



COASTAL

Collaborative Land-Sea
Integration Platform

Deliverable D21 Dissemination Plan and Visual Identity

AUTHORS	Katalin Balázs (GEO) with contributions from all partners
APPROVED BY WP MANAGER:	Katalin Balázs (GEO)
DATE OF APPROVAL:	July, 2018
APPROVED BY PROJECT COORDINATOR:	Jean-Luc de Kok (VITO)
DATE OF APPROVAL:	July 31, 2018

CALL H2020-RUR-2017-2 Multi-actor Research and Innovation action	RURAL RENAISSANCE - FOSTERING INNOVATION AND BUSINESS OPPORTUNITIES - New approaches towards policies and governance
WORK PROGRAMME Topic RUR-02-2017	Coastal-rural interactions: Enhancing synergies between land and sea-based activities
PROJECT WEB SITE: COASTAL Knowledge Exchange Platform:	www.h2020-coastal.eu www.coastal-xchange.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 773782.

COASTAL: Collaborative Land and Sea Integration Platform - Co-creating evidence-based business roadmaps and policy solutions for enhancing coastal-rural collaboration and synergies in Europe focusing on economic growth, spatial planning and environmental protection. Project timeframe: 01/05/2018 - 30/04/2022

Partnership:



This document was produced under the terms and conditions of Grant Agreement No. 773782 for the European Commission. It does not necessary reflect the view of the European Union and in no way anticipates the Commission's future policy in this area.

TABLE OF CONTENTS

SUMMARY	5
OBJECTIVE	5
RATIONALE	5
1. INTRODUCTION.....	7
1.1. AIMS AND OBJECTIVES	7
1.2. EC RIGHTS AND OBLIGATIONS RELATED TO RESULTS.....	8
1.2.1. OWNERSHIP OF RESULTS.....	8
1.2.2. PROTECTION OF RESULTS.....	9
1.2.3. EXPLOITATION OF RESULTS.....	9
1.2.4. DISSEMINATION OF RESULTS — OPEN ACCESS — VISIBILITY OF EU FUNDING	9
1.2.4.1. Obligation to disseminate.....	9
1.2.4.2. Open access	9
1.2.5. OBLIGATION AND RIGHT TO USE THE EU EMBLEM	10
1.3. COMMUNICATION AND DISSEMINATION PRINCIPLES	10
1.3.1. COMMUNICATION IN H2020 PROJECTS.....	11
1.3.2. DISSEMINATION IN H2020 PROJECTS.....	11
1.4. PROFESSIONAL INVOLVEMENT	12
1.5. CONTINUITY AND DOCUMENT MAINTENANCE	13
2. AUDIENCES AND TARGET GROUPS.....	13
3. COMMUNICATION ACTIVITIES/ CHANNELS AND MODES OF DISSEMINATION....	16
3.1. INTRODUCTION	16
3.2. NETWORKING AND KNOWLEDGE EXCHANGE	16
3.2.1. INTERNAL COMMUNICATIONS.....	16
3.2.1.1. Intranet portal	17
3.2.1.2. Video and mobile interactions.....	17
3.2.1.3. Social aspects of scheduling of meetings and workshops	17
3.2.1.4. Approaches to documenting and archiving communications	17
3.2.2. EXTERNAL PEER-TO-PEER EXCHANGE	18
3.2.2.1. Stakeholder workshops, consultations, participatory events/action research	18
3.2.2.2. Dissemination workshops.....	19
3.2.2.3. Organisation of and participation at other events	19
3.2.2.4. Final conference	20
3.2.3. COASTAL DISSEMINATION CHANNELS	20
3.2.3.1. Project website	20
3.2.3.2. COASTAL Knowledge Exchange Platform	22
3.2.3.3. Publishing COASTAL on other websites.....	23
3.2.3.4. Online media, social media and visual support	23
3.2.3.5. Traditional mass media.....	24
3.2.3.6. E-Newsletter and information notes	24
3.2.3.7. Open access publications, scientific articles.....	24
3.2.3.8. Project communication through EC channels.....	25
3.2.4. VISUAL IDENTITY.....	27
3.2.5. DISSEMINATION MATERIALS AND PUBLICATIONS	28
3.2.5.1. Project leaflet.....	28
3.2.5.2. COASTAL poster	28
3.2.5.3. Project document templates	28

4. INTENDED IMPACTS	29
4.1. CONTEXTS FOR ACTIVITIES	29
4.1.1. POLICY, INSTITUTIONAL AND GOVERNANCE CONTEXT	31
4.1.2. SCIENTIFIC AND EDUCATIONAL CONTEXT	34
4.1.2.1. Scientific context	34
4.1.2.2. Educational context	35
4.1.3. OTHER ENVIRONMENTAL AND SOCIAL IMPACTS.....	35
4.2. INNOVATION: CREATING POST-PROJECT LEGACY IMPACTS.....	36
4.3. POTENTIAL BARRIERS AND OBSTACLES	36
4.4. SYNERGIES AND SUCCESS FACTORS.....	37
4.4.1. INTERNAL COLLABORATIONS	37
4.4.2. EXTERNAL COLLABORATIONS: NETWORKING AND EVENTS	37
4.4.2.1. Collaboration with other projects.....	37
4.4.2.2. Collaboration with the fellow project financed under topic RUR-1-2016: ROBUST	39
4.4.2.3. Collaboration with EIP-Agri.....	39
5. EVALUATION OF THE COMMUNICATION, DISSEMINATION AND IMPACT STRATEGY	41
5.1. INTRODUCTION	41
5.2. MONITORING OF COMMUNICATION AND DISSEMINATION ACTIVITIES	41
5.3. MONITORING PROCEDURES: REPORTING AND FEEDBACK	41
5.4. MONITORING OF IMPACT	42
5.4.1. INDICATORS OF SUCCESS	42
5.5. KNOWLEDGE MANAGEMENT AND IPR PROTECTION	43
6. COMMUNICATION AND DISSEMINATION PLAN	45
6.1. DISSEMINATION ACTIVITIES WITHIN PERIOD 1	45
6.2. PROJECT COMMUNICATION AND MEDIA TOOLS IN PERIOD 1.....	45
6.3. DISSEMINATION ACTIVITIES PLANNED FOR PERIOD 2.....	45
6.4. PROJECT COMMUNICATION AND MEDIA TOOLS PLANNED FOR PERIOD 2.....	46
6.5. PROJECT DELIVERABLES	46
6.6. DISSEMINATION PLAN.....	48
6.7. TIMING OF PROJECT MEETINGS, PUBLIC DELIVERABLES AND MILESTONES WITH DISSEMINATION AND COMMUNICATION ACTIVITIES	50
APPENDIX 1. VISUAL IDENTITY	51
APPENDIX 2. SOCIAL MEDIA GUIDANCE	65
APPENDIX 3. WEBSITE CONCEPT AND GUIDANCE	71
APPENDIX 4. TARGET AUDIENCES & THEIR INVOLVEMENT	91
APPENDIX 5. EVENTS	95
APPENDIX 6. NETWORKING	99
APPENDIX 7. JOURNALS & PRESS	105
APPENDIX 8. DISSEMINATION ACTIVITY REPORT TEMPLATE	111

LIST OF FIGURES

FIGURE 1 STRUCTURE OF THE STARTING PAGE	21
FIGURE 2 POLICY CONTEXT: LAND-SEA INTERACTIONS AND SDGS.....	29

LIST OF TABLES

TABLE 1 DISSEMINATION EFFORT PER PARTNER	8
TABLE 2 COASTAL’S MAIN TARGET AUDIENCES.....	14
TABLE 3 NATURE AND MEANS OF ENGAGEMENT OF COASTAL’S MAIN TARGET AUDIENCES.....	14
TABLE 4 COMMUNICATION ACTIVITIES AND CHANNELS TARGETING SPECIFIC AUDIENCES AT DIFFERENT LEVELS.....	18
TABLE 5 IMPACT PLAN, LINKING EXPECTED COMMUNICATION IMPACTS, TARGET AUDIENCES, AND THE DISSEMINATION AND INTERACTION CHANNELS.....	32
TABLE 6 INDICATORS TO BE USED TO EVALUATE THE PRINCIPAL IMPACTS OF COASTAL COMMUNICATION ACTIONS.....	42
TABLE 7 PUBLIC DELIVERABLES IN COASTAL	46

ABBREVIATIONS

CAP - Common Agricultural Policy

DCIS - Dissemination, Communication and Impact Strategy

DCP - Dissemination and Communication Plan

DECT – Dissemination, Exploitation and Communication Team

DG AGI - Directorate-General for Agriculture and Rural Development

DG-EMPL - Directorate-General for Employment, Social Affairs and Inclusion

DG-ENER - Directorate-General for Energy

DG ENV - Directorate General for Environment

DG-GROW - Directorate-General for Internal Market, Industry, Entrepreneurship, and SMEs

DG MARE - Directorate-General for Maritime Affairs and Fisheries

DG REGIO - Directorate-General for Regional Policy and Urban Affairs

DMP – Data Management Plan

DPVI -Dissemination Plan and Visual Identity

EIP-AGRI – European Innovation Partnership for Agricultural productivity and Sustainability

ENRD - EU Network for Rural Development

IPR – Intellectual Property Right

KEP – Knowledge Exchange Platform

KPI -Key Performance Indicator

M – month

MA – multi-actor

MAL – Multi-Actor Lab

MS – Milestone

MSFD – Marine Strategy Framework Directive

RD – rural development

SAB – Scientific Advisory Board

SD – System Dynamics

SDG – Sustainable Development Goal

WFD – Water Framework Directive

SUMMARY

Objective

The Dissemination Plan and Visual Identity (DPVI) is a “living” document, which will be updated a number of times. It establishes the individual partner responsibilities and timelines, guidelines and suggestions for dissemination, under continuous monitoring of the WP6 Dissemination, Exploitation and Communication work package leader GEO.

It describes the activities to be performed and the means and methods to be used in order to

- maximise the visibility of the project to the intended target groups from rural operators, industry, stakeholders, administrations, and scientific community,
- facilitate outreach and engagement of key actors, and potential users of, and contributors to the knowledge exchange platform,
- disseminate project outcomes to stakeholders, key actors and end-users,
- maximise the potential for exploitation of project results and coordinate preparations for post-project exploitation.

Rationale

This document analyses the dissemination target groups and match them with the most appropriate channels, key messages for communication, and external partners with whom to cooperate on co-dissemination whenever relevant.

The COASTAL Dissemination, Communication and Impact Strategy sets out:

- i) the main aims and objectives;
- ii) target audiences and user groups;
- iii) content and context;
- iv) means/mechanisms;
- v) success factors.

It aims at integrating awareness-raising, direct participation and skills development for the needs of each audience as appropriate, and the establishment of a process to create mechanisms that engage actors throughout the value chain over the short (during project) and longer (post-project) term.

The Strategy and Plan defines the approaches of communications by the project team to create impact through suitable methods of engagement, and appropriate and timely information. 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 Plan also includes a distinct and original Visual Identity to convey a familiar and consistent project image for all communication with external audiences. This is the basis for harmonised project templates for use by partners in all their internal and external project communication (presentations, reports and documents, publications, leaflets, etc.), ensuring a consistent, professional outreach towards the targeted audience during the implementation of dissemination activities.

The Plan elements of the document will be regularly reviewed in the light of new information about stakeholder requirements, and new tools for engagement and communications which emerge by project end and updated annually with sections providing direct guidance and resources for partners from different sectors to ensure uptake of project results. The approach involves combining knowledge and activities and facilitating their uptake and use in innovative ways (WPs 1 to 6), exploiting contemporary technology (e.g. underpinning the Knowledge exchange platform, WP6) and planning for those of the future (e.g. 5G mobile networks for access to information from rural areas via mobile communications and social media, WP6).

This page is left blank deliberately



1. INTRODUCTION

This document has been produced with the objective of ensuring that the foreseen dissemination and exploitation activities in COASTAL are appropriately and effectively undertaken by the COASTAL consortium partners during the course of the project. Being effective dissemination and exploitation at the core of the COASTAL project through one of its main objective of developing a user-relevant COASTAL Knowledge Exchange Platform (KEP), 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 to ensure the users' uptake of the KEP's services by matching user requirements.

1.1. Aims and Objectives

To ensure effective dissemination, exploitation and user uptake of COASTAL project results, a dedicated Dissemination, Exploitation and Communication Work Package (WP6) and within that the Dissemination Plan and Visual Identity has the general aim of maximising project's visibility, presenting the results to the target audiences in order to strengthen the overall impact of the project.

The specific objectives include:

- maximise visibility and create awareness of the project to target groups and the public at large;
- engage target groups and key actors in a two-way dialogue across project activities;
- share information about the progress of the case studies and project as a whole, including challenging problems and solutions;
- share information about the potential of System Dynamics for improving coastal-rural synergy and generating evidence-based business and policy decisions;
- transfer innovative knowledge and promote best practices;
- maximise the uptake of the project results to reach a wide number of representative coastal and rural interest groups and stakeholders;
- organise synergies and collaborations with ongoing projects and initiatives in the field;
- support and enhance all scientific dissemination of the project outcomes during and after the project;
- transfer the project's findings to other problem contexts regions and integrate these into the broader European context.

The WP6 - Dissemination, Exploitation and Communication runs in parallel with the other WPs over the project's lifetime and focuses on defining a comprehensive and consistent project dissemination and exploitation strategy, which will ensure maximum project visibility and the sustainability of its results beyond the lifetime of the project. Whereas communication actions take place throughout the project, starting from the beginning, dissemination actions result from specific project outcomes.

All project partners are involved in dissemination and exploitation and have been allocated resources in WP6 (12% of the budget is reserved for this WP) in order to maximise the visibility of COASTAL and convey its findings and outputs to the relevant stakeholders relying on their strong outreach capacity, especially in their

own countries and in their own communities. The following partners in COASTAL have specific time allocated to dissemination and exploitation activities within WP6, according to Table 1 (in person months).

Table 1 Dissemination effort per partner

Partner number and short name	WP6 effort	Partner number and short name	WP6 effort
1 - VITO	5	16 - CRAB	1
2 - HCMR	3	17 - LUKE	1
3 - SU	5	18 - GAL DD	1
4 - SINTEF	2	19 - GAL DC	1
5 - IRSTEA	3	20 - TEMES	1
6 - INCDM	3	21 - CVF	1
7 - ICEADR	3	22 - DOAM	1
8 - ICRE8	4	23 - CARM	1
9 - CSIC	3	24 - FECOAM	1
10 - GEO	15	25 - CRANA	1
11 - GRBR	3	26 - AGHO	1
12 - VLM	1	27 - FRAB	1
13 - POM	1	28 - VLIZ	1
14 - SEI	1	29 - GLOB	1
15 - NIRAS	1	Total	67

GEO is responsible for WP6 and coordination of the dissemination and exploitation activities, with the support of the lead project partner.

Local partners support GEO with:

- being co-author for this report and its further updates;
- ensuring a large uptake of the project results by translating local project results and presentations for the dissemination to the local actors and stakeholders. ICRE8 coordinates the design of synergistic business road maps and policy recommendations, taking into consideration the EU directives and evidence-based analyses for the case studies by WP1-WP5.
- the Multi-Actor Lab coordinators (local R&D partners leading the case studies) are responsible for local dissemination and communication of the project results. Furthermore, these project partners will liaise closely with stakeholders that could be interested in and/or benefit from coastal-rural collaboration and the project findings.

1.2. EC Rights and Obligations Related to Results

This section briefly describes the beneficiary's rights and obligations related to results set out by the EC. Deliverable D33 (D.7.2) Final Information and Data Management Plan will contain more information on this topic.

1.2.1. 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 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 Grant Agreement.

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).

1.2.2. Protection of Results

Each beneficiary¹ has an obligation to protect its results and must adequately protect them — for an appropriate period and with appropriate territorial coverage — if the results can reasonably be expected to be commercially or industrially exploited, and any other possible, reasonable and justified circumstance. When deciding on protection, the beneficiary must consider its own legitimate interests and the legitimate interests (especially commercial) of the other beneficiaries.

"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." (GA Article 27).

1.2.3. Exploitation of Results

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 Article 43".

1.2.4. Dissemination of results — Open access — Visibility of EU funding

1.2.4.1. **Obligation to disseminate**

"Unless it goes against their legitimate interests each beneficiary must – as soon as possible – 'disseminate' their results by disclosing them to the public". However, no dissemination may take place before a decision is made regarding possible protection (see paragraph .2). Other participants may object if their legitimate interests in relation to their foreground or background could potentially suffer harm. The beneficiary that intends to disseminate must give the other beneficiaries advance notice (together with sufficient information on the dissemination) (COASTAL CA Article 8.4).

1.2.4.2. **Open access**

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

¹ In the context of Horizon 2020 the term **beneficiary** (i.e. a "participant") is used to describe a legal entity which has signed the Grant Agreement and therefore is bound by its terms and conditions with regards to the European Union.
www.iprhelpdesk.eu/printpdf/2549

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:
 - i. on publication, if an electronic version is available for free via the publisher, or
 - ii. within six months of publication in any other case.
- c) Ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

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

http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oapilot-guide_en.pdf

1.2.5. 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 N° 773782.

Download:

- The EU emblem: https://europa.eu/european-union/about-eu/symbols/flag_en
- Guidelines on the use of the EU emblem: https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf
- Graphical rules: <http://publications.europa.eu/code/en/en-5000100.htm>

Any dissemination of results or outputs must also indicate that it reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

COASTAL Reporting on Dissemination and Exploitation

Partners should keep track of all their dissemination and exploitation activities, all of which should be reported by each partner at EC reporting stages. Partners are required to report (ongoing) any publication and dissemination activities on the Research Participant Portal.

[Login to the Participant Portal >> Projects >> COASTAL >> Manage Project \(MP\)](#)

The H2020 online manual provides brief descriptions on how to complete your tasks, guidance notes, templates, user manuals of the relevant tools and frequently asked questions.

To access the manual, see:

- http://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm

1.3. Communication and Dissemination Principles

This section presents a set of five basic principles that have informed the articulation of the COASTAL Dissemination Plan and Visual Identity. Adherence to these principles will ensure that the project can fully exploit its strengths and opportunities, while diminishing and managing its weakness and threats.

1. **Adaptability.** Given the scope of the project and the specific themes involved, the communication strategy needs to be comprehensive enough to cover the project as a whole, while being adaptable to

the project's various research themes and stakeholder communities and project progress. For example, specific channels are to be used to reach particular target groups, and dissemination materials may have to be tailored to the needs of different end users.

2. **Flexibility.** Communication in COASTAL needs to be flexible and open, in order to create a responsive framework to changing needs and challenges.
3. **Tailoring of messages/usage of appropriate language.** COASTAL needs to be able to speak not only to academic audiences in a variety of fields but to experts, practitioners, decision makers and the public at large. To achieve this, COASTAL will follow a multi-layered communication strategy that formulates core messages tailored to the needs and expectations of the various target audiences, and expressed in appropriate language (specialised, technical communication vs. plain, jargon-free communication using laymen's language).
4. **Exploitation of synergies.** To maximize impact and efficiency of exploitation an extensive network of external collaborations of project partners will be used, and opportunities sought to join and contribute to existing networks and platforms which have relevant remits. Key stakeholder networks which will be exploited as conduits for learning and dissemination of findings are in particular Multi-actor Partners 11 to 29 and other participants in the Multi-actor Labs. Further links will be exploited to facilitate tailoring project links to target audiences which emerge over the period of the project to contribute towards project legacy post 2022. As such, the project can draw upon a plethora of expertise, networks and dissemination and communication channels that are already in existence at partner institutions and related projects and that can reach the specific subject communities with which COASTAL wishes to engage. COASTAL needs to exploit to the fullest the synergy that can be achieved by building bridges between these existing resources, and must avoid a duplication of effort. Therefore, achieving better co-ordination and cross-fertilisation of existing communication and dissemination activities is central to COASTAL's mission.

1.3.1. Communication in H2020 projects

Communication about COASTAL aims to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value by:

- showing **how European collaboration has achieved more than would have otherwise been possible**, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- showing **how the outcomes are relevant to our everyday lives**, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- **making better use of the results**, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

Strategic communication involves the following principles:

- Targets, audience and message clarified before deciding on the media,
- Focus on formulating the right message before choosing the appropriate media,
- 'Why' or 'what' questions are answered, as objectives are clearly defined,
- Creative people plan to achieve desired outcomes.

1.3.2. Dissemination in H2020 projects

Dissemination of results is a contractual obligation for projects funded under the Horizon 2020 programme. Horizon 2020 beneficiaries, therefore, conduct various dissemination activities through different means including electronic tools such as project web sites, e-publications, information platforms, and printed

material such as leaflets, press releases, posters, as well as various events including stakeholder workshops, thematic meetings and conferences at national and European level. At the same time, however, dissemination activities shall be compatible with the protection of intellectual property rights, confidentiality obligations and the legitimate interests of the owner(s) of the foreground, as stated in the EU Grant Agreement. In many countries (including most Member States) and under the European Patent Convention, an invention is no longer patentable once it has been disclosed; therefore, it is important that care is exercised in contemplating publication of project results.

To implement dissemination and exploitation activities effectively, it is important to have a good understanding of the definitions of the respective terms and concepts within the context of Horizon 2020 projects. COASTAL partners are therefore encouraged to consult the following key documents and online sources for the definition of various terms and description of various procedures and processes as well as the respective roles and responsibilities of each party.

- The COASTAL Grant Agreement including:
 - Annex 1 – Description of the Action (DoA), in particular description of WP6. Dissemination and Exploitation in Part A, and section 2.2 Measures to maximise impact in Part B; and
 - Terms and Conditions of the Grant Agreement, in particular subsection 3 (Rights and Obligations Related to Results).
- COASTAL Consortium Agreement, in particular section 8 (Results), section 9 (Access Rights), and section 10 (Non-disclosure of Information)
- European IPR Helpdesk's Fact Sheet "The Plan for the Exploitation and Dissemination of Results in Horizon 2020"

https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf

1.4. Professional Involvement

COASTAL is pursuing a multi-actor approach at governance (e.g. European, national) and territorial (e.g. regional, local) levels to involve stakeholders at the earliest stages of project scoping and design. This has included the identification of challenges relating to the Multi-actor Lab case studies, and current and prospective future sources and routes of information by stakeholder groups, and the direct project engagement of multi-actor partners in each case study.

A multi-actor approach is followed to analyse the social environmental and economic land-sea interactions in a collaborative System Dynamics (SD) framework, taking into consideration the short-, mid- and long-term impacts of decision making and feedback mechanisms on coastal and rural development. The project is organised around interacting Multi-Actor Labs (MALs), combining tools and expertise for six case studies representing the major coastal regions in the EU territory. In each MAL local actors and experts participate in collaborative exercises to analyse problems, analyse the causes, propose and discuss solutions, and validate and interpret the impacts of simulated business and policy decisions.

A multi-platform outreach approach to dissemination will bring COASTAL results to the market place, highlighting why and how outcomes will benefit target audiences. All non-confidential products generated will be freely and openly available (e.g. COASTAL website, COASTAL Knowledge Exchange Platform; OpenAIRE EC platform). An essential activity is the design and running of a Europe-wide dissemination campaign to:

- i) create stakeholder awareness of the Multi-actor Lab case studies and the project as a whole;
- ii) disseminate results;
- iii) develop networks of practitioners and other cases of coastal-rural interactions;
- iv) create the basis for a significant legacy of project outcomes;

- v) dissemination of success stories of achievements of COASTAL to promote adoption of the approaches to sharing knowledge, add value, lever resources and promote project innovations and synergies amongst end-user and stakeholder communities in the coastal-rural areas.

1.5. Continuity and document maintenance

This deliverable D21 (D6.1) will be maintained and formally updated as needed, as the project proceeds, based on inputs from all partners in their regular progress reportings. Upon the very first update a revision history log will be added. When changes occur, the document's revision history log will reflect an updated version number, the date of the new version, the author making the change, and a summary of the changes.

