE INDICATORS

The main KPIs for the communication and dissemination activities within the ZEAS project are presented in the table below:

*Table 3: Overview of the dissemination and communication (D&C) measures during the project*

TOOLS	TARGET GROUP	PERFORMANCE INDICATOR
<b>Objectives:</b> <i>Inform about the project, its activities, results and benefits to society; increase the project understanding and visibility</i>		
Project branding, logo and templates design	All	Branding package (1)
Project website	All	# visits to project website (>5000)
Project social network sites (e.g., LinkedIn)	All	# posts (100) # followers / reactions (1000)
Press releases	All	# releases (4) # media appearances (30)
E-newsletters	All	# newsletters (8)
E-brochure	All	# brochures (2)

TOOLS	TARGET GROUP	PERFORMANCE INDICATOR
E-factsheet	All	# factsheets (1)
Roll-ups, posters and video material for conferences and training events	All	# promotional materials (20)
Organisation of public sessions during annual consortium meetings	All	# events (4) # participants (200)
Participation in R&I popularisation events (e.g., Researchers' Night, Science Festival)	All	# participations (4)
Organisation of Meetups and Brokerage events, including roundtables and workshops	R&I community (academia and industry), public authorities	# events (4)
<p><b>Objectives:</b> <i>Transfer knowledge &amp; results; make the results available for use, maximising the impact</i></p>		
Presentations at scientific, professional & tech conferences and exhibitions, journal articles	R&I community (academia and industry)	# presentations (10) # articles (4)
Presentations at policy conferences	Public authorities	# presentations (3)

TOOLS	TARGET GROUP	PERFORMANCE INDICATOR
Presentations at local, regional, EU and worldwide maritime transport & energy sector business fairs	Industry and public authorities	# presentations (3)
Organisation of online events & meetings for transfer of best practices and early adoption facilitation	Industry and public authorities	# meetings and events (5)

## 9 ROLES AND RESPONSIBILITIES OF PARTNERS

GITONE Kvarner will be the partner responsible for the overall organisation, coordination and monitoring of the activities planned within the DECP.

All PPs will participate actively in the implementation of dissemination, exploitation and communication actions and will contribute for the completion of the tasks set in the plan. PPs shall provide aid within their capabilities and according to the project specific needs.

### 9.1 Tasks, dedicated to PARTICULAR partner

- Lürssen Design Center Kvarner (LDCK) and GITONE Kvarner will be responsible to promote the project activities in the website. All other partners will help publish the link pointing to ZEAS website to extend promotion capabilities and to increase the number of visits, follows and posts.
- LDCK and GITONE Kvarner will elaborate a comprehensive branding identity for the ZEAS project. The initial design of the ZEAS logo is provided by LDCK and agreed with all partners. GITONE Kvarner will be responsible for designing and producing all ZEAS dissemination materials (some of the materials will be designed by GITONE Kvarner, some by the LDCK according to the capabilities of both teams), the drafts that will be discussed with all partners and improved if necessary (graphics, banners, leaflets, brochures, badges, posters, etc.) which will be used for various project initiatives. This also includes materials for the online promotion of project activities (social media banners, GIFs, etc.). In addition, GITONE Kvarner will create initial content for the ZEAS website and will also be responsible for the long-term sustainability of the website. Other partners suggest the content, provide ideas for improvement from end user point of view.



- GITONE Kvarner and LDCK will be responsible for the elaboration of press releases, newsletters, e-brochures and e-factsheets. The press release as well as the other materials will be sent to all partners for publication at local medias and websites.
- GITONE Kvarner and LDCK will be responsible for designing the posters that will be distributed among partners for promotion.
- GITONE Kvarner and LDCK are responsible to organize 4 public sessions during annual consortium meetings, as well as 4 meetups and Brokerage events, including roundtables and workshops.

## 9.2 Tasks, dedicated to ALL partners

- All PPs will make the necessary contributions to reach the target values for all dissemination KPIs in accordance with the allocations provided further in this chapter of the DECP.
- In addition, each PP must appoint a communication expert that will be the main contact person for organizing and conducting dissemination activities. A data sheet containing contact information regarding communication experts should be filled by all PPs and uploaded to the ZEAS SharePoint.
- In addition, each PP (if technically applicable) will create and maintain a ZEAS subpage on their organisation's website for uploading up-to-date content regarding the project.
- PPs must provide inputs for the compilation of the Stakeholders database / Target Groups mapping.
- PPs shall actively distribute via their social media channels and via their dedicated ZEAS subpage all communication materials produced for disseminated following the instructions of the GITONE Kvarner communication manager.