Partner input tables on communication-dissemination plans will be kept live on the project restricted access intranet site and regular reminders will be sent to partners requesting for updates to ensure that continuous supply of information is provided.

2. AUDIENCES AND TARGET GROUPS

It is of strong interest to the project and its partners to disseminate its ideas and results to a community as wide as possible – although being focussed on the identified main target groups in order to reach the objectives of dissemination and exploitation.

The ambition of COASTAL is to mitigate a number of existing scientific, technical and operational challenges which need to be addressed to improve land-sea collaboration and coastal-rural synergy.

COASTAL's Dissemination and Impact Strategy targets the following audiences:

1. EC and its agencies, international bodies and government representatives, tailoring findings for design of measures in policies and mechanisms post-2020 (e.g. Blue Growth, rural development, coastal environment, climate change, CAP, Biodiversity Strategy, Marine Strategy and Spatial Planning, Renewable Energy Strategy, Social Cohesion Policy, etc.).
2. Local, regional and national governments, policymakers and technical staff relating to case study areas and associated MALs to participate in scenario and knowledge sharing activities.
3. Public-private businesses, regulatory and managing authorities, regional enterprise and planning authorities, representatives of rural area-based and coastal-based industries, and citizens to identify opportunities for investment and job creation by using enhanced synergies between land and sea-based activities.
4. NGOs, civic organisations, local community representatives relating to case study areas and associated MALs to participate in scenario and knowledge sharing activities.
5. Citizens and community groups with particular focus on the case study areas to identify opportunities to address local issues, and co-construct local implementation.
6. Scientists in disciplines relevant to coastal-rural interactions in social and natural sciences, climate change adaptation, biodiversity, landscape planning, and economics.

Table 2 shows the list of the most important *target audiences* for COASTAL the *geography* of their interest (e.g. Europe-wide, EU, national, regional) and the *purposes of the information exchanges* (e.g. influence and adoption, originating ideas and identifying concerns, training and education, information provision, feedback, dissemination).

External communication activities will support the creation of impact of **COASTAL**, seeking to maximise awareness of project aims, activities, and results amongst relevant audiences. Means of communication will be carefully designed to reach different target groups. Through effective communications, **COASTAL** will

create optimal conditions for transferring and exchanging knowledge between *science and practice labs*, and *across European, national and local levels*.

Table 2 COASTAL's main target audiences

National, regional and local levels	International and EU level
<ul style="list-style-type: none"> National regulators and policy teams Communities in case study areas including private and public sector practitioners: experts and local action groups, advisory services, rural operators, industry NGOs, civic organisations, local community representatives Knowledge brokers and consultants Civic society and general public Research and scientific community 	<ul style="list-style-type: none"> United Nations SDG Teams EU level policy makers or institutions (e.g. DGs AGRI, ENV, MARINE, GROW, CLIMA, EU Climate Change Risk Assessment, EIP Water), European Political Strategy Centre EU Committee of the Regions EU level representative groups or professional bodies European and international institutions EU level NGOs, civic society associations Scientists

By monitoring stakeholder engagement and use of information, we will adapt and improve mechanisms to ensure products are fit for purpose in enhancing synergies between land and sea-based activities. Further stakeholders will be invited onto the MALs, and communication platforms designed to analyse their interactions and maintain their involvement throughout the project (WP1). The proposed set of groupings is presented in Table 3.

Table 3 Nature and means of engagement of COASTAL's main target audiences

Target audiences	Description of Engagement	Mechanisms for engagement
Science laboratory	COASTAL internal communication: scientific staff from different disciplines and countries ()	Internal meetings
Policy-makers at EU level		
The European Commission + European Parliament	Communication channels will be used throughout the project for informing EC-level policy and decision-makers in EC DGs responsible for connected policies relating to coastal-rural interactions (AGRI, ENV, MARE, REGIO). Engagement with European Parliament will focus on <i>Intergroups</i> : Biodiversity, countryside, hunting and recreational fisheries, Climate change, sustainable development and biodiversity, Common goods and public services, European tourism development, Rural, mountainous and remote areas, Seas, rivers, islands and coastal areas, and Social Economy.	Targeted COASTAL leaflets, website and e-newsletters, social media, event attendance. Final conference (WP6).
Policy-Makers at local, regional and national level		
European, national and regional level decision-makers	European, Associated and non-EU countries (e.g. policy makers and practitioners) will be closely involved through direct participation in project activities, provide feedback and will seek to benefit from COASTAL findings/guidance at different geographic levels. Some will be: (i) contacted and interviewed as experts in relation to scenarios (WP5) or; (ii) invited to participate in workshops focusing on business and policy support (WP3)	Scenarios and transition pathways (WP5), COASTAL Knowledge Exchange Platform (WP6), SD models for coastal-rural interactions and generic tools for business and policy support (WP4), multi-actor workshops. Final conference (WP6).
Stakeholder laboratory	Local level policy and decision-makers (e.g. public administrations) in case study areas to co-develop and use transition pathways and policy frameworks of regional or local	Project interactive knowledge exchange web platform (WP6), workshops on analysing land-sea

Target audiences	Description of Engagement	Mechanisms for engagement
	responsibility (e.g. RDP). Locally grounded stakeholders involved MALs will provide feedback on the conceptual analysis of land-sea dynamics (WP1), implications of the implementation of strategic business road maps, policy guidelines and diffusion strategies (WP3), and generic feedback on the impacts for business and policy alternatives using the generic toolbox (WP4).	dynamics (WP1), business and policy support (WP3) and scenarios (WP5); Final conference (WP6).
Private and public sector practitioners: experts and local action groups		
Stakeholder laboratory	<i>Private and public sector practitioners.</i> Local practitioners involved in case studies contributing to co-development of transition pathways (WP3), and provide feedback and/or benefit from such approaches.	MAL workshops (WP1), feedback on scenario exercises (WP5).
Knowledge brokers	Practitioners and advisors working with local development strategies at one level, and giving guidance on policy design or business opportunities, at another level. These are generally between the <i>science</i> and <i>stakeholder labs</i> . Some local knowledge brokers will be directly involved in consultations in the MALs, and use the COASTAL Knowledge exchange platform; others will be informed, provide feedback and/or use the tools for business and policy analysis.	Project website and interactive Knowledge Exchange Platform (WP6); tools for business and policy analysis (WP4); social media, local workshops, Final conference (WP6)
NGOs, civic organisations		
Stakeholder laboratory	<i>Environmental NGOs and Civil Society</i> stakeholders in RDPs and their roles in relation to public goods (e.g. carbon management, flood risk mitigation, landscape, soil quality). Some will be involved in consultations in case studies at local or territorial levels for feedback.	Project website and interactive Knowledge Exchange Platform (WP6); tools for business and policy analysis (WP4); social media, local workshops, Final conference (WP6)
Multi-disciplinary projects and innovation actions		
Science laboratory	<i>Multi-disciplinary projects and innovation actions</i> relevant to COASTAL (e.g. ROBUST project) providing feedback, sharing knowledge, co-dissemination.	Project website and interactive Knowledge Exchange Platform , newsletter, social media (WP6);
Academia and research		
Science laboratory	<i>Scientists external to the project</i> providing feedback, sharing knowledge and using COASTAL outputs in further development of research and thus beneficiaries.	Project website, scientific articles.
General public		
Citizens/the public	Explaining significance of the research, and potential benefits of enhanced synergies between land and sea-based activities, fostering rural and coastal development thus serving society.	Project flyer, website, e-news, social media, KEP (WP6).

See **Appendix 4** for the target groups and related types of communication/dissemination purposes identified so far by the COASTAL consortium. **Appendix 4** will be regularly revised and updated by the Communication Officers Team.

3. COMMUNICATION ACTIVITIES/ CHANNELS AND MODES OF DISSEMINATION

3.1. Introduction

Dissemination activities focus on sharing its results in technical terms whereas *communication activities* aim at informing the public at large about the project's existence, objectives, and impact on the daily lives of its citizens.

A key objective of communication activities is to engage the public, actors and stakeholders, particularly local stakeholders who have not directly been involved in the sectoral and multi-actor workshops. An additional objective is to raise their awareness on Land-Sea collaboration, encouraging dialogue, receiving feedback and increasing public literacy on the subject, including by showing in layman's terms examples of synergistic business and policy analyses. Furthermore, a selection of the communication material will be translated in local languages to serve the local dissemination actions.

To use effective communication channels and reach a wide audience, **COASTAL** will apply the following **principles** in its communications:

- A multi-lingual project: Although the project will be conducted in English, key outputs or their summaries will be translated into multiple languages, with translations into all languages relevant to the MAL case study areas, for the project leaflet and newsletters, and for the guidelines and recommendations for policy-makers, private and public sector practitioners, NGOs and civil society.
- Equality of rights to information, in line with rights of data access and open publishing, whilst protecting intellectual property rights, materials which may conflict with business interests or otherwise compromise the effectiveness of tools in approaches to formulating and evaluating business solutions and policy recommendations.
- Each communication mechanism will be accompanied by a brief summary to aid its use and so support access to more detailed information.

COASTAL will use a wide range of communications tools to promote the project and its findings to influence, elicit responses, and inform target audiences. They are designed to enable reach to audiences at international (i.e. beyond Europe), European (EU, institutions, Member and non-Member States), national, regional and local levels. In every case, the final design of mechanisms is subject to highest levels of quality control and ethical standards.

3.2. Networking and Knowledge Exchange

3.2.1. Internal communications

Management of the communications mechanisms will be designed to ensure good quality interactions and coordination of activities between project participants and between WPs and aid the timely provision of deliverables.

The partnership has a history of strong links between members either joint working on different EU projects or collaborating on publications. Partners use email, Skype and videoconferencing facilities for regular contact.

The Dissemination Exploitation and Communication Team (DECT) consists of delegates (communication officers) from each partner who are responsible for managing, documenting the partner's communication, dissemination activities and preparations for exploitation, reporting it on a quarterly basis to the WP6 leader

GEO. This team will contribute to updating the Dissemination and Communication Plan annually, as well as moderating the iterative co-creation process of the development of first the draft and final exploitation plan with partners and stakeholders. The Team will work with WP3 and WP5 to understand and plan approaches to creating legacy impacts of COASTAL. The Multi-Actor Labs will have a key role in organising events and informal exchanges, bringing together experts, business and administration representatives, to discuss the potential for exploitation of the project outcomes. A draft Exploitation Plan will be produced (month 35; D6.2), followed by an adapted, operational Exploitation Plan (month 47; D6.4).

To fully exploit the capacities of COASTAL for knowledge exchange a management process is ongoing to track the generation, storage and transfer of knowledge, aligned to the Continuous Reporting, open access to data, and long-term security of outputs in repositories.

3.2.1.1. Intranet portal

To enable Continuous Reporting throughout the project in the EC SyGMa System GEO will provide space for a restricted access intranet portal to the COASTAL consortium as intranet to facilitate the following functions in a manner compatible with the new EU regulation for the protection of personal data (GDPR):

- i. Working files share space
- ii. Repository of project documents
- iii. Project progress tracking
- iv. Stakeholder database management

Specific measures for compliance with the GDPR are described in Ethics deliverable D02. A direct link (partner login) from the project website enables consortium partners to get access to the project intranet portal with a person specific username and password.

3.2.1.2. Video and mobile interactions

Skype for business will be used for management and WP video-conference discussions, team meetings and bilateral meetings between partners.

3.2.1.3. Social aspects of scheduling of meetings and workshops

When and how to schedule meetings and workshops is often the most important aspect in making them successful. The COASTAL consortium is committed to follow family friendly project planning (e.g. avoiding meeting related travels on weekends), as much as possible, to ensure balance against practicalities and take into account cultural, seasonal and other aspects in scheduling and timing of both internal online or physical meetings and workshops and events organised for externals. The COASTAL consortium is geographically scattered across Europe therefore time-zone differences will also be taken into account when scheduling.

3.2.1.4. Approaches to documenting and archiving communications

Quarterly project progress reports will provide a catalogue of the documentations of communication and dissemination efforts by each partner. For the communication /dissemination activity report template see **Appendix 8** of this report.

Appropriate folder structure at the COASTAL intranet will provide space for partners for storing evidences of their communication and dissemination activities, including

- presentation materials
- photos of communication/dissemination events
- printscreens of online communication/dissemination events
- metrics on dissemination activities,
- best practice guidance with documenting and minuting key discussions.

3.2.2. External peer-to-peer exchange

Networking and synergies - all partners commit to present project objectives, activities and results via their own websites, social media and newsletters, and contacts at events/conferences/workshops. This will include visits, meetings, exchange of information, or participation in information platforms, through other projects, initiatives related to project objectives. See **Appendix 6** for projects and other initiatives that the COASTAL consortium has identified for networking. **Appendix 6** will be regularly revised and updated by the Communication Officers Team.

Active participation in national and international events: the consortium will present key project results and achievements in at least 18 events. Mechanisms will be workshops, exhibitions, panels, posters, conferences. See **Appendix 5** for relevant events that the COASTAL consortium has identified. **Appendix 5** will be regularly revised and updated by the Communication Officers Team.

For more details on networking and events also see Section 4.4.2 on external collaborations.

Table 4 summarises the communication activities and channels that target specific audiences at different levels. For more details on the communication, dissemination and implementation plan see Chapter 7.

Table 4 Communication activities and channels targeting specific audiences at different levels

Communication activity	Target audiences					
	Policy-makers at EU, local, regional and national level	Private and public sector practitioners: experts and local action groups	NGOs, civic organisations	Multi-disciplinary projects and innovation actions	Academia and research	General public
Project website	x	x	x	x	x	x
Popular articles, interviews in online and print mass media	x	x	x	x	x	x
Videos		x	x	x		x
Infographics	x	x	x	x		x
Online broadcasts	x	x	x	x	x	x
Flyers, brochures, posters, banners and hands-on materials	x	x	x	x		x
Social media (Twitter, LinkedIn)	x	x	x	x	x	x
Policy briefs	x					
Articles in peer-reviewed journals				x	x	
Presentations at conferences	x		x	x	x	

3.2.2.1. Stakeholder workshops, consultations, participatory events/action research

Methods for securing timely and appropriate interaction with stakeholders and end-users and the public will be developed such that **COASTAL** achieves and maximizes the required impacts. Recognising the importance of **face-to-face communication** (in addition to other means) COASTAL will utilize stakeholder interactions in workshops to elicit feedback and test tools and prospects of uptake (e.g. transition pathways in WP5, on the COASTAL Knowledge Exchange Platform, WP6). To develop the materials for practical applications in local contexts COASTAL will actively involve stakeholders through **MAL workshops**, in *local*

languages where appropriate, for the benefit of the targeted end-users. The process will be designed to bridge gaps between science, policy and practice, NGOs and the general public.

The planned project workshops and informal meetings will be exploited to bring the economic and environmental potential of improved coastal-rural collaboration and systems-analytical approach of COASTAL to the attention of interested farming and fisher associations, tourist and harbour developers, municipalities, regional planning agencies, and other authorities. Each local R&D partner will organise at least 2 info sessions per year with demonstrations to which relevant local stakeholders will be invited.

Through liaising with the DG Agri Research Programme Officer timely and targeted briefings - in clear and understandable language with enlightening examples - will be held for European authorities and officials (in the form of dedicated meetings, lunch-time conferences; or article in EC internal newsletters) from the project outset to exchange information about COASTAL and obtain feedback on requirements for delivery to the EU's priority of Jobs and Growth, and delivery of policies on CAP, Biodiversity and the 7th Environmental Action Plan, etc. On project conclusion, in addition to the Final conference, a briefing event will be sought with key relevant European DGs (AGRI, ENV, CLIMA, REGIO, RTD), agencies (EEA - European Environment Agency, JRC – Joint Research Centre) to present findings and feedback on the COASTAL tools, evidences of testing in case study MALs, and potential to apply lessons elsewhere across Europe.

3.2.2.2. Dissemination workshops

A series of MAL events/workshops will be arranged to engage with stakeholders in **COASTAL** in case study areas. The aim is to hold a national dissemination event for each case study area with participation of additional local stakeholders. The involvement of such stakeholders will be designed and implemented in WP1 to enable co-production of stakeholder-relevant deliverables. Local level events and supporting documentation will be conducted in national languages to aim directly at the end-users in countries of the case study areas. A European level event will also be held for organisations from EU and non-EU Member States to ensure engagement with bodies with remit operating at a continental level. Such workshops will be designed to engender positive and productive engagement of local stakeholders to facilitate dissemination to other relevant groups (e.g. using **COASTAL** information sheets, synoptic PowerPoint presentations, business breakfasts, video clips, participatory video). The production of participatory materials will adhere to the relevant elements of the Data Management Plan and Ethical requirements regarding participant rights (e.g. privacy, informed consent).

Workshop outcomes will be systematically collected and disseminated on the web portal, social media and contemporary mechanisms. Narratives from participation events will be used to develop 'end-user' oriented messages for publishing on the website, social media and online broadcasts. These messages will be co-developed with the DECT and the Scientific Advisory Board and MAL partners. Workshops will be accompanied by mechanisms for collecting feedback and evaluation of content and processes of events. Through the inclusion of national and regional policy-makers and stakeholders, information and conclusions from workshops will be fed back into the relevant policy, practice, and scientific forums.

3.2.2.3. Organisation of and participation at other events

All opportunities will be thought to organize targeted thematic events that add value to project events, e.g. special sessions of international conferences, as well as at events organised by the EC.

Where possible side events and exhibitions within the major international conferences will be organised or attended to reach a wide number of participants, enhancing the project visibility and involving both relevant stakeholders, business/technology partners, authorities and general public. Taking into consideration the budgetary limitations the main criteria for participation are the outreach to relevant stakeholders and the scientific quality.

Partners will participate in targeted events, fairs and conferences, as well as in regional, national and international events to present the project and developing networking opportunities. Presentations will be given by relevant partners as speeches during conferences, poster presentations during congresses, or

technical /business workshops already taking place at EU and international level. For more details also see Section 4.4.2.1. For the initial list of events that are identified by the COASTAL consortium for networking and dissemination see **Appendix 5**.

3.2.2.4. Final conference

In order to strengthen the visibility of the project, fostering exploitation of project results, and presenting it to general public, target groups and relevant stakeholders, the consortium will organise a final conference. Project findings and results will be presented at the conference and the KEP will be promoted for wider exploitation.

The final project conference will be organised back to back with COASTAL's final project meeting. At least 100 European participants, a wide range of stakeholders, will be invited to this event, which will also address the general public, researchers and other target groups. The **final conference** will be designed as an *open international science and stakeholder conference*. It will provide a synthesis of the research findings and the impacts created by the project on the primary analysis and policy and practice-oriented findings and recommendations and putting the outcomes of **COASTAL** into a wider context. The primary target audience will be those with **European and national level policy responsibilities and interests**, including representation from outwith Europe.

Partners involved will establish sufficient time for: organizing the events, identifying the venue and dates in advance, notifying target audience, setting up the format of the conference to ensure participants' needs, as well as maintain a high quality, professional image for all aspects of the events, including advertising materials, programme and proceedings etc.

A **webinar tool** will be used to webcast the plenary sessions to reach wider audiences.

Outcomes of the discussions will be made available in the form of conference proceedings on the COASTAL website.

The indicative date of the conference: March 2022 (with regard to holidays in April: Easter Sunday 17 April, orthodox Easter Sunday 24 April).

3.2.3. COASTAL DISSEMINATION CHANNELS

3.2.3.1. Project website

The internet is an unrivalled source of information and has become a very important channel for communication.

The COASTAL website (www.h2020-coastal.eu) is a key management tool, capable of improving the communication and dissemination of project activities and results to a wide range of stakeholders from experts and specialists, to policy decision makers at all levels and public funding authorities, as well as the general public and local citizens.

GEO creates and updates the project website based on contributions from all partners.

The site hosts information of aims, objectives and scope of COASTAL, partnership, key findings, and: (i) working material and activities; (ii) search facilities; (iii) downloadable tools, reports, synoptic video and Powerpoint presentations, and dissemination materials. Its management ensures contemporary content and up-to-date news on external policy and science developments relevant to project remit. It will be maintained for up to 5 years after project completion.

The structure of the starting page with later plans for the knowledge exchange platform is described in Figure 1.

Appendix 3 gives further guidance on more technical details and for working with the website (incl. content supply, maintenance and further development).

3.2.3.2. COASTAL Knowledge Exchange Platform

Based on inputs from partners GEO sets up a Knowledge Exchange Platform (KEP) (by Month 12, to support Multi-Actor COASTAL exchanges MS2) at www.coastal-xchange.eu that will foster:

1. communication, aggregation and synthesis of individual findings in the WPs; and
2. communication of knowledge with stakeholders both during the project lifetime and beyond.

The COASTAL Knowledge Exchange Platform (www.coastal-xchange.eu), to be launched in month 12 (MS2) to connecting the Multi-Actor Labs and also provides a platform for continued knowledge sharing and capacity building as a project legacy.

The following products and services are foreseen:

- fully documented, synergistic SD models, including tutorial applications and base data;
- a toolset of SD model constructs, consisting of generic feedback structures, response functions, and modelling guidelines,
- a methodological framework for coastal-rural synergy, including guidelines for the organization of MALs,
- synergistic business road maps and policy guidelines for land-sea collaboration, which are scientifically underpinned and clarified;
- a platform for offline and online exchanges of expertise and experiences between coastal and rural stakeholders and researchers facing similar challenges,
- direct access to new harmonised performance indicators for coastal and rural development, and coastal-rural synergy;
- direct online access to the tutorial tools and example applications for demonstrating the principles and potential of the COASTAL methodology;
- technical support services to facilitate the use and adaptation of existing tools, and design and implementation of new applications to support land-sea collaboration;
- online and offline support services for dissemination activities.

In the post-project exploitation phase, a key component in the management and transfer processes to stakeholders and end-users will be the Knowledge Exchange Platform offering access to data, maps and model driven decision aids, designed to address the needs of stakeholders and end users.

In terms of access the KEP will be organised around 3 levels:

- 1st level: general access for non-registered users with examples, videos and story maps for the intended target groups,
- 2nd level: requiring registration with access to project results and some degree of interaction (i.e. basic training),
- 3rd level: post-project services against a fee (case-specific solutions, in-depth training, etc.)

Based on inputs from WPs the COASTAL Knowledge Exchange Platform will be programmed and technically maintained which will not only host a networking facility for promoting cooperation and implementation of pathways and business models of coastal-rural interactions, but also serve the exploitation of project outcomes (also see Chapter 5) and provide a platform for continued knowledge sharing and capacity building as a project legacy.

3.2.3.3. Publishing COASTAL on other websites

Solutions and MAL case studies will be profiled on cross-disciplinary and cross-project platforms. Press-friendly **citizen-focused** articles will be produced to launch solutions, linked with human interest narratives to encourage press uptake of project outputs. Succinct, tailored sections of re-useable text will be prepared for dissemination through partners' channels and to accompany effective and visually coherent use of video clips, infographics, icons, explorable explanations and images produced in WP6.

3.2.3.4. Online media, social media and visual support

Accessible by local to international **professional stakeholders**, widely read online and print media will be targeted with articles.

Targeted promotional campaigns – online promotional campaigns will be launched throughout the duration of the project, exploiting the latest trends and functions of social media (Twitter, LinkedIn) and utilising visually appealing graphic designs. Ad campaigns will be launched to increase visibility amongst the targeted groups.

To maintain ongoing contact, interest and awareness, a comprehensive **social media strategy** will be implemented through **Twitter** (https://twitter.com/h2020_coastal) and **LinkedIn** (<https://www.linkedin.com/in/coastaleuproject/>) which will adhere to relevant regulations, ethical considerations and personal privacy. This will foster networking and linking opportunities, allowing a larger participation and engagement of target groups and stakeholders. A project profile will be designed and regularly updated to serve as an interface with a broader range of stakeholders. These stakeholders can facilitate communication and exploitation, and will be especially useful to promote interaction with relevant discussion groups, related to the topic of the project.

LinkedIn is a social media channel with a professional focus. It enables users to connect and share content with other professionals, including colleagues. As such LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, make business contacts, and establish themselves as experts.

COASTAL's Social Media Strategy

The social media strategy aims at:

- Identifying and approaching persons and organizations already active in fields related to the project activities (e.g. professionals in LinkedIn).
- Get project/ service well known through social media and call for "Action".
- Spreading news/content about the project: project content, activities, news, results etc.
- Engaging social media followers, preferably by directing them to the COASTAL project website and the COASTAL Knowledge Exchange Platform site
- Creating interactive forums at European and national scale

Actions to be performed in this context includes:

- Identifying and approaching the relevant persons and organizations
- Open European accounts in proper media: LinkedIn, Twitter and Facebook
- Get enlisted in relevant LinkedIn Professional Groups
- Regular social media posts aiming at informing or initiating discussions/debates/feed back
- Social Media Campaigns: Boosting posts towards the target group
- Establishing national social media accounts as appropriate or using already existing accounts with relevant followers/members

A social media content calendar will be implemented and updated regularly through an editable content sharing platform. This will enable coordination of regular posts on Twitter and LinkedIn retweets, and the sharing of content by partner social media channels. For an overview of social media accounts of partners and

most relevant EU social media accounts by topics relevant to COASTAL see Section 2.5 and 2.6 in **Appendix 2**. Social media photo campaigns will encourage engagement amongst civil society or consumers.

For guidance on how to use social media sites responsibly, how to grow social media accounts and how to keep the social media working and interactive see relevant sections in **Appendix 2**.

3.2.3.5. Traditional mass media

Traditional tools such as **targeted policy briefs**, newspapers, newsletters, articles, leaflets, magazines and press releases will also be exploited as well as in person communication by partners' participation at relevant events and workshops, final project events, briefings and so on. This is crucial for reaching a critical mass, to foster knowledge exchange, to discuss the progresses of COASTAL and challenges and to disseminate its results among the scientific community, business entrepreneurs, public authorities and other relevant stakeholders.

For **general public** audiences, press releases targeting mass media or technical press will raise the profile of activities and findings of **COASTAL**. These will be accompanied by a social media strategy to ensure a continuous flow of information for targeting impact. Through these media, targeted messages on achievements will be circulated to promote end-user awareness about **COASTAL**. For all communication materials, clear branding will include acknowledgement of EC funding.

The emergence of free-to-air, community TV channels will be targeted as a means of increasing the awareness and publicity about **COASTAL** through materials for broadcast content. Suitable outlets (e.g. local newspapers or online networks) prospectively interested in the aims and outcomes of **COASTAL** will be identified by WP6 both in the MAL case study areas and throughout Europe. Regular press and news releases will be disseminated to the **wider public**.

Popular news items and popular articles aimed at local audiences, provided in local languages in regional and local news media.

Press releases will be used to raise attention of journalists both to interesting and newsworthy items from COASTAL and/or to announce a forthcoming project event. A contacts database of editorials of relevant newspapers is continuously being built by the consortium to ensure the right targeting of press releases. The EU Commission will be informed of such events to allow reference to this media attention.

See **Appendix 7** for a list of international, national, regional and local press that has been identified by the COASTAL consortium for publishing about the project. Appendix 7 will be regularly revised and updated by the Communication Officers Team.

3.2.3.6. E-Newsletter and information notes

Newsletter - a short, visually appealing electronic newsletter sent to all subscribers and partners' networks 6-monthly, including latest news from the field, with external links, and project progress, events and results as well as serving as a platform for the exchange of good practices and networking between with other projects working on relevant topics. Utilizing a database of contacts, it will be e-mailed to interested parties, with an automatic free subscription available.

Information notes will provide synoptic information in easy to understand language, translated into local languages where agreed with partners and the advisory board. *E-briefs* targeted at different audiences will be used to convey key findings in open-access format.

3.2.3.7. Open access publications, scientific articles

Publications, press releases and articles – up to 20 articles will be published in field-relevant publications, journals, online and general media, with a preference to Open Access journals (i.e. Gold Standard) and local outlets. Green Access publishing, free of charge after an embargo period, will be considered as an alternative to increase the access to project results. All partners will act as multipliers, contributing to dissemination of articles through their networks.

For **domain specific or interdisciplinary scientific** audiences, scientific articles will be prepared from all relevant WPs and published in leading international peer-reviewed journals through open access publishing. **COASTAL** will implement an Open Access policy by providing timely access to scientific results, either by choosing open access journals, paying for Gold Standard Open Access for key articles, or by placing manuscript versions of accepted peer-reviewed publications on a project publication repository on the web-portal (Green Standard), adhering to the rules of the relevant publishers. A Publication Plan will be developed, agreed by partners, and integrated within the Communication, Dissemination and Impact Strategy and Plan. The target is to have 12 peer reviewed papers published over the 4 years of the project and 1 year following its completion. Scientific papers will be a primary means of dissemination to the scientific audience. Technical reports to make available early information on scientific results to MALs in case studies in shorter time periods, and a basis for feedback, internal discussions and improvement of the results.

See **Appendix 7** for a list of scientific journals that has been identified by the COASTAL consortium for publishing about the project. **Appendix 7** will be regularly revised and updated by the Communication Officers Team.

3.2.3.8. Project communication through EC channels

The European Commission can also help spreading interesting project news about events and results both with the help of the project officer and via its specific freely available channels. COASTAL will be proactive in utilizing the following various opportunities, as well as responding to requests for information.

ONLINE NEWS

Headlines on the Research and innovation website of the EC

http://ec.europa.eu/research/infocentre/all_headlines_en.cfm

Headlines inform about the latest research and innovation developments within Europe and beyond, this tool explicitly have been created for projects. News items are daily selected to be published on the page.

CORDIS News

<http://cordis.europa.eu/news/>

CORDIS is the EC portal for research results. CORDIS News brings news about the latest research and innovation developments within Europe and beyond focusing on policy topics, interviews, events, projects and other news related to research and innovation in Europe.

COASTAL CORDIS page:

https://www.cordis.europa.eu/project/rcn/215949_en.html

Audiovisual news

<http://www.euronews.com/programs/futuris>

Short documentary-style television magazine in various languages, appearing at least 22 times on the EuroNews channel throughout Europe. EuroNews has editorial independence, but we are in contact with them to suggest good stories. Since it is television, this is interesting for visually appealing projects and demonstration activities. The Project Officer shall be contacted.

PUBLICATIONS

http://cordis.europa.eu/research-eu/home_en.html

Horizon: the EU's research and innovation magazine

<https://horizon-magazine.eu/>

HORIZON is the EU Research & Innovation e-magazine. It is covering the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth. It is written by independent journalists on behalf of DG Research & Innovation and is updated at least three times a week with new articles. The editorial board can be contacted via email: editorial@horizon-magazine.eu

Project stories

<https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/>

Articles about selected EU-funded research projects, which led to breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market, at the same time contributing to economic growth and creating jobs and tackling societal challenges. The Project Officer can be contacted about any interesting project outcomes. Furthermore, a journalist contracted by the European Commission may contact project coordinators.

The research*eu results magazine

http://cordis.europa.eu/research-eu/magazine_en.html

The **research*eu results**, a print magazine features highlights from the EU-funded research and development projects. It is published 10 times per year in English and covers mainly the research areas of biology and medicine, Social sciences and humanities, energy and transport, environment and society, IT and telecommunications, industrial technologies and space. The Project Officer can be contacted about any interesting project outcomes. Furthermore, a journalist contracted by the European Commission may contact project coordinators.

Newsletters

Newsletters are published by the European Commission for different research areas, the Project Officer can give more information about how to publish something in a specific newsletter.

Co-publications or editorial partnerships

The European Commission works with private publishers and international organisations to promote the dissemination of relevant publications. Scientific publications and books, including conference proceedings, may be co published in this way. Project officers can give more information.

Open access scientific publishing: Openaire

<http://www.openaire.eu/>

The Open Access Infrastructure for Research in Europe is an electronic platform for aggregating content (including peer-reviewed articles, datasets and other important scientific publications such as preprints or conference publications) from many different validated sources from Europe and beyond. Currently more than 21 million publications and almost 800 thousand datasets from almost 12 thousand repositories and OA journals. Further information on the functionalities of the systems is available here:

<https://www.openaire.eu/intro-to-functionality/>

COASTAL OpenAire page:

https://www.openaire.eu/search/project?projectId=corda__h2020::8fa92231ac8051822ce20029a72c9a1a

COASTAL OpenAire page will be checked upon in every project quarter.

A research result publishing platform and publication repository related to Openaire is ZENODO managed by CERN. More information is here:

<https://www.zenodo.org/features>

CORDIS Wire

http://cordis.europa.eu/guidance/wire_en.html

The simple page of CORDIS Wire is accessible after registration for free where in the user profile the Wire contributor function needs to be checked in to enable publishing articles or events to the CORDIS News and Events pages. These articles are moderated by the editors at CORDIS. Requires one-time registration at <http://cordis.europa.eu/wire>

EVENTS

Events at the Research and Innovation portal of the EC:

<http://www.ec.europa.eu/research/index.cfm?pg=conferences&filter=all>

This website displays research and innovation-related conferences and events. An event can be announced into the event calendar by using the following form:

<http://ec.europa.eu/research/index.cfm?pg=event-submission>

The selection criteria are that the event has to be related to research and innovation activity in the EU.

Events on the CORDIS website under News and Events:

http://cordis.europa.eu/news/home_en.html

This website displays research related conferences and events, submitting an event requires one-time registration on the CORDIS website.

Conferences and events organised by the European Commission

Throughout the year, the European Commission (co-)organises a variety of conferences, both in Brussels and elsewhere. These may include exhibition areas or sessions at which projects and results can be presented.

3.2.4. Visual identity

A solid and appealing Visual Identity has been designed (1) to shape the project's brand, reflecting its core values and (2) to visually assist targeting of key messages to ensure that throughout the 4 years of operation of the COASTAL project the members of the project consortium can prepare their communication materials in a coherent way. The key messages to be conveyed revolve around:

- current motivations, perceptions, behaviours and challenges of stakeholders in the coastal and rural development;
- key findings and insights derived from the six case studies;
- opportunities for new business and policy solutions for cross-sectoral interactions.

The Visual Identity includes a logo as well as templates and guidelines for the partners on the rules of using the communication elements aimed at promoting the COASTAL project and acknowledgement of the EU funding. All the deriving digital products, online media presence and offline materials will be made coherent in order to create brand awareness among the targeted audience. The visual identity guidelines are in line with the obligations of beneficiaries regarding information and communication and dissemination measures included in Articles 29 and 38 of the Grant Agreement Nr.773782. For details of the Visual Identity see **Appendix 1**.

3.2.5. Dissemination materials and publications

3.2.5.1. Project leaflet

The COASTAL leaflets are flyers at the level of the project and case studies. Each leaflet is an A4 size format sheet folded into thirds, a brief information document written in clear to understand language and contain general information about the work plan, participants and results presented in an attractive layout to convey its message effectively to be quickly read and understood, intended to any target groups who might be interested in the project. The MAL (case study) leaflets will be translated into the local language.

The COASTAL leaflet will be produced relevant national languages and be used for distribution to **public audiences**, at scientific meetings, and for the commercial and social interests in rural development (e.g. tourism authorities, development agencies, civic society), and other relevant stakeholders. All leaflets will also be available in electronic format via for download from the project website.

In years 3 and 4, summaries of major findings, achievements and policy recommendations will be produced tailored to target audiences.

For the layout of the initial project leaflet see the Visual Guide in **Appendix 1**.

3.2.5.2. COASTAL poster

The generic COASTAL project poster in a physical form of a roll-up poster provides basic information about the project (project title, partners, contacts), including the financial support from the EU, that is aimed to be used as back-drop to support dissemination activities during events, presentations and related social media posts. For the layout of the initial COASTAL poster see the Visual Guide in **Appendix 1**.

3.2.5.3. Project document templates

COASTAL consortium partners are provided with Word document template, Word report template, Excel template and PowerPoint template to ensure standardising the project documentation with unique visual identity throughout the project lifetime. The templates are made available in the intranet file repository system. For the layout of the project templates see the Visual Guide in **Appendix 1**.

4. INTENDED IMPACTS

4.1. Contexts for Activities

COASTAL seeks to achieve impact in the domains identified in the Call RUR-02-2017, the overall aims of the Work Programme, and the wider EU policy context within which they are integrated. At EU level, such impacts include delivering on the commitment of the EU and Member States to implementing the CAP, Council Regulation for Rural Development, the Natura 2000 Habitats and Birds Directive, the Water Framework Directive, EU Bioeconomy Strategy, 2030 Climate and Energy Framework, Circular Economy Package, Common Fisheries Policy, Integrated Maritime Policy, Marine Strategy Framework Directive, Maritime Spatial Planning Directive, Blue Growth Strategy, and the International Ocean Governance: an agenda for the future of our oceans. Other international treaties and agreements affecting the coastal environment for specific case studies are the Baltic Marine Environment Protection Commission (HELCOM), the International Baltic Sea Fisheries Commission (IBSFC), the International Committee for the Protection of the Danube River (ICPDR), and the Barcelona Convention for the Protection of the Mediterranean.

On a global scale, the project contributes to realizing the UN 2030 Agenda for Sustainable Development. In its strategy for supporting the 2030 Agenda and the Sustainable Development Goals, the EC identifies Horizon 2020 as one EU Funding Instrument supporting the SDGs, and projects in societal challenges of Rural Renaissance – Fostering Innovation and business opportunities as contributing directly to SDG 9 'Industry, innovation and infrastructure', SDG 11 'Sustainable cities and communities', SDG 12 'Responsible consumption and production', SDG 13 'Climate action' and SDG 15 'Life on land'. The aims of COASTAL of enhancing synergies between land and sea-based activities contribute to achieving the SDGs highlighted in Figure 2.



Figure 2 Policy context: land-sea interactions and SDGs

Targeting the outcomes required in the Call, and through its processes of research, COASTAL will deliver policy (Po), practice (Pr), scientific (Sc), economic (E), environmental (Env) and social (S) impacts.

COASTAL analyses the land-sea interactions by examining the dynamics of the coastal-rural system resulting from the underlying feedback structures. Local experts, scientists, and actors with complementary backgrounds in regional economics, environmental management, agriculture and blue growth interact in Multi-Actor Labs (MALs) for each case study, using a System Dynamics (SD) approach (Sc). This interdisciplinary,

synergistic analysis takes into consideration the response to endogenous and exogenous environmental, economic, social, and climatic stressors and uncertainties (E, Env, S). The approach addresses policy interventions and business endeavours with an impact on the coastal and hinterland environment. COASTAL develops a transferable set of tools and indicators allowing the quantitative and qualitative description of a wide variety of economic, environmental and social land-sea interactions, thus improving understanding of economic and social interactions in coastal areas, serving a more evidence-based business (Pr) and policy decisions (Po) at the local and regional level.

The project structure and resourcing reflects a commitment by partners to working across science-policy-society interfaces to enhance the salience of outputs, ensure their credibility to stakeholders and end-users (thus impact), and the outcome of a truly transdisciplinary process.

Impact 1: A thorough understanding of the factors (barriers and motivators) influencing behaviour and solutions to enable joint actions

Achieving expected impact and end-user relevance and credibility of methods and tools will be ensured through co-construction with end-users and stakeholders in the MALs (Pr, S). The major legislative and administrative barriers impeding economic synergy are identified and analysed through an interactive, actor-driven process in the MALs and are explicitly included in the SD model. The methodology and selected case studies allow the partners involved to develop an insight into the barriers and motivators affecting joint solutions. The MALs should further develop these insights by combining the visions of all relevant actors and interactions, building trust and social capital. Knowledge is exchanged within and between the case studies, using the tools for business and policy support developed in the project. The networking facility of the KEP will facilitate ongoing knowledge sharing and capacity building after project completion (Po).

Impact 2: contribution to the long-term improvement of sea water quality combined with the creation of added value and jobs in coastal areas and hinterland

The SD methodology and multi-actor approach intrinsically focus on the linkages between the (bio)physical, economic and social processes, thereby adopting a holistic view on solutions and quantifying the (positive and negative) externalities. Added economic value and job creation for both the coastal and rural sectors and the impacts on coastal water quality will be explicitly included as externalities in our analysis. Long term improvement of those externalities will be achieved by resulting policy recommendations and the projects connection to policy makers. The tools delivered will be generic, flexible, and demand driven, ensuring maximum potential for usage and adaptation to changing and new conditions after the project lifetime.

Impact 3: Increased potential for job and added-value creation in coastal areas thanks to the identification of new business opportunities stemming from closer cooperation between land- and sea-based economic operators

The COASTAL toolbox will permit a thorough analysis of the economic opportunities under different social-economic and environmental scenarios. The outcomes are used to formulate and analyse innovative business solutions which could not have been identified without the synergistic land-sea focus, expertise and tools developed in the MALs. This will in turn increase the potential of the job market and business operations, resulting from improved land-sea synergy. The integration of both rural and coastal actors in the toolset encourages a closer cooperation between the actors, including the formation of a common vision during the MALs. As the SD framework intrinsically accounts for the interactions between different activities, it serves as an ideal analytical framework for strengthening land-sea collaboration and creating added value and social-economic benefits.

Impact 4: Reduced negative externalities from land-based activities in the regional hinterland on sea-based activities thanks to better economic cooperation and integrated governance

The COASTAL toolbox can be used to quantify and reduce the negative land-based externalities on coastal activities and vice versa by identifying new economic opportunities and supporting collaborations and

exchanges between coastal and rural operators and agencies. For example, the tools are used to address the land-based sources of inland water pollution and to reduce the impacts on coastal water quality, which will benefit coastal activities impacted by coastal water quality, such as fisheries, aquaculture and tourism. Our case studies address land-based externalities and will collaborate to exchange knowledge and data. The tool box will also contribute to assessing the uncertainties in environmental policy indicators related to the WFD, CAP, MSFD, as well as regional directives and environmental management strategies, and on a global scale, the SDGs.

Impact 5: Creation of longer-term relationships between coastal areas serving as European flagships for rural-coastal synergies and ensuring longer and wider dissemination

The case studies serve as flagship regions for the implementation of the COASTAL methodology and associated business and policy recommendations. Close cooperation of project partners from those flagship regions is a key concept of the project, with continuous exchange of knowledge and experiences between the study regions during the project. The joint creation of generic tools and indicators for business and policy support facilitates this exchange. All partners and WPs will interact to create a durable platform for collaboration and knowledge exchange at the EU scale level, with supporting networks, including EIP-AGRI and the EU Network for Rural Development (ENRD). This will result in the creation of a professional network of stakeholders, entrepreneurs, administrations and domain experts.

4.1.1. Policy, institutional and governance context

COASTAL partners will actively seek to design and shape outputs to feed into the reform process of the CAP after 2020, revisions to the WFD, EU and national level climate change objectives and policies relevant to coastal-rural job creation (Po, E, Env). COASTAL will also monitor the high-level policy aims and priorities of the EU particularly following the appointment (Nov 2019) of the next EU Commission from 2020.

The challenge for COASTAL is to develop practical, synergistic solutions while the marine, coastal and rural regulations and jurisdictions are not (yet) harmonised with conflicting priorities, interests, budgetary boundaries, and differences in data and the performance indicators used. The administrative implementation of the policy guidelines and business road maps will be a joint effort depending on complex negotiations aimed at integrated legislation and directives, similar to cross-border collaborations. The added value of the project, and the COASTAL Knowledge Exchange Platform in particular, will be to support this process by means of evidence-based analyses and feedback on the alternatives discussed. Four out of six work packages take the governance dimension directly into consideration by supporting the direct exchanges between coastal and rural administration representatives (WP1), developing synergistic performance indicators and guidelines (WP3), developing transition pathways for sustainable regional development (WP5), and preparing and technically supporting the dissemination and post-project exploitation of the project outcomes, including dissemination with an outreach to administrations and planning agencies (WP6). In COASTAL the governance dimension of coastal-rural interactions and coastal-rural synergy will be addressed by:

- taking into consideration the existing local, regional, national and EU administrative frameworks for marine and rural strategic planning by direct involvement and interactions of the relevant coastal and rural planning agencies, operators and administrations with jurisdiction in the Multi-Actor Labs;
- identifying and analysing the best practices and examples of coastal-rural collaboration, and administrative embedding, for regions inside the EU territory and beyond;
- developing innovative solutions and mitigation measures such as direct payment to farmers, compensating or reducing the negative externalities identified and quantified in the project;
- providing a durable platform to support the exchange of knowledge between sectors, administrations, and regions, strategic analysis, and preparation of guidelines;

- developing new, synergistic performance indicators, scientifically underpinned directives, and analyses to facilitate the recognition of the added value of improved land-sea collaboration, integrate land- and sea-based spatial planning, and identify the priorities for strategic land-sea planning.

Instrumental and conceptual impact on policy of COASTAL analysis will be fostered through a programme of active engagement with key stakeholders by project partners and stakeholder participation in MALs at regional and EU levels. Facilitation of engagement will use the operational involvement of several project partners in the European Network for Rural Development, action groups of EIP-Agri and Water. Policy seminars targeted at DG Agri, DG Marine, DG ENV, DG REGIO at an EU level, and managing authorities and ministries at national and regional levels will raise awareness of the COASTAL toolbox to inspire strategic land-sea planning and contribute to the formulation of integrated coastal-rural regulations at the various policy levels (Po). Other high-profile mechanisms will be sought to maximise the potential to support policy (Po).

A large number of European administrations will benefit from the project outcomes or provide useful feedback for adjustment. These include: DG-AGRI, DG-EMPL, DG-ENV, DG-ENER, DG-GROW, DG MARE, DG-REGIO. Representatives of these administrations will be invited for a presentation in Brussels providing an executive summary of the project and progress around M24 (preceding the second General Assembly when the draft system models are available for all case studies) and following the final conference in M47, when the COASTAL Knowledge Exchange Platform becomes operational.

COASTAL will use a wide range of communications tools to promote the project and its findings to influence, elicit responses, and inform target audiences. They are designed to enable reach to audiences at international (i.e. beyond Europe), European (EU, institutions, Member and non-Member States), national, regional and local levels. In every case, the final design of mechanisms is subject to highest levels of quality control and ethical standards.

Table 5 indicates the links between expected impacts of communications, with target audiences and the required impacts identified in the Call.