In addition, final and official versions of dissemination, exploitation and communication documents, templates, and instructions for their elaboration will be considered only those that are provided by GITONE Kvarner and LDCK. All content must be reviewed by GITONE Kvarner prior to be used in promotion initiatives, regardless of the author of the materials. Additionally, the promotional material and the content written or translated into the national languages should be review by native speaking partners (one or two reviewers).

## 9.3 Internal Communication and Coordination

In order to maintain the regular flow and high efficiency of communication and dissemination activities a set of rules for internal communication and coordination is to be established.

All communication and coordination between PPs regarding dissemination, exploitation and communication activities will be conducted in the WP6 dedicated folder in the ZEAS

SharePoint. The draft version of various documents will be uploaded on the platform for review and amendments. All final versions will be uploaded. E-mails will be used only as a supplementary communication channel.

Partner meetings dedicated to dissemination, exploitation and communication activities and including the participation of all communication experts will be organised quarterly and additionally if necessary. Responsible for organizing the meetings is GITONE Kvarner.

## 10 TIMELINE AND ACTION PLAN

The table below provides a full timeline matrix with summary of the communication activities planned for implementation within the DECP throughout the duration of the project, including information regarding the dissemination channels and tools, target audiences, periods for implementation, and responsible partners.

Table 4: Summary of dissemination activities.

Dissemination tool	Target Audience	Channel	Time	Responsible partner	Notes
Media appearances (Press release)	All	ZEAS website, PP website e-mails Media coverage Social medias	<b>M1 – M48</b>	GITONE Kvarner LDCK	# releases (4) # media appearances (30) Publication of press releases at PP medias, all partners contribute according to CA.
E-newsletters	All	ZEAS website, PP website e-mails Media coverage Social medias Events Meetings	<b>M6 M12 M18 M24 M30 M36 M42 M48</b>	GITONE Kvarner LDCK	
E-brochure	All	ZEAS website, PP website e-mails	<b>M9</b>	GITONE Kvarner LDCK	

		Media coverage Social medias Events Meetings			
E-factsheet	All	ZEAS website, PP website e-mails Media coverage Social medias Events Meetings	<b>M9</b>	GITONE Kvarner LDCK	
Promotional materials	All	Events Meetings	<b>M1 – M48</b>	GITONE Kvarner LDCK	Roll-ups, posters and video material for conferences and training events.  All partners contribute according to CA.
Organisation of public sessions during annual consortium meetings	All	ZEAS website, PP website Media coverage Social medias Events Meetings	<b>M1 – M48</b>	GITONE Kvarner LDCK	
Participation in R&I popularisation events (e.g., Researchers' Night, Science Festival)	All	ZEAS website, PP website Media coverage Social medias Events	<b>M1 – M48</b>	GITONE Kvarner LDCK	

Organisation of Meetups and Brokerage events, including roundtables and workshops	R&I community (academia and industry), public authorities	ZEAS website, PP website Media coverage Social medias Events Meetings	<b>M1 – M48</b>	GITONE Kvarner LDCK	
Presentations at scientific, professional & tech conferences and exhibitions, journal articles	R&I community (academia and industry)	ZEAS website, PP website Media coverage Social medias Events Meetings	<b>M1 – M48</b>	All	All partners contribute.
Presentations at policy conferences	Public authorities	ZEAS website, PP website Media coverage Social medias Events Meetings	<b>M12 – M48</b>	GITONE Kvarner LDCK	
Presentations at local, regional, EU and worldwide maritime transport & energy sector business fairs	Industry and public authorities	ZEAS website, PP website Media coverage Social medias Events Meetings	<b>M12 – M48</b>	All	All partners contribute.
Organisation of online events & meetings for transfer of best practices and early adoption facilitation	Industry and public authorities	ZEAS website, PP website Media coverage Social medias Events Meetings	<b>M1 – M48</b>	GITONE Kvarner LDCK	



## 11 ANNEXES

Annex I: Table for Monitoring of Communication and Dissemination Activities Template

Annex II: Report Template

Annex III: PowerPoint Presentation Template

Annex IV: Letterhead Template

Annex V: Meeting agenda Template

Annex: VI: Press Release Template

Annex VII: Overview of media announcements

Note: Annexes providing templates include only the template itself. Concrete inputs are to be made into their live versions, uploaded on the ZEAS SharePoint. For this purpose, we use Excel sheets to collect data from partners.

## REFERENCES

- [1]. [EC, COMMUNICATION, DISSEMINATION AND EXPLOITATION,](https://rea.ec.europa.eu/dissemination-and-exploitation_en)  
[https://rea.ec.europa.eu/dissemination-and-exploitation\\_en](https://rea.ec.europa.eu/dissemination-and-exploitation_en)

## CONSORTIUM PARTIES