Table 5 Impact Plan, linking expected communication impacts, target audiences, and the dissemination and interaction channels

Expected communication impact	Who	How	Call Impacts
A thorough understanding of the factors (barriers and motivators) influencing behaviour and solutions to enable joint actions	Local, national and European policy-makers, and international bodies Public-private businesses, regulatory and managing authorities, regional enterprise and planning authorities	MAL workshops Policy publications Infographics EC channels	I1
Better understanding of the long-term impacts of coastal and rural activities on coastal water quality and employment	Local, national and European policy-makers, and international bodies Public-private businesses, regulatory and managing authorities, regional enterprise and planning authorities	MAL workshops Policy publications Infographics EC channels	I1 I2
Access and exploit information about multi-actor analysis of business and policy options aimed at direct and	Local, national and European policy-makers, and international bodies	MAL workshops Policy briefing events Responses to policy consultations	I1 I2

Expected communication impact	Who	How	Call Impacts
indirect improvement of coastal water quality		Policy publications Infographics Online broadcasts EC channels	
Contribute to regional economic development and employment by improved exchange and exploitation of currently fragmented knowledge; promotion of social innovation	Local, national and European policy-makers, and international bodies	MAL workshops Policy briefing events Responses to policy consultations Policy publications Infographics Online broadcasts	13
Deployment of COASTAL generic toolbox for co-creation of synergistic and sustainable business and policy strategies	Public-private businesses, regulatory and managing authorities, regional enterprise and planning authorities, representatives of rural area-based and coastal-based industries, NGOs, civic organisations, local community representatives	MAL workshops Policy briefing events Responses to policy consultations Policy publications Infographics Online broadcasts	14
Access and exploit information about identification and analysis of externalities, and coastal-rural integration contributing to mitigation and compensation measures.	Local, national and European policy-makers, and international bodies	Policy briefing events Responses to policy consultations Policy publications Infographics Online broadcasts	14
COASTAL platform for coastal-rural knowledge exchange - a durable international multi-actor network and platform for collaborative development, integration and exchange of knowledge related to coastal-rural synergy	Public-private businesses, regulatory and managing authorities, regional enterprise and planning authorities, representatives of rural area-based and coastal-based industries, NGOs, civic organisations, local community representatives	Social and press media Online media Policy briefing events Policy publications Infographics	15
Improved understanding of the short-, mid- and long-term impacts of land-based activities on coastal water quality, contributing to reduced coastal eutrophication levels in the region.	Public-private businesses, regulatory and managing authorities, regional enterprise and planning authorities, representatives of rural area-based and coastal-based industries, NGOs, civic organisations, local community representatives	MAL workshops E-newsletter Information notes Traditional mass media	12
Understanding and uptake of interactive techniques for group model building and significance of system feedback and regime shifts for mid- and long-term planning of business and policy solutions.	Public-private businesses, regulatory and managing authorities, regional enterprise and planning authorities, representatives of rural area-based and	MAL workshops E-newsletter Information notes Traditional mass media	13

Expected communication impact	Who	How	Call Impacts
	coastal-based industries, NGOs, civic organisations, local community representatives		
Transition of existing scientific models and data into a practical (SD) model to support business and policy analyses; improved expertise of the contributing partners and institutes with this transition process.	regulatory and managing authorities, enterprise and regional planning authorities	MAL workshops E-newsletter Information notes Social and press media Online media Leaflets/brochures/practice sheets based on the EIP format	I3
Direct access to online, innovative tools and performance indicators and examples to demonstrate, analyse and compare different business and policy strategies	regulatory and managing authorities, enterprise and regional planning authorities	Social and press media Online media Leaflets/brochures/practice sheets based on the EIP format	I2, I3, I4
Region-specific business road maps and policy guidelines for improving coastal-rural synergy, exploiting the knowledge and experiences of the other case studies through the Multi-Actor Labs	regulatory and managing authorities, enterprise and regional planning authorities	MAL workshops Social and press media Online media Leaflets/brochures/practice sheets based on the EIP format	I2, I3, I4
Engagement of academic community in transdisciplinary research on coastal-rural interactions Dissemination of results of multiple benefits and replicability amongst academic community	Academia and research	Peer-reviewed Open Access journal publications (gold access) Scientific conferences Opportunities for long term research data (monitoring) Research infrastructure focusing on impact Expert seminars in partner countries Contributions to case country journals Networking on LinkedIn, ResearchGate	I5
Increase in number of references to integrated coastal-rural spatial planning in media and in online discourse	Citizens, communities, Local, regional and international agencies	Social and press media Case study events Social media	I1 I2

4.1.2. Scientific and educational context

4.1.2.1. Scientific context

COASTAL's impact goes beyond the state-of-the-art in scientific excellence.

COASTAL leaves behind the traditional path of projects where interdisciplinary collaboration is primarily based on the exchange of existing scientific tools, data and expertise. Instead, an actor-driven, iterative and bottom-up approach is followed. Here the ambition is to work with a strongly demand-driven framework in which

relevant actors (policy makers, authorities, sectors) collaborate to define the research needs and structure and test the tools developed and make them ready for use in policy making and land use planning.

We will foster transdisciplinary approaches for sharing new knowledge through action research, cooperation and communication between different scientific disciplines and between academics, policy actors and stakeholders in the relevant domains. Scientific outputs will be targeted at peer-review of concepts, methods and findings through scientific journals, included in internationally recognised indices, and leading domain and interdisciplinary conferences, outputs of which are consistent with the principles of Findability, Accessibility, Interoperability, and Reusability (FAIR).

In line with the Grant Agreement obligations, all COASTAL publications, including peer-reviewed scientific publications and other possible types of scientific publications such as monographs, books, conference proceedings, and reports will be published as open (gold) access.

According to the agreements as outlined in the consortium agreement, the COASTAL partners will be entitled to publish the project results in the usual scientific form. However, all concept publications must be submitted to all partners together with a request for permission to publish. One of the pages of the COASTAL website will contain an overview and archive with direct, open access to all published information.

4.1.2.2. Educational context

To ensure the efficient exploitation of project results and to stimulate new follow-up activities, the consortium has agreed that the participants have rights to grant licenses for the project results of their own to third parties. This will be in line with principles of FAIR data access and management (also see D7.2 for more details). In addition to the licensing procedure, all COASTAL participants plan to exploit the project results for their own purposes, with an aim of mechanisms being adopted by public authorities whose remits include case study areas.

A strong dissemination channel will definitely be the **demonstration of tutorial examples of coastal-rural collaboration**, based on the contributions and evaluations of local stakeholders such farmers, fisher, coastal business developers and tourist operators. Translation of business and policy strategies, tools, synergistic analyses and expertise to other EU regions will further increase the replication potential of the main project outcomes and post-project operational potential of the Multi-Actor Labs.

The dissemination of knowledge by means other than scientific publication will be granted if this does not adversely affect protection an exploitation of IPR.

4.1.3. Other environmental and social impacts

Primarily focusing upon the operation of COASTAL the project will promote energy/resource efficiency, and considering environmental and climate change impacts of travel, we will limit the number of face-to-face meetings of partners to the General Assemblies once a year. Partners will use their extensive experience in communications media for frequent online meetings.

Stakeholder meetings and dissemination events will be arranged in locations selected to reduce environmental/carbon footprints whilst enabling good participant turnout. Most project reporting and information exchange will be done electronically to reduce the use of paper and energy, and align with European Union policy on a circular economy and a resource efficient Europe. We pursue a recruitment policy and research management approach which promotes fairness, equality (e.g. gender, ethnicity, age, disabilities) and a socially healthy and inspiring work atmosphere.

4.2. Innovation: creating post-project legacy impacts

COASTAL plans for project legacy through dissemination and maintenance of products and processes through the Knowledge Exchange Platform. For more information on the KEP see section 3.2.3.2 of this report.

A suite of measures will be designed, implemented and continuously updated in the Exploitation Strategy and Plan in line with the Data Management Plan (WP7 D33/D7.2). These documents set out project approaches to access and maintenance of scientific data and outputs, MALs, models and tools, networking, and collaborations post-project, and a strategy for follow-up funding.

COASTAL co-design a suite of communications to achieve the widest possible reach amongst the wider practice community and local animators and facilitators. We use well-established European-level channels such as ENRD with which consortium members have a track record of engagement, and new mechanisms and partnerships created to reach a wide audience, and reach out own language communications to local stakeholders.

4.3. Potential Barriers and Obstacles

The D25 Risk Management Strategy (D7.1) identifies the type and potential effect of different risks to the research process, achieving its aims and objectives, and expected impacts. It also details risks associated with the publication or dissemination of data or findings, or Intellectual Property Rights; risks associated with reaching the full set of relevant audiences; and to understanding and use of findings.

The nature and cause of potential barriers to communication and cooperation between different scientific and technical disciplines, policy actors, investors and other stakeholders will be addressed when designing consultations, events and outputs, taking account of cultural issues, scheduling of activities, language, and terminology. To reduce risks of lack of buy-in a key principle will be the early involvement of end-users and stakeholders (WP1). To initiate and maintain multi-actor engagement, a programme of ongoing provision of key information will be designed, and gathering of intelligence on forthcoming challenges, initiatives and opportunities for COASTAL to facilitate positive impacts by stakeholder groups for the achievement of their objectives.

Any unforeseen changes due to the negotiations and activities post CAP 2020 could present with great unforeseen obstacles. COASTAL partners will actively seek to design and shape outputs to feed into the reform process of the CAP after 2020, revisions to the WFD, EU and national level climate change objectives and policies relevant to coastal-rural job creation (Po, E, Env). COASTAL will also monitor the high-level policy aims and priorities of the EU particularly following the appointment (November 2019) of the next EU Commission from 2020.

Another potential barrier can be in communicating messages to audiences beyond partner countries within COASTAL. Measures to overcome this will be:

- i) provide information at EU level to European networks (e.g. ENRD);
- ii) co-organise workshops with stakeholder organizations (especially with those participating in the MALs) and through networking with other projects, drawing on their ability to mobilize and interest the members, and introducing these to COASTAL;
- iii) outreach to non-EU Member States, to encourage closer connectivity in methods and exchange of knowledge in dealing with cross border issues (e.g. labour migration);
- iv) provision of resources easily accessible and online at the KEP.

Contingency and risk management arrangements beyond the risk factors for implementation will be put in place. The risk management strategy will be subject to regular check-ups and updates where upcoming potential barriers and obstacles in relation to communication and dissemination, as well as mitigating measures will be addressed.

4.4. Synergies and success factors

4.4.1. Internal collaborations

Participatory, multi-actor approaches are the backbone of COASTAL and activities of the MALs. In these MALs coastal and rural business entrepreneurs, investors, administrations, economic sectors, and stakeholder networks interact directly with domain experts to co-create business and policy solutions with a maximum potential for societal uptake.

The successful implementation of the dissemination, communication and impact strategy will be facilitated by the strong outreach capacity of the consortium partners and by the multi-actor, multi-scale and multidisciplinary team they represent, the project core consortium includes:

- 11 research institutes and 3 universities active in the field of marine science and innovation, hydrology, rural development, agriculture and integrated systems modelling
- 3 NGOs active in the field of regional development and economics, agriculture, tourism, and coastal development
- 2 farming advisory organisations
- 4 administrations involved in regional and rural development, port development, and environmental management
- 2 SMEs with expertise in knowledge dissemination, blue growth, industrial and coastal development
- 2 development agencies and 2 partners representing the business sector

The project consortium is an interdisciplinary collaboration of stakeholders, sector representatives, administrations, and scientific experts and is an ideal platform for multi-actor analysis of problems, the underlying causes, and solutions. In addition to the actors involved as partner in the project, we already have established contacts with other further actors, stakeholders, and stakeholder networks for each case study. The involvement of partners in existing collaborations is crucial: participation in end-user oriented projects and membership of international research networks of the partners.

Success in creating impacts from COASTAL through adoption of methods, during and following the life of the project will rely upon close working with all stakeholder types, the quality of **engagement and interactions, building trust, deliberation, cooperation, networking, and the development of a common pool of knowledge**. Development of relationships across the range of stakeholder types and responsibilities will be maintained throughout the project, and into the post-project period, as part of the processes of research and impact from local to international levels.

4.4.2. External collaborations: networking and events

4.4.2.1. Collaboration with other projects

COASTAL will promote its activities and collect regular information and news regarding coastal-rural interactions by monitoring and collaborating with relevant online media blogs, news portals, publications and other media. COASTAL will also establish close ties with other relevant initiatives under EU-funded, international or national programmes helping to achieve higher awareness and impact on the target group. The partners will consider participating in each other's events and organising common events. To this aim, close linkages will be established on both centralized and decentralized project levels.

With regards to the centralized approach, COASTAL has already established ties with some of the relevant EU funded initiatives.

COASTAL will make use of, and integrate with, relevant activities of projects and events to add value, avoid duplication of effort and dilution of impact on policy advisors, and maximise combined impacts. Contacts with other EU level research consortia and teams working relevant topics are well established and will be developed to ensure coherent and complimentary communications. Synergies will be sought in dissemination actions, exchange of materials, establishing links between websites and cooperation will increase efficiency of deliverables.

A number of ongoing and oncoming (inter)national Research and Innovation Activities related to blue growth, coastal environment, and rural development can directly contribute to COASTAL or benefit from the project outcomes and COASTAL methodology. Specific attention is devoted to co-operation and co-dissemination efforts with the ongoing RIA project financed under topic RUR-1-2016 (Consolidated policy framework and governance models for synergies in rural-urban linkages), the ROBUST: Rural-Urban Outlooks: Unlocking Synergies project that investigate mutually beneficial relations along rural, peri-urban, and urban trajectories. COASTAL specialises in rural-coastal interactions, therefore an important subset of COASTAL's target is cross-sectoral rural-urban linkages in coastal areas. Contacts has been made with the coordinator of ROBUST (see 4.4.2.2.) in the initial phase of the COASTAL project to initiate a joint meeting/workshop for discussing and planning mutually beneficial relations, co-creation and co-dissemination of results, methodologies and project services.

Collaboration will be established with the H2020 2016 RUR projects WATERPROTECT (<https://water-protect.eu/>) and FAIRWAY (<https://www.fairway-project.eu/>), as well as the 2017 RUR-09 projects LIVERUR & RUBIZMO. A connection will be made to support the project responding to the BG-8-2017 call (Innovative sustainable solutions for improving the safety and dietary properties of seafood) with innovative policy solutions and governance guidelines.

In addition, contacts will be established with the H2020 project PURPLE: Peri-Urban Regions Platform Europe to search for synergies and mutually share knowledge and experiences related to balancing between open space, sustainable land use and urban spatial and economic dynamics specifically in relations to coastal areas.

Regional initiatives such as the Blue Growth cluster for the North Sea (2017), the EU-LIFE Messina and the BlueMed projects, the Baltic Compass and WATERCHAIN projects, funded by the Baltic Sea Program, and the scientific Open Access platform for the Mar Menor (2017) are key projects that the COASTAL partners are active in.

For the full initial list of H2020 and other international and national projects that are identified by the COASTAL consortium for networking see **Appendix 6**.

In addition to events organised by COASTAL, partners will collaborate with organisations and institutions responsible for planning leading policy, technical and scientific events scheduled over the period of the project relating to land-sea synergy, rural and coastal development. Such collaborations will include sector leading events of organisations, thematic workshops in agro-food-environment, and scientific conferences at which COASTAL will seek to organise targeted sessions relating to sustainable innovation in coastal areas and land-sea interactions. EU level initiatives of relevance will be approached for facilitating dissemination and exploitation of results (e.g. FOOD 2030 Science Policy Dialogue; EIP Agri, EIP Water).

Means of collaborating with other projects

- Exchange of information
- Cross-referencing each other's websites
- Having bi-lateral meetings on strategy and dissemination
- Sharing information on stakeholders
- Organising joint public events
- Publishing joint articles

COASTAL will establish strong synergies with EU multipliers, ongoing initiatives, national and international networks and associations related to coastal and rural development. The EU wide dissemination and communication will be established via project partners' links to EIP Agri, EIP Water, regional development and planning agencies, Blue Growth clusters, etc. in which project partners are already members, in order to ensure stakeholder engagement, to maximise the impact and expand its network.

For the initial list of events that are identified by the COASTAL consortium for networking and dissemination see **Appendix 5**.

4.4.2.2. Collaboration with the fellow project financed under topic RUR-1-2016: ROBUST

As cooperation activities are envisaged in the RUR-02-2017 topic contacts with the ROBUST project consortium is established: Henk Oostindie, ROBUST coordinator from WUR participated at the COASTAL kick-off meeting where potential fields of common activities were discussed. Synergies will be sought e.g. in dissemination actions, exchange of materials, cross referencing in project newsletters, establishing links between websites. Furthermore, the teams working relevant topics will be developed to ensure coherent and mutually complimentary communications in the following domains whenever appropriate:

- improved understanding of functional coastal-rural-urban linkages and how these translate into varying development patterns, helping to explain growth and employment performance and sustainability;
- identification of opportunities for greater cross-sectoral cooperation and synergies; and
- provision of:
 - a set of successful and transferable governance models applicable to different types of situation and rural settings;
 - appropriate policy recommendations to enhance the development of these governance models at various scales; and
 - communication and training material to facilitate dissemination of projects outcomes and foster their uptake by a significant number of relevant authorities across Europe.
- The relevance of better managed urban-rural relationships in coastal areas on strategic land-sea planning and formulation of integrated coastal-rural regulations – with focus on coastal cities -, improved governance and increased cross-sectoral cooperation will enable further growth and job creation in rural areas in the long term.

4.4.2.3. Collaboration with EIP-Agri

Many partners of the COASTAL consortium are actively engaged in the science-policy-practice interface related to agriculture and rural development. COASTAL is applying a multi-actor approach consistently across the project implementation and as such can bring useful innovations to rural operators.

COASTAL will be registered in the EIP-AGRI's project database and the consortium will keep the EIP-AGRI Service Point informed about the project and actively seek for dissemination opportunities through the EIP-AGRI's communication channels (e.g. thematic events, EIP-AGRI newsletters both EU wide and national issues, EIP-AGRI website articles, etc.)

The resulting innovative knowledge and easy accessible end-user material from this project will feed into the EIP-AGRI website for broad dissemination. The end-user material to be produced contains a substantial number of summaries for practitioners in the EIP common format ("Practice Abstracts") including the characteristics of the project (e.g. contact details of partners, etc). A full package of practice abstracts will be produced for the project, containing all the outcomes/recommendations which are ready for practice. A "practice abstract" is a short summary of around 1000-1500 characters (word count – no spaces) which describes a main information/recommendation/practice that can serve the end-users in their daily practice. The set of practice abstracts will be submitted as a deliverable in the project and in the 'EIP common format' to the EIP-AGRI, the REA Project Officer and the DG AGRI Research Programme Officer.

Detailed guidance on practice abstracts as well as examples from ongoing projects are available on the EIP-AGRI website:

- <http://ec.europa.eu/eip/agriculture/en/content/eip-agri-common-format>

Practice abstracts are short, practitioner-oriented communications, avoiding scientific details as far as possible. A target number of 108 practice abstracts is foreseen, with the following breakdown by reporting period:

- 36 abstracts for the first reporting period (D30/D6.5, M18),
- 36 for the second reporting period (D31/D6.6, M36), and
- 36 for the final reporting (D32/D6.7, M48).

5. EVALUATION OF THE COMMUNICATION, DISSEMINATION AND IMPACT STRATEGY

5.1. Introduction

A report on dissemination and communication will be produced (month 48; D23/D6.3). Internal updates will be in months 12, 18, 24, 36 and 42.

5.2. Monitoring of Communication and Dissemination Activities

The project has an overall evaluation strategy to ensure high quality, however a separate monitoring for dissemination and exploitation is vital, since the impact of those activities contributes to the successful implementation of the project.

It is important that this evaluation is carried out on a continuous basis, to ensure:

- an effective impact assessment and update or redefinition of dissemination and exploitation activities
- the quality of the dissemination and exploitation carried out.

The following Monitoring and Evaluation tools will be set up:

1. Statistics on the usage, reach and engagement of the website and the social networks

Geonardo will be in charge of analysing trends, statistics, and the impact of each activity performed on the website and on social networks. This will allow partners to better understand the most appropriate timing, communication style and target audience of each message.

2. Monitoring of participation in relevant events

Dissemination activities within this framework will be carefully evaluated ex ante, in fieri and ex post, in order to maximize the visibility of the project. Examples of impact monitoring in this framework are: photos taken from events, registration sheets and presentations.

3. Dissemination activities reports by all partners, to be delivered in every project quarter

Every three months, all partners will deliver a report on communication and dissemination activities they have performed, using the appropriate template (see **Appendix 8**).

5.3. Monitoring procedures: reporting and feedback

COASTAL Reporting on Dissemination

To facilitate an accurate monitoring and assessment of the dissemination and exploitation activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement, therefore:

- All partners should prepare their dissemination and exploitation activities accordingly to the action plan;
- All partners should report all dissemination and exploitation activities, at least every 3 months;
- All partners should register the activities in the dissemination and exploitation reporting document (see **Appendix 8**);

All partners should save evidence of the activities conducted.

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms) and to improve communication actions if necessary.

Based on the quarterly reporting documents received from the partners, GEO will provide recommendations for the future dissemination and exploitation activities and actions.

To facilitate the process of collecting information on dissemination activities, the COASTAL Intranet folder contains all relevant and necessary templates to be used among partners.

Partners will report the dissemination and communication activities every 3 months, as part of the project’s overall reports

To ensure their compliance the partners will be monitored and regularly reminded of the their obligations in this respect, and assisted with examples if necessary.

5.4. Monitoring of Impact

5.4.1. Indicators of success

Indicators of success will inform project management of progress towards achieving project objectives (Table 6). These vary in nature by theme (e.g. scientific, policy, investment), and are informed by European Commission H2020 Programme indicators.

Table 6 Indicators to be used to evaluate the principal impacts of COASTAL communication actions

Tool /activity	Indicator to measure the impact	Targets for the project lifetime
Project website (mobile friendly)	Number of hits and country of provenance during project life time	12.000 hits from 12 countries
Project graphic identity & logo, including PPT and Word templates	Graphic identity embedded in all D&C activities	COASTAL imagery included in all project D&C activities.
Informative printable material: posters, brochures, project factsheet	Number of flyers and project factsheet distributed	20 posters, 100 project brochures, 100 practical materials
Informative multimedia material: audio-visual material, digital brochures	Number of views and downloads	2.000 views, 1000 downloads
Newsletters	Number of subscriptions to the service	500 subscribers on the distribution list
Social media campaign (Twitter, LinkedIn), partner websites	Number of posts, number of fans / members achieved	500 posts, 300 fans/members
Participation in the media (TV, radio)	Number of appearances	5 speeches/interviews
Participation in relevant events	Number of Conferences and workshops attended, number of project presentations	At least 18 events attended
Press releases campaign, publication of scientific, technical and nontechnical articles	Number of press releases, and number of newsfeed published in the partner’s website	10 press releases, 20 scientific articles submitted, 30 non-technical articles, 100 newsfeeds published in the partner’s website
Reports and other project documents (Public deliverables)	Number of downloads from the website and number of consultations	500 downloads, 2.000 consultations
Project final event	Number of participants, number of new connections established	At least 100 participants, 50 new connections established

Dissemination and Communication Standards

Communication activities will focus on inclusivity and clear messaging to foster strategic land-sea planning. A Communication Pack will be produced comprising visual and graphical materials for use to clearly and directly communicate COASTAL's mission. The pack includes a coherent visual identity for COASTAL, templates for a project logo, graphical layout for the website, slides for public presentations, project flyers and e-newsletter, social media, formal Deliverables and interim and final reporting. Guidance for use will be documented in annual updates of this document. Communication materials will be produced in English, and translated into local languages of case study areas, with icons and schematics used to support understanding. Key messages, a project summary, study 'soundbites' introducing plans of local MALs, and periodic summaries of local measures will also be translated into local languages of each case study area.

5.5. Knowledge Management and IPR protection

The objective for Knowledge and IPR Management is to provide a framework to identify, acquire and manage the knowledge generated through the project in order to create value-added products and/or services. This is to ensure a proper balance between knowledge sharing, dissemination, protection and exploitation of the project outcomes, during and after the project. COASTAL particularly aims at using and generating end-user level data, and doing this as efficiently as possible, thereby avoiding the pitfall of having to acquire massive, detailed field data, maps etc. The consortium agreement registers each partner's the background information necessary for COASTAL. For more details see D7.2 Final Information and Data Management Plan due in M6.

In line with the Grant Agreement obligations, all COASTAL publications, including peer-reviewed scientific publications and other possible types of scientific publications such as monographs, books, conference proceedings, and reports will be published as open (gold) access, for which a budget of 18 kEUR has been reserved for the case study research partners. In all cases, an electronic copy of the published or accepted version for publication will be deposited in academic or institutional repositories of the affiliated project partners. This will be done as soon as possible and at the latest upon publication. These aspects are detailed in WP7 under Task 7.3 (Information and Data Management). VITO acts as Innovation and Exploitation Manager, and Dissemination and Communication Manager and, as Project Coordinator, has the holistic overview on the overall output and level of innovation of the project. This is to avoid partial, fragmented identification of input and results. The information required for innovation assessment are critical for decisions by the Project Management Team (PMT), consisting of the WP leaders and Project Coordinator, when debating technical development alternatives, necessities for improvement or adaptation, acceptance of variations and differences in results etc. It is the PMT in particular that takes the lead in preparing exploitation of results beyond the project lifetime, analysing markets and business opportunities, and barriers to post-project exploitation and uptake of results.

The CA includes all terms and conditions related to IPR. The CA address the topics of ownerships, access rights, and communication of knowledge, confidentiality, among others. The coordinator, VITO, will monitor compliance with IPR agreements and contractual requirements and will mediate to solve any IPR-related dispute.

Nonetheless, the consortium, in the light of the envisioned exploitation plans, and in accordance with the H2020 guidelines for intellectual property rules, agree that:

- ownership of background knowledge is unaffected by the project. All partners will identify and declare in the CA items of relevant background to which access rights will be granted to one, some or all partners limited solely to the project timeframe.
- access rights to background knowledge in models, model documentation and deliverables will be granted for ensuring exploitation of foreground. From the listed background items, the consortium will identify

the critical background items needed to use foreground. In order to ensure exploitability of the foreground, the consortium has agreed to implement an access rights regime based on fair and reasonable conditions.

- all project partners are granted open access to all SD models and SD model simulations completed in the framework of this project, as it is considered essential for the knowledge exchange process.

The Consortium Agreement defines which project outcomes are to be published under the Creative Commons license, which information is owned by a third-party, which information is put under restricted access (conditional upon the agreement by the owner), and which information can be published attributed to specific individuals of the project consortium. According to the agreements as outlined in the consortium agreement, the COASTAL partners will be entitled to publish the project results in the usual scientific form. However, all concept publications must be submitted to all partners together with a request for permission to publish. One of the pages of the COASTAL website will contain an overview and archive with direct, open access to all published information: scientific articles and preprints (green access), other publications, press releases, conference papers, etc.

6. COMMUNICATION AND DISSEMINATION PLAN

COASTAL is divided into the following 'reporting periods':

- RP1: from month 1 to month 18
- RP2: from month 19 to month 36
- RP3: from month 37 to month 48

Planning of communication and dissemination activities are distributed into 9 monthly intervals to be aligned with these reporting periods. The planning of communication and dissemination activities of upcoming periods will be developed as the project proceeds.

6.1. Dissemination activities within Period 1

The dissemination activities within period 1 (May 2018 – January 2019) include:

- initializing the development of communication and media tools,
- general dissemination,
- supporting other WPs and MALs,
- initializing networking activities (press releases, events, articles etc.),
- development of communication and media tools.

6.2. Project communication and media tools in Period 1

The following project communication and media tools were made available so far within Period 1:

- project visual identity – logo, project message, templates (May/June 2018) – see Appendix 1.
- project roll-up poster in English printed (June 2018) – see Appendix 1.
- project general leaflet in English printed (June 2018) – see Appendix 1.
- social media accounts (June 2018) – see Section 3.2.3.4 and Appendix 2.
- project website (June/July 2018) – see Appendix 3.
- project summary template for partner websites (June 2018)
- press-release on 1st General Assembly and project kick-off (June 2018)

Further project communication and media tools planned for Period 1:

- project general leaflet in languages of the consortium partners (September 2018)
- MAL case study specific leaflets in English and in the respective language of the case study partners (September 2018)
- 1st newsletter (October 2018)

6.3. Dissemination activities planned for Period 2

The dissemination activities within period 2 (February 2019 – October 2019) will include

- further development of communication and media tools
- general dissemination
- supporting other WPs and MALs,
- further networking activities (press releases, events, articles etc.)

6.4. Project communication and media tools planned for Period 2

The following project communication and media tools will be made available in Period 2:

- COASTAL Knowledge Exchange Platform (April 2019)
- press-release on 2nd General Assembly (May 2018)
- 2nd newsletter (May 2018)

6.5. Project Deliverables

Table 7 shows all public project deliverables (all other reports will be confidential). Based on the table all necessary communication and dissemination activities mentioned in this report will be implemented in order to ensure that all stakeholders are informed.

Table 7 Public deliverables in COASTAL

Deliverable Nr.	Deliverable Title	WP Nr	Lead beneficiary	Type	Due date (in months)
D03 (D1.1)	Sectoral Analysis of Coastal and Rural Development	1	SINTEF	R	9
D04 (D1.2)	Multi-Actor Analysis of Land-Sea Dynamics	1	SINTEF	R	16
D05 (D1.3)	Conceptual Analysis of Land-Sea Feedback	1	SINTEF	R	35
D06 (D2.1)	Model & Data Inventory	2	HCMR	R	8
D07 (D2.2)	Knowledge Transition	2	HCMR	R	30
D08 (D2.3)	Model Validity	2	HCMR	R	42
D09 (D3.1)	Inventory of Business Opportunities & Policy Alternatives	3	ICRE8	R	12
D10 (D3.2)	Business and Policy Analysis for Coastal-Rural Synergy	3	ICRE8	R	42
D11 (D3.3)	Strategic Business Road Maps and Policy Guidelines for Coastal-Rural Synergy	3	ICRE8	R	45
D12 (D4.1)	Model Scope & System Feedback Structures	4	VITO	R	8
D13 (D4.2)	Pilot SD Models for Coastal-Rural Interactions - Case Study Level	4	VITO	R	25
D14 (D4.3)	Operational SD Models for Coastal-Rural Interactions - Case Study Level	4	VITO	R	36
D15 (D4.4)	Generic Coastal-Rural Modelling Toolbox for Business & Policy Analysis	4	VITO	R	41
D16 (D4.5)	Application of generic feedback structures to support business and policy analysis	4	VITO	R	46
D17 (D5.1)	Inventory of Scenarios & Transition Pathways	5	GREENBRID GE	R	10

Deliverable Nr.	Deliverable Title	WP Nr	Lead beneficiary	Type	Due date (in months)
D18 (D5.2)	Generic Scenarios and Transition Pathways for coastal-rural analysis	5	GREENBRIDGE	R	21
D19 (D5.3)	Application of the Scenarios and Transition Pathways to the Case Studies	5	GREENBRIDGE	R	30
D20 (D5.4)	Business & Policy Robustness	5	GREENBRIDGE	R	36
D21 (D6.1)	Dissemination & Visualisation Identity	6	GEO	R	3
D22 (D6.2)	Draft Exploitation Plan	6	GEO	R	35
D23 (D6.3)	Report on Dissemination & Communication Activities	6	GEO	R	48
D24 (D6.4)	Exploitation Plan for novel coastal-rural collaboration	6	GEO	R	47
D30 (D6.5)	EIP Practice Abstracts (reporting Period I)	6	VITO	R	18
D31 (D6.6)	EIP Practice Abstracts (reporting Period II)	6	GEO	R	36
D32 (D6.7)	EIP Practice Abstracts (reporting Period III)	6	VITO	R	48
D33 (D7.2)	Final Information and Data Management Plan	7	VITO	ORDP*	6

* Open Research Data Pilot

6.6. Dissemination Plan

Goals	Objectives	Target Groups	Content	Sources / Channels	Media/Tools available	Actions
Awareness and liaison at national, regional and local level	Develop a representative network of stakeholders within each case study country (enlarge MALs) National level = to support and liaise with the development of national framework conditions and facilitate nation-wide dissemination	Governmental organisations NGO's Financing institutions and organisations National associations of industries and services National associations of municipalities National organisations related to spatial planning Citizen's Associations Research community & Academia	Project objectives, Approach and Expected results	<ul style="list-style-type: none"> National Conferences on land-sea planning Business Magazines Scientific Journals National Newspapers and on-line news portals Info days and seminars organized by Governments and Academia Official web-sites Committees established by Central and regional Governments In person discussions and interviews 	<ul style="list-style-type: none"> First press release Content at COASTAL website Contents at COASTAL Platform Inclusion of project information or articles in newsletters of networks / organisations/associations (articles) Inclusion at web sites (partners, endorsers): links, articles Presentations at events supported by COASTAL PPT template COASTAL Poster COASTAL flyer and Infographic 	Mapping: Identify and list national stakeholders Mapping trusted sources of the stakeholders Establish mailing lists Contact and involve Stakeholders through the project sources or through other trusted sources - indirectly by means of mass media communication and/or by direct contact (e-mailing, meetings etc.)
	Participate in all major events related to land-sea interactions and strategic land-sea planning, organized within the consortium countries and at EU level.	All stakeholders	Project objectives, approach and expected results	<ul style="list-style-type: none"> Events on land-sea interactions and strategic land-sea planning, (workshops, seminars, conferences) Info days organized by regional/local Governments and Academia Newspapers, magazines etc. 	<ul style="list-style-type: none"> COASTAL website Presentations at events supported by COASTAL PPT template and standard presentation COASTAL Poster COASTAL flyer and Infographic 	Mapping events (workshops, conferences, info days etc.) Contact and agree with relevant events

Goals	Objectives	Target Groups	Content	Sources / Channels	Media/Tools available	Actions
				<ul style="list-style-type: none"> Official websites of the identified stakeholders/endorsers at local, national and EU -level 		
	Networking with European stakeholders	European Associations and networks	Project objectives, approach and expected results	Official websites International events Magazine	<ul style="list-style-type: none"> COASTAL website Presentations at events supported by COASTAL PPT template and standard presentation COASTAL Poster COASTAL flyer and Infographic 	Identifying and mapping stakeholders
Awareness and liaison at national, regional and local level	Networking with relevant projects, initiatives and networks for exploiting COASTAL outcomes beyond the project horizon	EU and national initiatives and project	Project objectives and expected results	News channels, networking through national stakeholders	<ul style="list-style-type: none"> Direct contact, press releases, events 	Mapping: Identify projects and initiatives Contacts and initiation of cooperation/liaison Consortium: EUfunded projects and initiatives MALs/national partners: National and local projects and initiatives

APPENDIX 1. VISUAL IDENTITY





COASTAL
Collaborative Land-Sea
Integration Platform

VISUAL GUIDE

Contents:

1. Introduction
2. The logo / The logo on backgrounds
3. Minimum size
3. Logo in grayscale
3. Logo in monochrome
4. Protection of logo integrity
5. Primary Colors
6. Typography
7. Design elements
8. Design on background
9. Poster / X-banner
10. Web design
11. Leaflet
12. Word template
13. PPT template

Introduction

This Visual Identity Guide has been designed to ensure that throughout the 4 years of operation of the COASTAL project the members of the project consortium can prepare their communication materials in a coherent way. This manual includes the usage rules of the communication elements aimed at promoting the COASTAL project and acknowledgement of the EU funding. These visual identity guidelines are in line with the obligations of beneficiaries regarding information and communication and dissemination measures included in Articles 29 and 38 of the Grant Agreement Nr.773782.



LOGO ON BACKGROUNDS

The symbol in the project logo reflect the multitude of land-sea connections and interactions and how a common goal and impact of the COASTAL project results can be spread and multiplied at a Knowledge Exchange Platform in Europe.



MINIMUM SIZE

The minimum usable size of the project logo is between 7-29 mm. In special cases (for the production of small items such as pens and pen-drives etc.), when there is no larger space for placing the logo, an exceptional use is allowed and accepted

29 mm x 7 mm



20 mm x 13 mm



LOGO IN GRAYSCALE

The greyscale symbol version is used when we want to reach a watermark effect. This is used partly on printed materials and on internal documents. It is always used on white background



COASTAL
Collaborative Land-Sea
Integration Platform



COASTAL
Collaborative Land-Sea
Integration Platform

LOGO IN MONOCHROME

For single colour reproductions black and white logo version of the logo should be used. These versions are recommended whenever the full-color version of the logo cannot be applied.



COASTAL
Collaborative Land-Sea
Integration Platform



COASTAL
Collaborative Land-Sea
Integration Platform

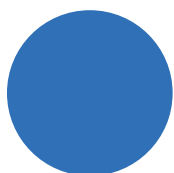
PROTECTION OF LOGO INTEGRITY

The logo should never be altered in any way.
Avoid all of the following when using the
COASTAL logo:

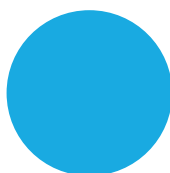


PRIMARY COLORS

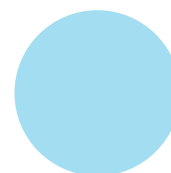
The colours were chosen to create a harmonic system with colours that match each other and reflect the multitude of land-sea connections and interactions.



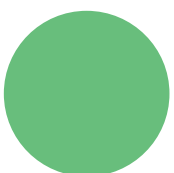
RGB 60 112 180
CMYK 80 55 2 0
#3C70B4



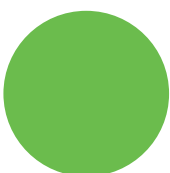
RGB 15 169 225
CMYK 72 14 0 0
#0FA9E1



RGB 162 220 240
CMYK 34 0 3 0
#A2DCFO



RGB 105 189 124
CMYK 60 1 68 0
#69BD7C



RGB 108 187 75
CMYK 62 1 95 0
#6CBB4B



RGB 50 180 136
CMYK 73 2 62 0
#32B488

TYPOGRAPHY

For the project logo (COASTAL) the typeface Gotham was chosen.
The font can be find in the attached folder.

GOTHAM BOLD

Use for headlines and to **amplify** important words.

GOTHAM THIN

Use for bodytext.

HEADING 1

HEADING 2

Plain text

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Mauris egetas aliquam nunc pellentesque mollis. In vel
eros lacinia, sodales arcu quis, fringilla velit. Pellentesque
urna justo, gravida eget purus suscipit, dapibus tristique
elit. Ut efficitur nulla enim.

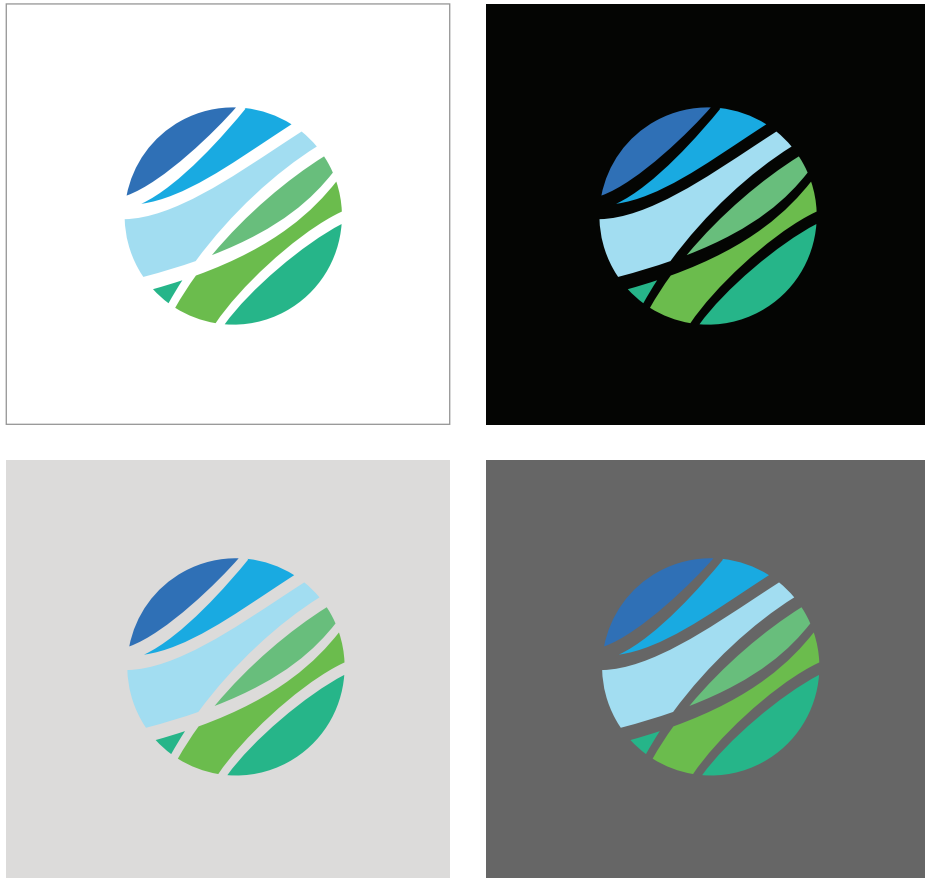


DESIGN ELEMENTS

Background printing



DESIGN ON BACKGROUND



WEB DESIGN

The project website will include:

- Information fields with data from the project documentation: project summary, partnership, etc.
- Dynamic information: news and events, project results, etc.




LEAFLET



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 773782

WORD TEMPLATE



COASTAL
Collaborative Land-Sea
Integration Platform

Title of document

subtitle


WP #, T #.#
Lead beneficiary: (beneficiary short name)

Authors: Author1 (Partner short name); Author2 (Partner short name), etc.

Approved by WP Manager:	WP Manager name (Partner short name)
Date of approval:	month, year
Approved by Project Coordinator:	Jean Luc De Kok, VITO
Date of approval:	month, year
Due date of deliverable:	
Actual submission date:	

H2020-RUR-02-2017
Project number: 773782
Project duration: 1 May 2018 – 30 April 2022
Project coordinator: Jean Luc De Kok, VITO

Project web site: www.h2020-coastal.eu
COASTAL Knowledge Exchange Platform: www.coastal-xchange.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 773901.



Executive summary

Write interesting information here...
Try not to exceed one page.

Make sure that what you write really is a summary. It should not be an introduction. Someone who reads only this section should have an overall impression of all the important things contained in the document. Conversely, someone who reads all the chapters except this one should not miss anything; i.e., there should be no information contained in this chapter that is contained only here.




This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 773782

PPT TEMPLATE




COASTAL
COLLABORATIVE LAND-SEA
INTEGRATION PLATFORM

1st General Assembly Meeting
Brussels, June 5–7 2018




This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 773782.



Overview

Case study description (1-2 slides summary with map)

- Economic activities (coastal and rural)
- Environmental pressures
- Mid- & long-term planning objectives
- ...



APPENDIX 2. SOCIAL MEDIA GUIDANCE

2.1. Introduction

Social media is changing the way individuals and organisations communicate and interact. Its use creates new opportunities to engage with audiences who are interested in all aspects of what we do in the COASTAL project.

If used responsibly and appropriately, social networking sites can offer several benefits for COASTAL participants. These include:

- building and maintaining professional relationships;
- establishing or accessing networks and being able to discuss specific issues, interests, research and experiences with other professionals globally.

This document provides guidance for COASTAL project partners on how to use social media² and social networking³ sites responsibly.

The principles outlined in this guidance can also generally be applied to other kinds of online communication, such as websites and blogs, discussion boards and general content shared online, including text, photographs, images, video and audio files.

It is important that COASTAL consortium partners display a commitment to using all forms of spoken, written and digital communication (including social media and networking sites) responsibly.

Forms of unacceptable unprofessional or unlawful communication on social media include (but not limited to):

- sharing confidential information inappropriately;
- posting pictures of people without their consent;
- expressing personal opinion related to policies or target groups;
- encouraging violence or self-harm; and
- inciting hatred or discrimination.

COASTAL project partners are required to promote professionalism and trust with staying objective and have clear professional boundaries at all times.

COASTAL project partners have a responsibility to ensure declaring any conflict of interest around material that they post on social media including financial or commercial dealings.

2.2. How to use social media responsibly

Be informed: Make sure that you familiarise yourself with how individual social media applications work and be clear about the advantages and disadvantages.

Think before you post: It is important to realise that even the strictest privacy settings have limitations. This is because, once something is online, it can be copied and redistributed.

² Social media: Websites and applications that enable users to create and share content or to participate in social networking.

³ Social networking: The use of dedicated websites and applications to interact with other users, or to find people with similar interests to one's own.

Protect your professionalism and your reputation: If you are unsure whether something you post online could compromise your professionalism or your reputation, you should think about what the information means for you in practice. It is important to consider who and what you associate with on social media. For example, acknowledging someone else's post can imply that you endorse or support their point of view. You should consider the possibility of other people mentioning you in inappropriate posts.

2.3. Steps to grow social media accounts

- First step is to map individual personal contacts as well as organisations with a potential interest in the project
- Secondly to invite these contacts to connect with the project either through the social medias or through personal messages. This will include the stakeholders involved in the project and press distribution lists (
- Followers can also be reached through so called adds (paid advertisement), which can be targeted specifically at potential followers (geographically, age, sex, interests).
- To maintain the audience and keeping accounts interactive, it is important to qualify and optimize the discussions and information provided, and do regularly postings. For this purpose, responsibilities need to be distributed among the communication officers of the Dissemination, Exploitation and Communication Team on providing discussions, posts, articles, etc. and particularly as regards the LinkedIn account.

2.4. Postings - keeping the social media working and interactive

The regular posts will aim at

- promoting the website and the KEP
- linking with contents at the website: articles, new content, events etc.
- reporting from project events (consortium meetings, workshops etc. – with photos and comments)
- informing on important progress / results / success stories of the Project
- promoting public project publications,
- reporting on participation in EU events & congresses and any other media activities of the project (radio broadcasts, TV broadcasts, etc.),
- informing of any partnership of the project
- sharing information on other associated events (EU, other projects etc.)
- sharing relevant contents from other sites (projects, EU organisations, local organisations, initiatives etc.)
- linking to interesting articles related to the project theme, etc. and beginning a thread/conversation with the social media connections (sharing/retweeting)
- LinkedIn particularly: Professional articles from the academic partners

2.5. Overview of Social Media Accounts

As for local dissemination through social media it has been decided to use existing social media accounts hosted by the project partners in those cases where new accounts are estimated to be not effective, as use of existing accounts with many followers will secure a higher outreach.

Table 1 indicates social media accounts of COASTAL consortium partners on Twitter and LinkedIn that will be used to promote the project

Table 1 Social media hashtags of COASTAL consortium partners

Partners	Twitter	LinkedIn
1 - VITO	https://twitter.com/vitobelgium	https://www.linkedin.com/company/vito/
2 - HCMR	https://twitter.com/hcmr_gr	
3 - SU	https://twitter.com/Stockholm_Uni	https://www.linkedin.com/school/stockholm-university/
4 - SINTEF	https://twitter.com/SINTEF	https://www.linkedin.com/company/sintefocean/
5 - IRSTEA	https://twitter.com/irstea	https://www.linkedin.com/company/irstea/
6 - INCDM	fb	
8 – ICRE8	https://twitter.com/@icre8eu	https://www.linkedin.com/company/icre8-international-centre-for-research-on-the-environment-and-the-economy/
9 - CSIC	https://twitter.com/CSIC	
10 - GEO	https://twitter.com/geoenvtech	https://www.linkedin.com/company/geonardo-environmental-technologies-ltd-/
11 - GRBR	https://twitter.com/GreenbridgeNV	https://www.linkedin.com/company/greenbridge-nv/
12 -VLM		
13 - POM	https://twitter.com/POMWVL	https://www.linkedin.com/company/provinciale-ontwikkelingsmaatschappij-west-vlaanderen/
14 -SEI	https://twitter.com/SEIresearch	https://www.linkedin.com/company/stockholm-environment-institute/
15 -NIRAS	https://twitter.com/Indevelop1	https://www.linkedin.com/company/niras/
16 - CRAB	Fb and youtube	
17 - LUKE	https://twitter.com/LukeFinland	https://www.linkedin.com/company/lukefinland/
18 - GAL DD		
19 - GAL DC		
20 - TEMES	https://twitter.com/costanavarino	
21 - CVF		
22 - DOAM		
23 - CARM	https://twitter.com/@regiondemurcia	
24 - FECOAM	https://twitter.com/fecoam	
25 - CRANA	https://twitter.com/ChambagriFrance	
26 - AGHO		
27 - FRAB		
28 - VLIZ	https://twitter.com/jmeesvliz	https://www.linkedin.com/company/vliz---flanders-marine-institute/
29 - GLOB	https://twitter.com/globalut	https://www.linkedin.com/company/global-utmaning/

2.6. Most relevant EU social media accounts by topics relevant to COASTAL

It is important to keep an eye on any EU social media accounts that are relevant to COASTAL to enable following the changes in the policy discourse. Table 2 lists some of the EU social media accounts that are relevant to COASTAL.

Table 2 Most relevant EU social media accounts by topics (not exhaustive) relevant to COASTAL

	Twitter	LinkedIn
Agriculture		
Phil Hogan, Commissioner, Agriculture, EC	https://twitter.com/PhilHoganEU	
Daniel Rosario, Spokesperson, Agriculture, Trade, EC	https://twitter.com/danielrosarioEU	
EU Agriculture and Rural Development, Agriculture, EC	https://twitter.com/EUAgri	
European Parliament Committee on Agriculture and Rural Development, Agriculture, EP	https://twitter.com/EP_Agriculture	
EU Agriculture - CAP Communication network, Agriculture, EC		https://www.linkedin.com/groups/5182245/profile
Climate action		
Miguel Arias Cañete, Commissioner, Climate Action, Energy, EC	https://twitter.com/MAC_europa	
Anna-Kaisa Iltkonen, Spokesperson, Climate Action, Energy, EC	https://twitter.com/AK_Iltkonen	
EU Climate Action, Climate Action, EC	https://twitter.com/EUClimateAction	
Employment, jobs and social affairs		
Valdis Dombrovskis, Vice-President, Economic and monetary affairs, Employment and social affairs, EC	https://twitter.com/VDombrovskis	
Marianne Thyssen, Commissioner, Employment and social affairs, Jobs, EC	https://twitter.com/mariannethyssen	
Christian Wigand, Spokesperson, Employment and social affairs, Justice, EC	https://twitter.com/ChristianWigand	
EU Employment, Social Affairs and Inclusion, Employment and social affairs, EC	https://twitter.com/EU_Social	
European Parliament Committee on Employment and Social Affairs, Employment and social affairs, EP	https://twitter.com/EPsocialAffairs	
Energy		
Maroš Šefčovič, Vice-President, Energy, EC	https://twitter.com/MarosSefcovic	https://www.linkedin.com/in/marossefcovic/
Innovation and Networks Executive Agency (INEA), Energy, Information technology, Research and Innovation, Transport Agency	https://twitter.com/inea_eu	https://www.linkedin.com/company/innovation-and-networks-executive-agency/
EU Energy, EC	https://twitter.com/Energy4Europe	
EU Energy - The Covenant of Mayors, Energy, EC	https://twitter.com/eumayors	
EU Energy Week, Energy, EC	https://twitter.com/euenergyweek	https://www.linkedin.com/groups/4197341/profile
Executive Agency for Small and Medium-sized Enterprises (EASME) - Intelligent energy, Energy, EC	https://twitter.com/H2020EE	
Network of European Carbon Dioxide Capture, Transportation and Storage demonstration projects, Energy, EC	https://twitter.com/ccsnetworkeu	
Environment		
Karmenu Vella, Commissioner, Environment, Maritime affairs and fisheries, EC	https://twitter.com/KarmenuVella	

	Twitter	LinkedIn
Enrico Brivio, Spokesperson, Environment, Maritime affairs and fisheries, Transport, EC	https://twitter.com/EBrivioEU	
EU Eco-Management, Audit Scheme and EU Ecolabel, Environment, EC	https://twitter.com/EMAS_EUEcolabel	
EU Environment, Environment, EC	https://twitter.com/EU_ENV	
EU Environment - Green Capital, Environment, EC	https://twitter.com/EU_GreenCapital	
EU Environment - LIFE Programme, Environment, EC	https://twitter.com/LIFEprogramme	
European Chemicals Agency – ECHA, Environment, Industry and businesses Agency	https://twitter.com/EU_ECHA	https://www.linkedin.com/company/european-chemicals-agency/
European Environment Agency	https://twitter.com/euenvironment	
Executive Agency for Small and Medium-sized Enterprises (EASME) - Eco-innovation, Environment, EC	https://europa.eu/european-union/contact/social-networks_en#:~:i= e: t:15 s:	https://www.linkedin.com/groups/2780271/profile
Science for Environment Policy, Environment, EC	https://twitter.com/SfEP	
EU Eco-Innovation Action Plan, Environment, Industry and businesses, Research and Innovation, EC		https://www.linkedin.com/groups/4707212/profile
Industry and businesses		
Jyrki Katainen, Vice-President, Industry and businesses, Investment, Jobs, Single market, EC	https://twitter.com/jyrkikatainen	
Elżbieta Bienkowska, Commissioner Industry and businesses, Single market, EC	https://twitter.com/ebienkowskaeu	
Lucia Caudet, Spokesperson, Industry and businesses, Research and Innovation, EC	https://twitter.com/LuciaCaudet	
EU Enterprise - IPR Helpdesk, Industry and businesses, EC	https://twitter.com/iprhelpdesk	https://twitter.com/iprhelpdesk
Maritime affairs and fisheries		
Karmenu Vella, Commissioner, Environment, Maritime affairs and fisheries, EC	https://twitter.com/KarmenuVella	
Enrico Brivio, Spokesperson, Environment, Maritime affairs and fisheries, Transport, EC	https://twitter.com/EBrivioEU	
EU Maritime & Fish, Maritime affairs and fisheries, EC	https://twitter.com/EU_MARE	
European Fisheries Control Agency, Maritime affairs and fisheries, Agency - Twitter	https://twitter.com/EFCA_EU	https://www.linkedin.com/company/european-fisheries-control-agency/
European Parliament Committee on Fisheries, Maritime affairs and fisheries, EP	https://twitter.com/EP_Fisheries	
Regional policy		
Corina Crețu, Commissioner Regional Policy, EC	https://twitter.com/CorinaCretuEU	
Johannes Bahrke, Spokesperson, Regional Policy, EC	https://twitter.com/jb_bax	
EU Regional, Regional Policy, EC	https://twitter.com/EU_Regional	
European Parliament Committee on Regional Development, Regional Policy, EP	https://twitter.com/EP_Regional	

	Twitter	LinkedIn
Research and innovation		
Carlos Moedas, Commissioner, Research and Innovation, EC	https://twitter.com/Moedas	https://www.linkedin.com/in/moedas/
Lucia Caudet, Spokesperson, Industry and businesses, Research and Innovation, EC	https://twitter.com/LuciaCaudet	
European Food Safety Authority (EFSA), Consumers, Food Safety, Health, Research and Innovation, Agency	https://twitter.com/EFSA_EU	https://www.linkedin.com/company/efsa/
EU Research & Innovation - H2020, Research and Innovation, EC	https://twitter.com/EU_H2020	
EU research results, Research and Innovation, Publications Office	https://twitter.com/CORDIS_EU	
European Parliament Committee on Industry, Research, Telecoms & Energy, Research and Innovation, EP	https://twitter.com/EP_Industry	
Joint Research Centre – EU Science Hub, Research and Innovation, EC	https://twitter.com/EU_ScienceHub	https://www.linkedin.com/showcase/european-commission-joint-research-centre/
Research and Innovation, EC	https://twitter.com/EUScienceInnov	

APPENDIX 3. WEBSITE CONCEPT AND GUIDANCE

3.1. Introduction

The COASTAL website was constructed utilizing the visual identity.

The site is hosted by WP6 leader (GEO), under the domain **www.h2020-coastal.eu**.

The website is intended to be dynamic. The News & Events section as well as the rest of the content will be updated at least once a month and managed by the Dissemination, Exploitation and Communication WP leader (GEO) throughout the lifetime of the project based on the partners' inputs and project evolution. The information published at the website is presented in a way that is accessible and understandable by wide range of stakeholders.

An initial version of the COASTAL project website has been designed, provisioned and deployed on the Internet. It has been designed to quickly address the key questions that external visitors to the website are expected to have:

- What is the project about?
- What is the project progress?
- Who is participating in the project?
- What additional details are available?
- Who to contact for more information?

Google Analytics as a key performance indicator has been considered and deployed at this early stage of the project (e.g. users, countries of origin, languages, browsers, devices, etc.). Website was designed considering display on different devices such as desktop, mobile or tablet.

3.2. Design and registration data

The COASTAL project website has been created during the early project stage and launched under the domain **www.h2020-coastal.eu**.

The following programming languages and standards were used during the website creation: php 7, MySQL, javascript, html5, css3, yaml, JSON.

3.3. Website description

The website has been set up under the address **www.h2020-coastal.eu**. The site is hosted by GEO. It has been designed to quickly address the key questions that external visitors to the website are expected to have:

- What is the project about?
- What is the project progress?
- Who is participating in the project?
- What additional details are available?
- Who to contact for more information?
- How can readers get engaged?

The site itself is split into two sections - private and public. Both sections are described in this document. Main sections of the public part:

- general information about the project,
- partners' details,
- list of events and news,
- all public documents generated during the project,
- links to social network profiles,

- newsletter subscription,
- how to engage and contact information.

The second part of the website is a private section that is made available by GEO (as administrator of the COASTAL intranet) and to the project partners. The private section can be accessed via log-in credentials. This restricted section is used for storage of:

- information about meetings,
- deliverables and management reports,
- administrative documents and forms,
- planned publications,
- work packages,
- templates and promo material,
- other documents.

The website is planned to provide information available to the wide public. In the following subsections the single elements - sections and their intended use are described.

3.3.1 Home page

The Home page of the COASTAL website contains basic information about project. The upper bar on the starting screen shows the COASTAL logo with the project title on the left and in the right corner the social media icons of Twitter and LinkedIn linking to the social media accounts of the project, as well as the login button to the Partners' area (project intranet), and the site search function.

Below there is a navigation panel with the items: HOME, ABOUT, NEWS, RESOURCES, MULTI-ACTOR LABS, COASTAL PLATFORM, USEFUL LINK, GET INVOLVED, using a horizontal structure that is commonly used.

Below the horizontal menu bar a slider is placed with several photos that reflect the multitude of topics that are in concern in COASTAL. This is a place where particular newsitems or messages can be highlighted.

Also a flagship sentence *“Co-creating evidence-based business roadmaps and policy solutions for enhancing coastal-rural collaboration and synergies”* is to express the main mission of COASTAL.”

As the user scrolls the page down, shortened sections of the actual pages such as “About”, “Multi-actor Labs”, latest “News & Events”, “Resources” and “Partners” are listed. These parts of the home page are used as links to the actual pages, where the full content is displayed.

The bottom of the home page includes EU logo, funding statement, links to the documents Terms of use and Privacy Policy as well as the subscribe button for the Newsletter.

3.3.2 The “About” the project page

Page “About the project” presents the overall concept, objectives, and case study countries of the project.

It includes 3 subsections:

- Why COASTAL? – introduction, project objectives, intended impacts
- Work packages – short description of WP objectives, time schedule overview
- Partners – short description of the consortium followed by a table with organisation logos and short info board next to them including the address, contact person and email address

3.3.3 The “News & Events” page

This page presents a list of news and events in a reverse time order, which include all meetings of the project partners and important events in which members of the consortium partners participate, such as conferences, fairs, workshops, etc. Shortened version of this page including approx. 3-5 latest news (in the slider) are shown also on the starting page.

3.3.4 The “Resources” page

The „Resources” page contain all material that are published and is thus publicly available (respecting copyright issues).

Subsections will be gradually added based on the project requirements by the administrator (GEO).

Planned subsections:

- Deliverables – public deliverables of the project will be available in the workpackage structure
- Publications, promo material – the project leaflet describes the project aims, objectives and intended outcomes
- Newsletters,
- MAL case study materials,
- Presentations - presentations describes the project aims, objectives and intended outcomes.
- Videos,
- Policy briefings - policy briefs describe the project aims, objectives and intended outcomes

3.3.5 The “Multi-actor Labs” page

The „Multi-actor Labs” page introduces the multi-actor case studies and will refer to the respective parts of the COASTAL Knowledge Exchange Platform that will host the co-creation exchanges between scientific experts, stakeholders, business entrepreneurs, sector- and administrative representatives in the MALs.

3.3.6 The “COASTAL Platform” page

This page gives a short description of the objectives of the COASTAL Knowledge Exchange Platform and links the user to www.coastal-xchange.eu for more information.

3.3.7 The “Useful links” page

This is the page where a set of links of relevant other sites (e.g. European Commission The European Commission website, DG AGRI Directorate-General for Agriculture and Rural Development, DG ENV Directorate-General for Environment of the European Commission, DG MARE Directorate-General for Maritime Affairs and Fisheries, DG CLIMA Directorate-General for Climate Action, EIP Agri The agricultural European Innovation Partnership, Horizon2020EU Research and Innovation programme (2014 to 2020) and of other projects with relevant topics will be added as the project progresses.

3.3.8 The “Get involved” page

Active engagement with stakeholders is critical to ensure that the innovative tools, approaches and policy recommendations that are developed reflect the views of those directly concerned with improving the coastal-rural synergy to foster rural and coastal development while preserving the environment. There will be many opportunities to get involved in COASTAL, including

- Participating in national workshops
- Taking part in the MALs
- Sign up for the COASTAL newsletter
- Registering to the COASTAL Knowledge Exchange Platform

Also this part contains contact information of the Project coordinator. It is intended for any inquiries by interested parties.

3.3.9 Reserved area

The reserved area is accessed only by the project partners. Full access could be also granted to the European Commission Officer by the project coordinator, if necessary at any time. In this section, the partners can login

using their individual access data. Each partner is provided with a username and password in order to validate their access to the secure area. The project partners are enabled to upload and manage non-public documents.

3.3.10 Social network links and Newsletter subscription

Social network profiles were created within the online campaign and linked to the website via icons attached to the side. Social profiles used are LinkedIn and Twitter:

- Twitter: H2020_COASTAL
- LinkedIn: coastal-eu-project

The website also contains also online Twitter feed which shows the latest Twitter posts and invites the users to visit the Twitter profile. Newsletter subscription is linked to the coastal@geonardo.com where all subscribers are collected for the Newsletter campaign.

3.3.11 The “Cookies policy” page

“COOKIES POLICY

Cookies are small text files stored on users’ computer by their browser. They have many applications, such as: tracking users as they navigate around a website; remembering user preferences; auto-logins for visitors coming back to a site; and website security. Website cookies policy was automatically implemented to the COASTAL website.”

3.3.12 The “Terms of use” page

It contains the following text:

“TERMS OF USE

By accessing this web site, you are agreeing to be bound by these web site Terms and Conditions of Use, all applicable laws and regulations, and agree that you are responsible for compliance with any applicable local laws.

Except where expressly indicated all content and information on this web site – including, for example, text, images, graphics, video and audio files- are protected in accordance with current legislation on copyright.

The site contents protected by copyright can not be, in whole or in part, copied, modified, reproduced, republished, uploaded, transcribed, transmitted, or distributed in any way or form, without a prior authorization from of rights holders.

The contents are made available and accessible for personal use, research or teaching.

The reproduction will be possible only with the prior consent of rights holders. In case of reproduction of the contents you need to cite the source.

The personal data included in the site may be used only for purposes related to the institutional activities, teaching and research. It’s banned the use of personal data for trade, marketing or advertising purposes in the absence of prior consent by the individual .

Any violations will be reported to the competent authorities.”

3.3.13 The “Privacy policy” page

It contains the following text:

“PRIVACY POLICY

This area sets out information on how the “COASTAL website” handles users’ personal data.

This information is provided pursuant to Regulation (EU) 2016/679 (General Data Protection Regulation) to everybody who interacts with the COASTAL website. The information is provided to protect personal data; these terms do not apply to other websites that may be consulted through links.

The personal data included in the site may be used only for providing personal access to restricted areas and send information.

Sending e-mail at the addresses listed on this site involves the acquisition of the sender's necessary to respond to requests, and any other data included in the message.

It's banned the use of personal data for trade, marketing or advertising purposes in the absence of prior consent by the individual.

Any violations will be reported to the competent authorities."

3.3.14 Working with the website

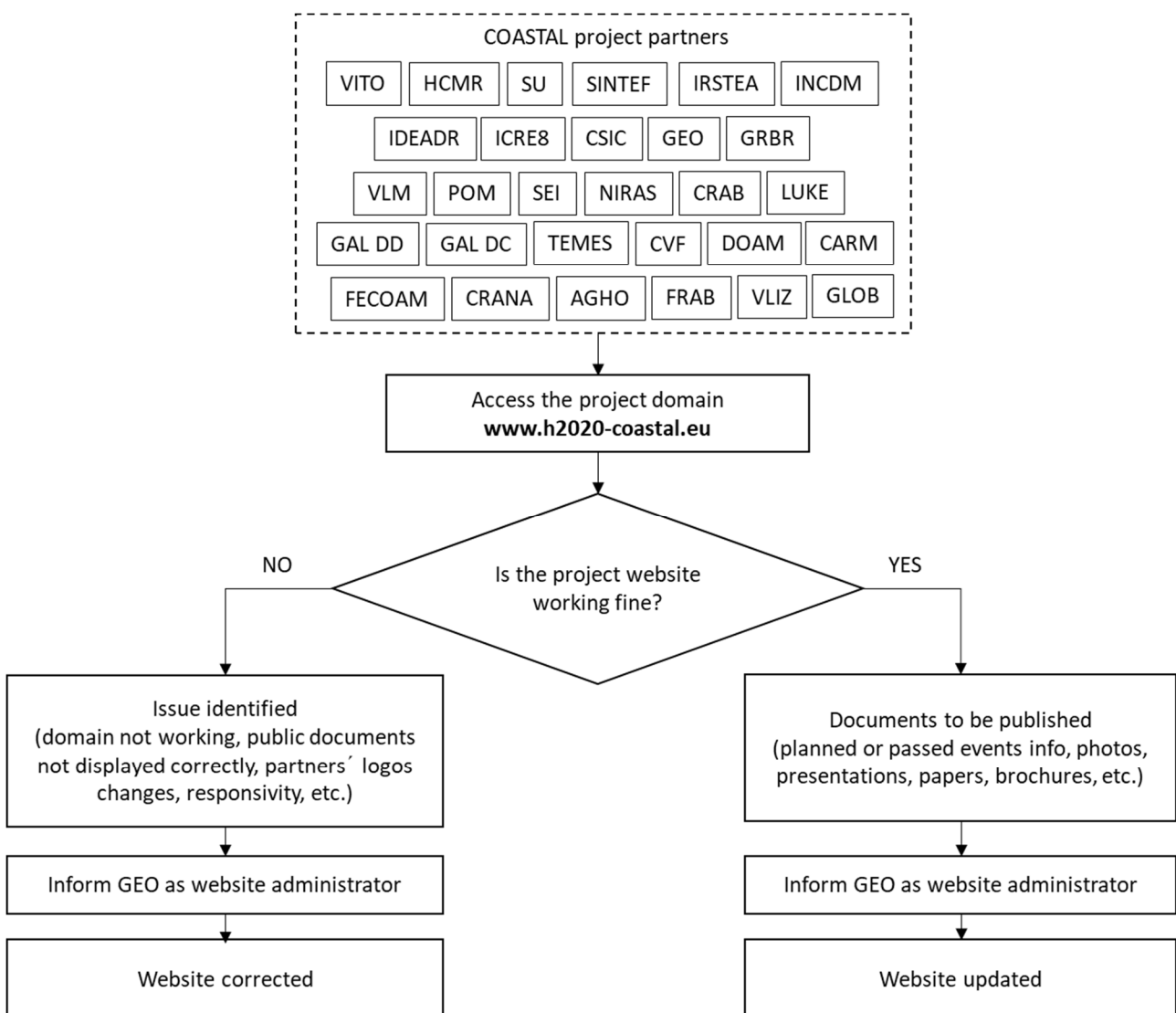


Figure 3: Working with the website flowchart

3.4 Future development

Short term development of the website under consideration at the time of deliverable writing include:

- monitoring website statistics (new visitors, return visitors, languages, countries of origin, etc.)
- update of website content based on project progress monthly (and on demand when it is needed), mostly in the section “News & Events”.

Long-term development of the website will include:

- Adding short videos introducing the project and its progress

3.5 Conclusions and recommendations

The COASTAL website is a key element of the project’s dissemination strategy. This website ensures the visibility of the project, facilitate the diffusion of the project's results and promote their exploitation.

In order to orientate the reader and to enable correct referencing in search engines, pages are and will be tagged with several types of metadata, incl. page title, author’s name, language, date of creation, description and a number of keywords.

To generate adequate traffic on the website it is and will be publicised widely incl. print items, press releases, paper and electronic correspondence, home pages of the project’s partners and other relevant websites etc. The COASTAL website is registered with appropriate portals (Yahoo, Google, etc.) to fully exploit the internet’s search engine technology. The website traffic will be continuously monitored and reported in every project quarter.


An initial version of the COASTAL has been designed, provisioned and deployed on the Internet.

Consisting mostly of static content, it has been designed to quickly answer the key questions that external visitors to the website are expected to have. The project website will continuously form and develop as the project itself grows. The information included on the project website will be also valuable even after the project has finished and cross refer to the COASTAL Knowledge Exchange Platform. Therefore, the consortium aims at ensuring that the website will continue to exist after the project funding has finished and that bookmarks and published URLs will continue to function.

Initial website content - Technical document

Starting page

The structure of the starting page is described in Figure 1.

<p>{COASTAL logo}</p> 						<p>{Social media icons and links}</p> <p>Twitter: H2020_COASTAL</p> <p>LinkedIn: coastal-eu-project</p> <p>Login button to: PARTNERS AREA</p> <p>SEARCH</p>	
HOM E	ABOU T	NEWS	RESOURCE S	MULTI- ACTOR LABS	COASTAL PLATFORM	USEFUL LINKS	GET INVOLVED
<p>{Slider with 5 items</p> <p>Photos and latest news}</p> <p>{Flagship sentence:} Co-creating evidence-based business roadmaps and policy solutions for enhancing coastal-rural collaboration and synergies</p>							
<p>{end of 1st display page, further scrolling}</p>							
<p>{title} ABOUT</p> <p>{photo here}</p> <p>Welcome to COASTAL</p> <p>Funded by the European Union’s Horizon 2020 research and innovation programme COASTAL is a research and innovation project, a unique multi-actor collaboration of coastal and rural business entrepreneurs, administrations, stakeholders, and natural and social science experts to formulate and evaluate business solutions and policy recommendations aimed at improving the coastal-rural synergy to foster rural and coastal development while preserving the environment.</p> <p>More about COASTAL {link}</p>						<p>{ Twitter feed embed</p> <p>https://twitter.com/h2020_coastal</p>	
<p>{Title} MULTI-ACTOR LABS {EU map here with 6 case study countries: BE, ES, SE, RO, GR, FR highlighted with following text and link to MALs subpage:}</p> <p>Multi-Actor Labs using qualitative and quantitative tools are set up to support the co-creation exchanges between scientific experts, stakeholders, business entrepreneurs, sector- and administrative representatives.</p>						<p>NEWS AND EVENTS</p> <p>{intro to latest newsitem goes here}</p> <p>{link to News and events page}</p>	
<p>RESOURCES:{links to}</p> <p>Publications and Deliverables Newsletter MALs: Case study materials Presentation Videos Policy briefings</p>							

PARTNERS	
	
<p>{EU acknowledgement}</p> <p>{EU logo} The project leading to this application has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 773782. Project timeframe: 01/05/2018 - 30/04/2022</p> <p>This website reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.</p> <p>Copyright © 2018 - GEO COASTAL</p> <p>Terms of use {link} // Privacy Policy {link}</p>	<p>Subscribe Newsletter</p> <p>Subscribe to our newsletter and get the latest project news</p> <p>{field for email input} <input type="text"/> <input type="button" value="Subscribe button"/></p>

Figure 1 Structure of the starting page

The “About” the project page

Contains three submenu sections:

- Why COASTAL?
- Work packages
- Partners

Contents of the submenus are as follows:

Submenu 2: HOME > ABOUT > WHY COASTAL?

Welcome to COASTAL



Funded by the European Union's Horizon 2020 research and innovation programme COASTAL is a research and innovation project, a unique multi-actor collaboration of coastal and rural business entrepreneurs, administrations, stakeholders, and natural and social science experts to formulate and evaluate business solutions and policy recommendations aimed at improving the coastal-rural synergy to foster rural and coastal development while preserving the environment.

WHY COASTAL?

Rural development in the EU is increasingly affected by changing market developments, decreasing population densities, urban sprawl, lack of employment, desertification and other environmental, economic and social pressures. On the other hand, coastal areas provide interesting business opportunities but are also influenced by economic activities in the hinterland. Multi-Actor Approaches are combined with System Dynamics to analyse the environmental, economic, and social interactions of rural and coastal areas in a holistic manner. The underlying feedback structures governing the dynamics, vulnerabilities, limitations, and business opportunities of the land-sea system are identified and analysed, taking into consideration the regulatory frameworks, stakeholder priorities and social-economic conditions at the local, regional and macro-regional scale levels. Multi-Actor Labs using qualitative and quantitative tools are set up to support the co-creation exchanges between scientific experts, stakeholders, business entrepreneurs, sector- and administrative representatives.

PROJECT OBJECTIVES

The overarching objective of COASTAL is to improve the rural-coastal synergies in strategic business and policy decision making and collaboration between coastal and rural actors. This is achieved by developing, demonstrating and applying a generic toolset and performance indicators by combining a multi-actor approach with system dynamics modelling. This allows us to understand the interactions with market, demographic, environmental and climate forecasts, and quantify the positive and negative externalities.

By combining local knowledge and scientific expertise in a co-creation process the COASTAL project engages actors and stakeholders at all levels to improve coastal-rural interdependence and collaboration by identifying problems and setting up evidence-based business roadmaps and policy solutions, focusing on economic growth, marine spatial planning, and environmental protection, including inland water quality.

COASTAL:

- contributes to integrated coastal-rural planning and coastal-rural synergy in the case study regions and the wider EU territory
- develops a durable, online platform for knowledge exchange about coastal-rural synergy with concrete examples and tools for supporting land-sea collaboration

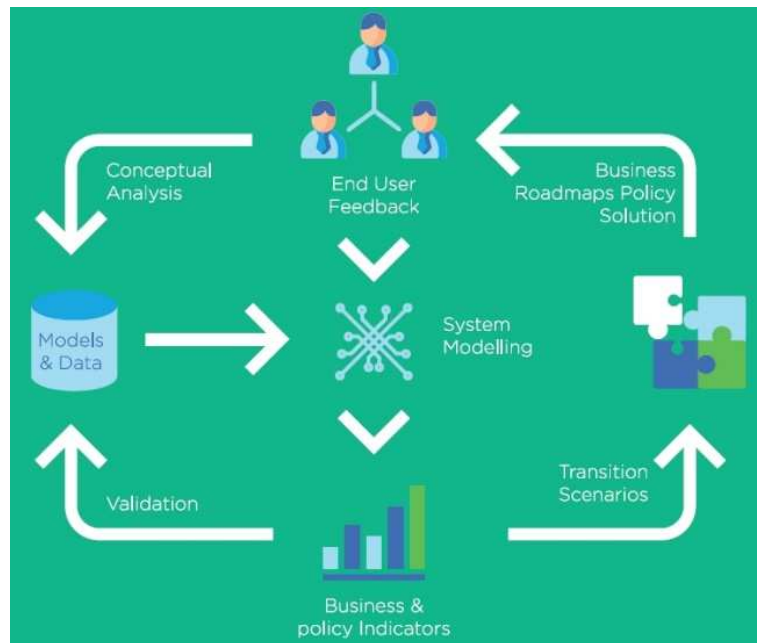
HOW?

1. Multi-actor analysis
2. System thinking
3. Graphical system dynamics model

The multi-actor approach applied for analysing the social-environmental and economic land-sea interactions highlight potential cross-sectoral interactions and innovation that could emerge from greater cooperation between sea-based and land-based businesses or organisations while also considering the short-, mid- and long-term impacts of decision making and feedback mechanisms on coastal and rural development.

THE PROCESS

1. Local actors and experts participate in collaborative exercises to analyse problems, the underlying causes, propose and discuss solutions, and validate and interpret the impacts of simulated business and policy decisions.
2. Qualitative and quantitative techniques are combined in this co-creation process supported by graphical tools to gain in-depth understanding of the systemic transitions underlying the land-sea interactions.
3. These systemic transitions are synthesized and analysed with system dynamic models to produce multiple transition scenarios for key business and policy indicators.
4. From these practical business roadmaps and policy solutions are derived, which are easily updated in the models used to support the analyses.



INTENDED IMPACTS

- Contribute to the long-term improvement of sea water quality while creating added value and jobs in coastal areas and the hinterland:
 - Understanding of the long-term impacts of coastal and rural activities on coastal water quality and employment
 - Multi-actor analysis of business and policy options aimed at direct and indirect improvement of coastal water quality
- A transferable set of tools and indicators allowing qualitative and quantitative analysis of land-sea interactions for evidence-based policy making:
 - Generic toolbox for co-creation of synergistic and sustainable business and policy strategies
- Thorough understanding of the barriers and motivators affecting behaviour and solutions enabling joint actions
 - Interactive identification and analysis of barriers and motivators for joint solutions, supported by participatory multiactor approaches and social science expertise
- Increase job potential and added value creation in coastal areas resulting from new business opportunities and improved collaboration between land- and sea-based operators
 - Contribute to regional economic development and employment by improved exchange and exploitation of currently fragmented knowledge; promotion of social innovation
- Reduced externalities from land-based on sea-based activities by improving economic collaboration and integrated governance

- Identification and analysis of externalities, and coastal-rural integration contributing to mitigation and compensation measures
- Creation of durable relationships between coastal areas, serving as flagships for coastal-rural synergy
 - COASTAL platform for coastal-rural knowledge exchange operational.

Overall impacts at case study level

- Connection with a durable international multi-actor network and platform for collaborative development, integration and exchange of knowledge related to coastal-rural synergy
- Improved understanding of the short-, mid- and long-term impacts of land-based activities on coastal water quality, contributing to reduced coastal eutrophication levels in the region.
- Understanding and uptake of interactive techniques for group model building and significance of system feedback and regime shifts for mid- and long-term planning of business and policy solutions.
- Transition of existing scientific models and data into a practical (SD) model to support business and policy analyses; improved expertise of the contributing partners and institutes with this transition process.
- Direct access to online, innovative tools and performance indicators and examples to demonstrate, analyse and compare different business and policy strategies.
- Region-specific business road maps and policy guidelines for improving coastal-rural synergy, exploiting the knowledge and experiences of the other case studies through the Multi-Actor Labs.

Submenu 2: HOME > ABOUT > Work Packages

WORK PACKAGES

The COASTAL project is managed through eight work packages (WP), each of which oversees and/or are responsible for various parts of the four-year project. This is illustrated in the chart below. To view project outputs and deliverables, please go to Resources.

{Project chart goes here}

WP1 Multi-actor analysis (May 2018 - March 2021) / WP coordinator: SINTEF

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

WP1 is responsible for initiating and coordinating the multi-actor approach through the project level coordination and scientific support for the sector and multi-actor meetings, organised in the Multi Actor Lab (MALs). The specific objectives of WP1 are to:

1. Adapt and apply the state-of-the-art methodology for participatory, multi-actor approaches to enable mental mapping of the feedback structures of the land-sea system for the case studies;
2. Develop transferable and generic mental maps allowing application to other study regions or adaptation to new problem contexts;
3. Engage with the relevant actors and stakeholders for the different cases during the participatory sector workshops, multi-actor workshops and multi-case (international) workshops;
4. Push interdisciplinary collaboration beyond the state of the art towards an actor-driven, iterative, and bottom-up approach with generic, qualitative tools which are developed in collaboration with the sectors, stakeholders, and administrations.

WP2 Knowledge Transition (May 2018 - October 2021) / WP coordinator: HCMR

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

The general objective of WP2 is to develop the quantitative data and scientific model constructs needed for synergistic analysis of the rural-coastal interactions identified in WP1. These need to be translated to the appropriate level of detail that is required for strategic business and policy analysis. The tasks of WP2 are based on the outcomes of the conceptual analysis of the coastal-rural feedback dynamics analysed by coastal and rural stakeholders, actors, and researchers in the Multi-Actor Labs.

WP3 Business and Policy Support (May 2018 - April 2022) / WP coordinator: ICRES

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

The general objective of WP3 is to design and evaluate evidence-based business and policy solutions aimed at improving land-sea synergy in EU coastal regions (Project Objective 3), and translate the outcomes into strategic business road maps and policy guidelines (milestones MS6 and MS8). These take into consideration the mid- and long-term social-economic transitions, changes in driving forces, and non-linear dynamics resulting from the system complexity with an impact on the coastal-rural interactions, including the positive and negative (economic) externalities of business and policy decisions. They support policy-makers, business entrepreneurs and other local actors with evidence-based decision making.

WP4 Systems Modelling (May 2018 - February 2022) / WP coordinator: VITO

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

WP4 develops, validates and applies system dynamics models and reusable model constructs to quantify and analyse the coastal-rural interactions. These are used to formulate and support strategic business and policy analyses aimed at improving coastal-rural synergies. They are key instruments and demonstration examples for the generic tool sets developed with the Multi-Actor Labs (MALs). WP4 develops SD-based tools for quantitative analysis of the short-, mid and long-term impacts of business and policy decisions under different social-economic and environmental conditions. The outcomes will be the basis for developing and testing innovative, evidence-based solutions for improving coastal and rural development, aimed at increasing the coastal-rural synergies.

WP5 Scenarios and Transition Pathways (May 2016 - October 2021) / WP coordinator: GRBR

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

The objective of WP5 is to develop scenarios and transition pathways for coastal and rural development, and translate these to the case study level for supporting the business and policy analyses by WP3.

Understanding the role of uncertain exogenous drivers, key system parameters and structural changes of the system is crucial for developing robust business and policy strategies and developing solutions which maximise the resilience of the system. The scenarios quantify the uncertainties in the mid- and long-term trends of the future social-economic, physical, and technological conditions affecting coastal and rural development (e.g.

world energy prices, market demands for agricultural products, climate change, sea level rise, or population growth). The scenarios are then applied in the System Dynamics (SD) modelling (WP4), contributing to the robustness of the business road maps and policy guidelines developed by WP3. The transition pathways are goal-oriented descriptions for the different transitions towards sustainability, exploiting innovative business and policy solutions aimed at coastal-rural synergy. WP3 and WP5 closely interact to formulate generic transition pathways, and adapted to the context of coastal-rural synergies. The transition pathways are compared with the SD model simulations generated in WP4. The outcomes are used to validate the transition pathways and fine tune the SD model, in order to exploit the combination of qualitative and quantitative knowledge to the maximum extent possible, prior to the application of the transition pathways in WP3.

WP6 Dissemination (May 2018 - April 2022 and beyond) / WP coordinator: GEO

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

WP6, which runs for the duration of COASTAL and beyond, deals with the external communication actions that address continuous multi-channel dissemination of project information, developments and results.

WP6 sets up a Knowledge Exchange Platform (KEP) (by Month 12, to support Multi-Actor COASTAL exchanges MS2) (coastal-xchange.eu) that will foster: 1) communication, aggregation and synthesis of individual findings in the WPs; and 2) communication of knowledge with stakeholders both during the project lifetime and beyond.

In the post-project exploitation phase, a key component in the management and transfer processes to stakeholders and end-users will be the Knowledge Exchange Platform offering access to data, maps and model driven decision aids, designed to address the needs of stakeholders and end users.

Communication activities include a clearly structured, well-designed and up-to-date website, networking with relevant projects, and the production and dissemination of project videos, posters, leaflets etc, as well as technical and scientific articles in magazines and journals, using Open Access (OpenAIRE) for boosting impacts and effective dissemination of key findings.

WP7 Management (May 2018 - April 2022) / WP coordinator: VITO

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

COASTAL is committed to a genuine transdisciplinary process, reflected in consortium composition of stakeholder and scientific partners, and the emphasis on multi-actor engagement. The project coordination and management is designed to support and actively facilitate the implementation of the COASTAL project in this way.

WP1 coordinates activities to ensure the COASTAL project meets its objectives on time and within budget.

It manages and monitors the evolution of the project, facilitates communication with the partners and the European Commission, organizes and facilitates project meetings, administer contributions from the international COASTAL advisory board, partners, and MALs.

WP8 Ethics requirements (May 2018 - April 2022) / WP coordinator: VITO

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

This technical workpackage that sets out the “ethics requirements” (POPD, NEC) that the project must comply with.

Submenu 3: HOME > ABOUT > Partners

PARTNERS

COASTAL is a unique collaboration of 29 partners from 8 EU Member States, representing coastal and rural business entrepreneurs, administrations, and scientific experts.



Partner links:

<https://vito.be/en>

<https://www.hcmr.gr/en/>

<https://www.su.se/english/>

<https://www.sintef.no/en/>

<http://www.irstea.fr/en/accueil>

<http://www.rmri.ro/Home/Home.html?lang=en>

<http://www.iceadr.ro/>

<http://www.icre8.eu/>

<http://www.csic.es/home>

<http://www.geonardo.com/>
<http://www.greenbridge.be/en>
<https://www.vlm.be/en>
<http://pomwvl.be/>
<https://www.sei.org/>
<https://www.niras.se/>
<https://www.campusroslagen.se/english/>
<https://www.luke.fi/en/>
<https://gal-deltadunarii.ro/>
<http://galdc.ro/>
<https://www.costanavarino.com/about-temes/>
<https://www.cvf.gr/>
DOAM ?
<https://www.carm.es>
<http://www.fecoam.es/>
<https://nouvelle-aquitaine.chambres-agriculture.fr/>
<https://www.portofoostende.be/>
<https://www.bio-nouvelle-aquitaine.com/>
<http://www.vliz.be/en/>
<https://en.globalutmaning.se/>

The “News & Events” page

1st newsitem:

COASTAL Kick-off in Brussels

<kick-off meeting group photo>

29 partners from 9 European countries came together in Brussels on 5 June 2018 to mark the start of the four-year research project “COASTAL: Collaborative Land-Sea inTegration pLatform”.

The COASTAL project is funded through the European Commission’s Horizon 2020 research programme. The kick-off was organized by the project coordinator, VITO.

Attendees included representatives of all COASTAL partners, project- and scientific officers to the project at the European Commission, the representative of DG MARE and the coordinator of the ROBUST project (Rural-Urban Outlooks: Unlocking Synergies) financed under H2020-RUR-2016-2.

The COASTAL partners are:

- VITO: VLAAMSE INSTELLING VOOR TECHNOLOGISCH ONDERZOEK N.V.(Coordinator, BE)
- HCMR: HELLENIC CENTRE FOR MARINE RESEARCH (GR)
- SU: STOCKHOLMS UNIVERSITET (SE)
- SINTEF: SINTEF OCEAN AS (NO)

- IRSTEA: INSTITUT NATIONAL DE RECHERCHE EN SCIENCES ET TECHNOLOGIES POUR L'ENVIRONNEMENT ET L'AGRICULTURE (FR)
- INCDM: INSTITUTUL NATIONAL DE CERCETARE-DEZVOLTARE MARINA GRIGORE ANTIPA (RO)
- ICEADR: INSTITUTUL DE CERCETARE PENTRU ECONOMIA AGRICULTURII SI DEZVOLTARE RURALA BUCURESTI (RO)
- ICRE8: INTERNATIONAL CENTER FOR RESEARCH ON THE ENVIRONMENT AND THE ECONOMY (GR)
- CSIC: AGENCIA ESTATAL CONSEJO SUPERIOR DE INVESTIGACIONES CIENTIFICAS (ES)
- GEO: GEONARDO ENVIRONMENTAL TECHNOLOGIES LTD (HU)
- GRBR: GREENBRIDGE INCUBATIE-EN INNOVATIECENTRUM GENT-OOSTENDE (BE)
- VLM: VLAAMSE LANDMAATSCHAPPIJ NV (BE)
- POM: PROVINCIALE ONTWIKKELINGSMAATSCHAPPIJ WEST-VLAANDEREN (BE)
- SEI: STIFTELSEN THE STOCKHOLM ENVIRONMENT INSTITUTE (SE)
- NIRAS: NIRAS SWEDEN AB (SE)
- CRAB: CAMPUS ROSLAGEN AB (SE)
- LUKE: LUONNONVARAKESKUS (FI)
- GAL DD: ASOCIATIA GAL DELTA DUNARII (RO)
- GAL DC: ASOCIATIA GRUPUL DE ACTIUNE LOCALA DOBROGEA CENTRALA (RO)
- TEMES: TOURISTIKES EPICHRISEIS MESSINIAS ANONIMI ETAIREIA (GR)
- CVF: IDRYMA KAPETAN VASILAI KAI KARMEN KONSTENTEKOPOULOU (GR)
- DOAM: ANAPTYXIAXH MESSINIAS ANAPTYXIAXH AE (GR)
- CARM: CONSEJERIA DE TURISMO, CULTURA Y MEDIO AMBIENTE DE LA REGION DE MURCIA (ES)
- FECOAM: FEDERACION DE COOPERATIVAS AGRARIAS DE MURCIA S COOP (ES)
- CRANA: CHAMBRE REGIONALE D'AGRICULTURE NOUVELLE -AQUITAINE (FR)
- AGHO: HAVEN OOSTENDE AUTONOOM GEMEENTELIJK HAVENBEDRIJF (BE)
- FRAB: FEDERATION REGIONALE D'AGRICULTURE BIOLOGIQUE NOUVELLE AQUITAINE (FR)
- VLIZ: VLAAMS INSTITUUT VOOR DE ZEE VZW (BE)
- GLOB: GLOBAL UTMANING (SE)

Through active engagement with a wide range of actors and stakeholders in a multi-actor approach COASTAL formulates and evaluates business solutions and policy recommendations aimed at improving the coastal-rural synergy to foster rural and coastal development while preserving the environment.

The fruitful discussions at the kick-off meeting benefitted from the multidisciplinary nature of the COASTAL team. Partners took this opportunity to share their experience and knowledge of the different themes to be tackled by the project. Several decisions were made by the group on the various phases of the project. In general the kick-off meeting successfully provided all partners with general guidance for the undertaking of the project, with a particular focus on the first part of the research undertaking sectoral analysis of coastal and rural development, multi-actor analysis and conceptual analysis of land-sea dynamics (under 'Work Package 1'). The project is structured around 8 work packages with six complementary case studies in Sweden, Belgium, France, Spain, Greece and Romania.

The "Resources" page

HOME > RESOURCES LIST

{the following main categories listed in one page}

Publications and Deliverables

{publications and deliverable titles with download link will be listed here}

Newsletters

{links to electronic newsletters will be listed here}



MAL Case study materials

{case study material titles with download link will be listed here}

Presentations

{presentation titles with download link will be listed here}

Videos

{links to videos will be listed here}

Policy briefings

{policy briefings titles with download link will be listed here}

The “Multi-actor Labs” page

Contains two submenu sections:

- Introduction
- List of Multi-actor Lab case studies

Contents of the submenus are as follows:

Submenu 1: HOME > MALs> INTRODUCTION

MULTI-ACTOR LABS

The project is organized around six interacting, complementary Multi-Actor Labs (MALs) spread over the EU, exchanging their tools and expertise. COASTAL Multi-Actor Labs contribute to the COASTAL Knowledge Exchange Platform. The MALs are connected through a Collaborative Knowledge Exchange Platform, to be further exploited and developed beyond the project life time.

{map with case study countries goes here}

Submenu 2: HOME > MALs> LIST OF CASE STUDIES

LIST OF MAL CASE STUDIES

- Belgian Coastal Zone (BE)
- South-West Messinia (GR)
- Norrström/Baltic (SE)
- Charente River Basin (FR)
- Danube Mouth and River Basin (RO)
- Mar Menor Coastal Lagoon (ES)

More information on case studies will be published here as findings from the project emerge.

The “COASTAL Platform” page

The COASTAL Knowledge Exchange Platform, connecting the Multi-Actor Labs, is the main project legacy will be available from May 2019 at www.coastal-xchange.eu. This platform for land-sea synergy gives coastal and rural operators and planning agencies access to knowledge, solutions, and experiences of other regions and operators facing similar problems. The following products and services are foreseen:

- fully documented, synergistic SD models, including tutorial applications and base data;
- a toolset of SD model constructs, consisting of generic feedback structures, response functions, and modelling guidelines

- a methodological framework for coastal-rural synergy, including guidelines for the organization of MALS
- synergistic business road maps and policy guidelines for land-sea collaboration, which are scientifically underpinned and clarified;
- a platform for offline and online exchanges of expertise and experiences between coastal and rural stakeholders and researchers facing similar challenges
- direct access to new harmonised performance indicators for coastal and rural development, and coastal-rural synergy;
- direct online access to the tutorial tools and example applications for demonstrating the principles and potential of the COASTAL methodology;
- technical support services to facilitate the use and adaptation of existing tools, and design and implementation of new applications to support land-sea collaboration;
- online and offline support services for dissemination activities

More information on the Knowledge Exchange Platform will be published as findings from the project emerge.

The “Useful links” page

USEFUL LINKS

European Commission	The European Commission website
DG AGRI	Directorate-General for Agriculture and Rural Development
DG ENV	Directorate-General for Environment of the European Commission
DG MARE	Directorate-General for Maritime Affairs and Fisheries
DG CLIMA	Directorate-General for Climate Action
EIP Agri	The agricultural European Innovation Partnership
Horizon2020	EU Research and Innovation programme (2014 to 2020)
ROBUST	Rural-Urban Europe Unlocking Rural-Urban Synergies

More useful links will be added as the project progresses.

The “Get involved” page

HOME > GET INVOLVED

CONTACT US

Flemish Institute for Technological Research (VITO) Environmental Modelling Unit (RMA)

Scientific Project Coordination: Dr. Jean-Luc de Kok Jeanluc.dekok@vito.be

General Project Coordination: Dr. Bastiaan Notebaert bn@vlakwa.be

GET INVOLVED

Active engagement with stakeholders is critical to ensure that the innovative tools, approaches and policy recommendations that are developed reflect the views of those directly concerned with improving the coastal-rural synergy to foster rural and coastal development while preserving the environment. There will be many opportunities to get involved in COASTAL, including

- Participating in national workshops
- Taking part in the MALS

- Sign up for the COASTAL newsletter
- Registering to the COASTAL Knowledge Exchange Platform www.coastal-xchange.eu

More information on the ways of opportunities to get involved in COASTAL will be added as the project progresses.

Reserved area: partner login

PARTNER LOGIN

{GEO will provide link to the project Intranet site.}

Social network links and Newsletter subscription

Social network links

{In header of all pages}

{Twitter link}

{LinkedIn link}

Newsletter subscription

{in footer of all pages near the EU acknowledgement with the following content:}

Subscribe Newsletter

Subscribe to our newsletter and get the latest project news

{field for email input} Subscribe button

The “Cookies policy” page

{Content text as follows:}

Cookies policy

Cookies are small text files stored on users’ computer by their browser. They have many applications, such as: tracking users as they navigate around a website; remembering user preferences; auto-logins for visitors coming back to a site; and website security. Website cookies policy was automatically implemented to the COASTAL website.

The “Terms of use” page

{Content text as follows:}

Terms of Use

By accessing this web site, you are agreeing to be bound by these web site Terms and Conditions of Use, all applicable laws and regulations, and agree that you are responsible for compliance with any applicable local laws.

Except where expressly indicated all content and information on this web site – including, for example, text, images, graphics, video and audio files- are protected in accordance with current legislation on copyright.

The site contents protected by copyright can not be, in whole or in part, copied, modified, reproduced, republished, uploaded, transcribed, transmitted, or distributed in any way or form, without a prior authorization from of rights holders.

The contents are made available and accessible for personal use, research or teaching.

The reproduction will be possible only with the prior consent of rights holders. In case of reproduction of the contents you need to cite the source.

The personal data included in the site may be used only for purposes related to the institutional activities, teaching and research. It's banned the use of personal data for trade, marketing or advertising purposes in the absence of prior consent by the individual.

Any violations will be reported to the competent authorities.

The "Privacy policy" page

{Content text as follows:}

Privacy policy

This area sets out information on how the "COASTAL website" handles users' personal data.

This information is provided pursuant to Regulation (EU) 2016/679 (General Data Protection Regulation) to everybody who interacts with the COASTAL website. The information is provided to protect personal data; these terms do not apply to other websites that may be consulted through links.

The personal data included in the site may be used only for providing personal access to restricted areas and send information.

Sending e-mail at the addresses listed on this site involves the acquisition of the sender's necessary to respond to requests, and any other data included in the message.

It's banned the use of personal data for trade, marketing or advertising purposes in the absence of prior consent by the individual.

Any violations will be reported to the competent authorities.

APPENDIX 4. TARGET AUDIENCES & THEIR INVOLVEMENT



Partner	Target group	Country	Purpose						How: communication channels														
			influence and adoption	originating ideas and identifying concerns	training and education	information provision	feedback	dissemination	informing about project					informing about results					making results available for use				
									1 newsletter	2 project factsheet	3 brochure	4 social media	5 press release	6 project website	7 videos, interviews	8 article in magazine	9 exhibitions/ guided visits	10 conference presentation	11 scientific publication	12 policy brief/ roadmap	13 training /workshop/ demonstration	14 online repository	
International & EU level																							
EU level policy makers and institutions																							
	DG Agri	EU	x	x		x	x	x	x	x					x	x							
	DG ENV	EU	x	x		x	x	x	x	x									Lunchtime seminar			x	x
	DG CLIMA	EU	x	x		x	x	x	x	x					x	x						x	x
	DG MARE	EU	x	x		x	x	x	x	x					x	x						x	x
	EU Parliament	EU	Through dissemination of ideas and findings			Parliament Business Breakfast event			Parliament Business Breakfast event	x	x	x	x		x				x			x	
	EU Committee of Regions	EU	x			x			x	x					x							x	
EU initiatives																							
	SCAR: Standing Committee on Agricultural Research WGs: CASA, FOOD, ARCH, CWG, AKIS, Bioeconomy	EU		x	x	x	x	x	x	x					x							x	
	European Network for Rural Development - ENRD ENRD Contact Point	EU	x	x	x	x	x	x	x	x	x	x	x						x				
EU level representative groups or professional bodies																							
	COPA-COGECA	EU	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x				x	x
	EUFRA (European Forum for Agricultural and Rural Advisory Services)	EU	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x				x	x
	CEJA (European Council of Young Farmers)	EU	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x				x	x
EU level NGOs, civic society associations																							
	Birdlife	EU	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x			x	x
	European Environmental Bureau	EU	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x			x	x
UN Agencies and Bodies																							
	UN High Level Political Forum	Intl	x	x		x				x	x				x	x						x	
	UN SDG Teams	Intl	x	x		x	x	x	x	x	x	x	x		x	x	x					x	
Other international initiatives																							
SU	Baltic Marine Environment Protection Commission - Helsinki Commission (HELCOM)	countries with Baltic Sea drainage basin	x			x	x	x		x	x			x	x							x	
	OECD	intl	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x				
Advisory services																							
SU	Baltic Sea Advisory Council	intl				x	x	x		x	x			x	x								
Scientists																							
SU	Global Wetland Ecohydrology Network (GWEN)	Intl		x		x	x	x		x	x			x	x							x	
Networks linked to																							
SU	Navario Environmental Observatory (NEO)	GR		x	x	x	x	x	x	x	x			x	x							x	x
National level																							
National regulators and policy teams																							
VLM VLIJ VITO	Departement Omgeving (stijn.vanderheiden@west-vlaanderen.be)	BE	x			x				x													
VLM VLIJ VITO	Vlaamse Landmaatschappij (Dirk.VanGijsegem@vlm.be)	BE	x			x				x													
VLM VLIJ VITO	Departement Landbouw & Visserij (loes.lysens@lv.vlaanderen.be)	BE	x			x				x													
VLM VLIJ VITO	Vlaamse Bouwmeester	BE	x	x		x				x													
VLM VLIJ VITO	Agentschap Natuur en Bos		x																				
SU	Swedish Agency for Marine and Water Management (Hav)	SE	x			x	x				x	x		x	x							x	
SU	Swedish Environmental Protection Agency (EPA)	SE	x			x	x				x	x		x	x							x	x
SU	Swedish Geological Survey (SGU)	SE	x			x	x				x	x		x	x							x	x
ICEADR	MADR: Ministry of Agriculture and Rural Development	RO	x	x		x	x	x			x	x		x	x						x	x	
ICEADR	Ministry of Tourism	RO	x	x		x	x	x			x	x		x	x							x	x
ICEADR	AM - PNDR National Rural Development Plan	RO	x	x		x	x	x			x	x		x	x						x	x	
ICEADR	Ministry of the Environment	RO	x	x		x	x	x			x	x		x	x						x	x	
ICEADR	Ministry of Waters and Forests	RO	x	x		x	x	x			x	x		x	x						x	x	
ICEADR	AU-POPAM- Managing Authority for the Operational Program Fisheries and Maritime Affairs	RO	x	x		x	x	x			x	x		x	x						x	x	
CSIC	Relevant national ministries (agriculture, fishery, ecological transition)	ES	x							x		x		x	x							x	
CRAB	Swedish transport agency	SE	x	x							x	x		x	x								
GLOB	Government officials, political advisors, party representatives	SE	x			x																x	x
GLOB	Swedish Institute	SE	x																				
GLOB	Council of the Baltic Sea States CBSS	SE	x			x																x	

Partner	Target group	Country	Purpose						How: communication channels																		
			influence and adoption	originating ideas and identifying concerns	training and education	information provision	feedback	dissemination	informing about project					informing about results					making results available for use								
									1 newsletter	2 project factsheet	3 brochure	4 social media	5 press release	6 project website	7 videos, interviews	8 article in magazine	9 exhibitions/ guided visits	10 conference presentation	11 scientific publication	12 policy brief/ roadmap	13 training /workshop/ demonstration	14 online repository					
Knowledge brokers																											
VLM VILZ VITO	Innovatiesteunpunt Boerenbond	BE	x	x																							
SU	Stockholm Environment Institute (SEI)	SE				x	x	x			x	x			x						x	x					x
SU	Luonnonvarakeskus	FI		x		x	x	x			x	x			x						x	x					x
ICEADR	ASE: Academy of Economic Studies in Bucharest	RO				x	x	x			x	x	x	x						x	x					x	
ICEADR	USAMV OF AGRONOMIC SCIENCES AND VETERINARY MEDICINE OF BUCHAREST	RO				x	x	x			x	x	x	x						x	x					x	
GLOB	Stockholm International Water Institute	SE	x			x														x			x				
Extension officers and consultants																											
SU	Swedish Meteorological and Hydrological Institute (SMHI)	SE		x		x	x				x	x			x					x	x	x					x
SU	IVL	SE				x	x				x	x			x					x	x	x					x
ICEADR	Consulting, extension, research, innovation and training - MADR	RO	x	x		x	x	x			x	x	x	x	x					x	x					x	
ICEADR	UNCSV - National Union of Vegetable Sector Cooperatives	RO	x	x		x	x	x			x	x	x	x	x					x	x					x	
Networks linked to																											
VLM VILZ VITO	Spatial planning: Vlaamse Vereniging voor Ruimtelijke Planning	BE	x			x	x			x	x	x	x	x	x	x	x			x							
SU	Swedish Water House / Swedish International Water Institute (SIWI)	SE				x	x	x			x	x			x	x						x					x
ICEADR	Romanian Farmers Association (AFR) - Tulcea county	RO	x			x	x	x			x	x	x	x	x					x	x					x	
ICEADR	LAPAR - League of Agricultural Producers Associations in Romania	RO	x			x	x	x			x	x	x	x	x					x	x					x	
ICEADR	National Federation PROAGRO	RO	x			x	x	x			x	x	x	x	x					x	x					x	
Civic society and general public																											
VLM VILZ VITO	Burgemeestersoverleg kustzone	BE	x			x	x			x	x	x	x	x	x	x	x			x		x					
SU	Global Utmaning	SE		x		x	x	x			x	x			x	x						x					x
ICEADR	Foundation for the Development of Civil Society	RO				x	x	x			x	x	x	x	x					x	x					x	
CSIC	Environmental NGOs (ecologistas en accion)	ES									x	x	x	x								x					
GLOB	World Wildlife Fund (WWF)	SE	x			x		x												x		x				x	
GLOB	Race for the Baltic	SE	x			x		x												x		x				x	
Scientists																											
VLM VILZ VITO	Agrolink Vlaanderen	BE				x				x	x				x							x					
SU	Stockholm University Baltic Sea Centre	SE		x		x	x	x			x	x			x							x				x	
SU	The Royal Swedish Academy of Agriculture and Forestry (KSLA)	SE				x	x	x			x	x			x							x				x	
SU	The Royal Swedish Academy of Sciences (KVA)	SE				x	x	x			x	x			x							x				x	
SU	The Royal Swedish Academy of Engineering Sciences (IVA)	SE				x	x	x			x	x			x							x				x	
ICEADR	ASAS: Academy of Agricultural and Forestry Sciences	RO	x	x		x	x	x			x	x	x	x	x					x	x					x	
CSIC	national and international scientists	ES																				x				x	
Environmental and organic NGOs																											
SU	The Swedish Society for Nature Conservation (SSNC; Swe: SNF)	SE				x	x	x			x	x			x	x											x
Local level																											
Communities in case study areas including																											
- regional administration																											
SU/GLOB	City of Stockholm - Environmental Council	SE	x	x		x	x				x	x			x							x				x	x
SU	Swedish Water and Wastewater Association	SE	x	x		x	x				x	x			x							x				x	x
SU	Stockholm County Council (SLL)	SE	x	x		x	x				x	x			x							x				x	x
SU	Swedish Water Management District Northern Baltic Proper	SE	x			x	x	x			x	x			x	x										x	
ICEADR	Regional Development Agency SE	RO	x	x		x	x	x			x	x			x					x	x					x	
ICEADR	Tulcea County Council	RO	x	x		x	x	x			x	x			x					x	x					x	
CSIC	Dirección General de Medio Natural (OISMA)	ES	x	x		x	x	x			x	x	x	x	x	x	x					x				x	x
CSIC	DG Medio Ambiente y Mar Menor de la CARM	ES	x	x		x	x	x			x	x	x	x	x	x	x					x				x	x
CSIC	Segura River water authority	ES	x	x		x	x	x			x	x	x	x	x	x	x					x				x	x
- advisory services																											
ICEADR	Tulcea County Agricultural Chamber	RO	x	x		x	x	x			x	x			x					x	x					x	
ICEADR	Direction for Agriculture of Tulcea County	RO	x	x		x	x	x			x	x			x					x	x					x	
CRAB	Ecoloop AB	SE		x		x	x				x	x			x												x
CRAB	Gemva	SE	x	x		x	x	x			x	x			x											x	
- farmers																											

Partner	Target group	Country	Purpose						How: communication channels																
			influence and adoption	originating ideas and identifying concerns	training and education	information provision	feedback	dissemination	informing about project					informing about results					making results available for use						
									1 newsletter	2 project factsheet	3 brochure	4 social media	5 press release	6 project website	7 videos, interviews	8 article in magazine	9 exhibitions/ guided visits	10 conference presentation	11 scientific publication	12 policy brief/ roadmap	13 training /workshop/ demonstration	14 online repository			
VLM VLIZ VITO	ABS: Algemeen Boerensyndicaat	BE		x		x	x	x	x	x							x						x		
VLM VLIZ VITO	BB: Belgische Boerenbond	BE		x		x	x	x	x	x							x							x	
SU	Ekologiska lantbrukare - Sörmland, Uppdlares	SE				x	x	x		x														x	
ICEADR	Romanian Farmers Association (AFR) - Tulcea county	RO	x			x	x	x		x							x			x			x		x
CSIC	FECOAM	ES	x	x	x		x	x		x	x	x	x	x	x	x	x	x						x	
CSIC	COAG	ES	x	x	x		x	x		x	x	x	x	x	x	x	x	x						x	
CSIC	ASAJA	ES	x	x	x		x	x		x	x	x	x	x	x	x	x	x						x	
CSIC	AMOPA	ES	x	x	x		x	x		x	x	x	x	x	x	x	x	x						x	
GLOB	The Federation of Swedish Farmers – LRF	SE	x		x			x											x			x		x	
- rural operators																									
VLM VLIZ VITO	Landelijke Gilden	BE		x		x	x	x	x	x							x								
VLM VLIZ VITO	Landelijk Vlaanderen	BE		x		x	x	x	x	x							x								
SU	Stockholm University Tovetorp Research Station	SE		x	x	x	x	x		x	x					x						x		x	
ICEADR	Agricultural operators	RO	x	x		x	x	x		x	x	x	x	x	x	x	x	x		x	x		x		x
ICEADR	Tour operators	RO	x	x		x	x	x		x	x	x	x	x	x	x	x	x		x	x		x		x
ICEADR	Operators of fish farming	RO	x	x		x	x	x		x	x	x	x	x	x	x	x	x		x	x		x		x
CSIC	irrigation communities (arco sur)	ES	x	x	x		x	x		x	x	x	x	x	x	x	x	x						x	
CSIC	business association (COEC)	ES	x	x	x		x	x		x	x	x	x	x	x	x	x	x						x	
- coastal & marine operators																									
SU	Stockholm University Askö Laboratory	SE		x	x	x	x	x		x	x					x									x
CSIC	fisheries association	ES	x	x	x		x	x		x	x	x	x	x	x	x	x	x					x		x
CSIC	private owner baron island	ES		x			x			x	x					x	x	x	x					x	
CSIC	transport sector (airport and bus companies)	ES		x	x		x	x		x	x	x	x	x	x	x	x	x					x		x
CSIC	hotel association	ES	x	x	x		x	x		x	x	x	x	x	x	x	x	x						x	
- consumer organisations																									
ICEADR	Consumer Association ASCOR - Tulcea County	RO	x	x		x	x	x			x	x	x	x	x	x	x	x		x	x		x		x
ICEADR	Consumer Association CACTUS - Tulcea County	RO	x	x		x	x	x			x	x	x	x	x	x	x	x		x	x		x		x
CRAB	2 boat clubs in Stockholm area	SE		x		x				x		x	x	x	x										
- other local value chain actors																									
SU	Campus Roslagen AB	SE		x		x	x	x		x	x					x									x
CRAB	Stockholm water and wastewater	Sweden		x												x									
CRAB	Alands water	Sweden														x									
CRAB	Norrtaälje nature centre	Sweden	x	x		x	x				x	x				x									
- cooperatives, processors, traders																									
ICEADR	National Association of Ecological and Rural Tourism - Tulcea area	RO	x	x		x	x	x			x	x				x							x		x
ICEADR	Romanian Association for Sustainable Agriculture - Tulcea area	RO	x	x		x	x	x			x	x				x							x		x
ICEADR	Foundation Group of Ecological Initiatives and Sustainable Development - Tulcea area	RO	x	x		x	x	x			x	x				x							x		x
ICEADR	RNDR - National Rural Development Network	RO	x	x		x	x	x			x	x				x							x		x
CSIC	large fruit and vegetable cooperatives in the area (HORTAMIRA, SAN CAYETANO, GREGAL, ...)	ES	x	x	x		x	x			x	x	x	x	x	x	x	x						x	
- environmental and organic NGOs																									
VLM VLIZ VITO	Natuurpunt	BE		x		x	x	x	x	x															
SU	Friends of Haga-Brunnsviken (Swe: Haga-Brunnsvikens Vänner)	SE				x	x	x			x	x				x	x								x
CSIC	Asociación de Naturalistas del Sureste (ANSE)	ES		x		x	x	x			x	x	x	x	x	x	x	x						x	
- local community representatives																									
VLM VLIZ VITO	Local Coastal Communities	BE	x			x				x													x		x
SU	Lake Mälaren Association (Mälarens vattenvårdsförbund)	SE				x	x	x			x	x	x	x	x										x
ICEADR	Local administration	RO	x	x		x	x	x				x	x	x	x	x	x	x					x		x
CRAB	Water and wastewater associations	SE	x	x		x	x	x				x	x	x	x	x	x	x							x
CRAB	Municipalities in Stockholm area	SE	x	x		x	x	x				x	x	x	x	x	x	x							x
GLOB	Skårgårdsföretagarna	SE	x	x	x		x	x																x	x
GLOB	Skårgårdsstiftelsen	SE	x	x	x		x	x																x	x

APPENDIX 5. EVENTS



P'ner	Event	When? Date	Where? Location	Subject	What? Relevance to COASTAL	How? Type	To whom? Target audience
International events							
	European Cooperation Day	21/09/2018	EU				
VLM VLIZ VITO	iEMSS2018	24/06/2018	USA	Modelling			
VLM VLIZ VITO	iEMSS2020		EU	to be announced			
VLM VLIZ VITO	GRC Research Conference	08/07/2018	HKG	biogeochemistry	WP6		Academia
VLM VLIZ VITO	GSTIC 2018 https://2018.gstic.org/	28-30/11/2018	Brussels	innovation			policy, academia, industry
VLM VLIZ VITO	IWA World Water Congress & Exhibition 2018	16-21/9/2018	Tokyo	water			industry, policy, academia
SU	European Rural Networks' Assembly	~December-January annually	Brussels, Belgium				
SU	World Water Week	August annually	Stockholm, Sweden				
SU	European Geosciences Union	April annually	Vienna, Austria				
ICEADR	ICEADR International Symposium "Agrarian Economy and Rural Development - Realities and Perspectives for Romania"	15/11/2018	RO	Agrarian Economy and Rural Development	High	Presentation	International: Multi actor agriculture and rural development
ICRE8	UN SDSN-Greece Sustainability Summit	1-2/10/2018	Athens	Sustianble development			Scientific Community, Industry, Civil Society, Policy Makers Media
CSIC	SIBECOL meeting in Barcelona (February 2019)	02/2019	EU	Ecology and Society	Present and discuss project methodology and results	Oral presentation	scientists
CSIC	EGU 2019 (or 2020)						
CSIC	BRIGAIID H2020 project meeting 2018	17 october 2018	Cartagena (Spain)	climate adaptation and Mar Menor	stakeholder constacts and ideas for climate adaptation related toexcessive runoff to Mar Menor	workshop participation	porject partners and stakeholders
CSIC	ENABLE (ERASMUS+) experiential learning module	24-26 october 2018	Murcia	sustainable business models for landscape restoration	examples of sustanable business models in agriculture	interactive field excursion	environmnetal and business students and young professionals
CRAB	WssTP meeting	november 2018	Brussels				companies and policy makers and universities dealing with Water and sanitation
National events							
VLM VLIZ VITO	VLIZ marine science day	13/03/2019	BE	Belgian marine science conference			science
VLM VLIZ VITO	Blue Cluster Event; https://www.blauwecluster.be	26/06/2018	Oostende, BE	Blue Industry	WP1-WP3		Maritime Industry & R&D Community
SU	Almedalen week	1st week of July annually	Gotland, Sweden				

P'ner	Event	When? Date	Where? Location	Subject	What? Relevance to COASTAL	How? Type	To whom? Target audience
ICEADR	National Economic Research Institute (INCE): International Scientific Conference - Practice XIII Edition "Economic Growth in the Globalized Conditions"	11/10 - 12/10 2018	RO	Agrarian Economy, Globalization	High	Presentation	International: Multi actor economic and agriculture
SEI	<u>Nordic Agro Summit 2019</u>	13-14/2/2019	Malmö	Agriculture	Presentations and discussions covering a range of topics from policy to production techniques	Conference	Practitioners, policy makers, academia
SEI	<u>Mångfaldskonferensen 2018</u>	17/10/2018	Stockholm	Biodiversity, ecosystem services & landscape	The effect of agriculture and forestry on landscape and biodiversity	Conference	Practitioners, journalists, interested public
SEI	<u>Östersjöfiske 2020</u>	15-15/11/2018	Simrishamn	Fishery in the Baltic Sea	The needs of a Swedish fishing policy to ensure sustainability	Conference	Business, local government, practitioners
CRAB	Vatten och avloppsmässa VA mässan (Water and wastewater fair/exhibition)	25-27 september 2018	Jönköping – Sweden	fair for waer and waste water utilities, seminars			
GLOB	Political week in Almedalen, Visby Sweden	1-8/07/20119	Sweden	General politics	The largest national gathering of politicians and representatives from civil society and business. Great venue for dissemination of results and information to relevant stakeholders.	Seminars	Politicians
GLOB	Political week in Järva, Stockholm	9-17/06-2019	Sweden	General politics	A political gathering with representatives from political parties, civil society and business focusing on sustainability related issues.	Seminars	Politicians
GLOB	World Water Week	26-31/08-2019	Sweden	Water, ecosystems nd human development	World Water Week is the annual focal point for the globe's water issues. It is organized by SIWI.	Seminars	politicians
Local events							
VLM VLI VITO	Kustforum	annual event (date to be defined)	BE	Public stakeholder event for the Belgian coast			Coastal stakeholders
VLM VLI VITO	Marine science meets maritime industry	annual event (date to be defined)	BE	Brokerage event between marine science and maritime industry in Flanders			Industry / science
SU	<u>Sea and Water Forum (HAV)</u>	May annually	Stockholm, Sweden				
ICEADR	Days of Tulcea	13.08 - 15.08. 2018	Tulcea	local administration and cultural manifestation	High	cultural manifestation	for the local community and tourist
ICEADR	Days of Dobrogea	14.11	Tulcea	local administration and cultural manifestation	Medium	cultural manifestation	for the local community and tourist
CSIC	COASTAL sectoral stakeholder workshops	october-november 2018	Murcia	idenify coastal rural interactions	start of the definition of system interactions	workshop	stakeholders
SEI	<u>Vak (vatten, avlopp och kretslopp) (Halmstad)</u>	13-14/3/2019	Halmstad	Water treatment and waste management	Planning related issues and discussions on water and the impact environmental impact of waste	Conference	Practitioners, consultants, local government
SEI	<u>Stora VA-mässan</u>	25-27/9/2018	Jönköping	Water treatment and waste management	Sector relevant actors participate to share information	Conference/Expo	Local government, industry, business
SEI	<u>Bertebos Conference 2018</u>	26-28/8/2018	Falkenberg	Global food security	Sustainable food systems & production	Conference	Academia, practitioners
SEI	<u>Landskapsforum 2018</u>	15-16/10/2018	Stockholm	Use and management of water resources in the landscape	Use and management of water resources in the landscape	Conference	Academia, politicians, land owners, business etc.
SEI	<u>Livsmedelsforum 2018</u>	11/10/2018	Göteborg	Sustainable food	Food waste, nutrition, market change	Conference	Academia, practitioners
SEI	<u>Borgeby fältdagar</u>	26-27/6/2019	Bjärred	Agricultural production and resource use	Mix of agricultural fair, seminars etc	Expo	Farmers and those with an interest in agriculture
SEI	<u>Nordic Organic Fair</u>	14-15/11/2018	Malmö	Organic food	Place where business and producers meet share information and contacts	Expo	Food producers, retailers, industry



APPENDIX 6. NETWORKING



P'ner	Networking and synergies	Subject	What	Relevance to COASTAL	How
EU & intl. Organisations/networks					
	EIP-Agri				
	EIP-Water				
SU	Global Wetland Ecohydrology Network (GWEN)				
SU	Swedish International Agriculture Network Initiative (SIANI)				
ICRE8	UN-SDSN	United Nations network for research based solutions for sustainable development		sustainable development, policy, innovation	ICRE8 is a Global Member and the Host of the Greek Chapter
ICRE8	CLIMATE-KIC Greece	United network that supports acceleration of innovations aimed at climate change		innovation, business development	ICRE8 is a partner organisation
CSIC	Resilience Alliance (https://www.resilience.org/)	a research organization that focuses on resilience in social-ecological systems as		We can exchange ideas about how to study complex systems.	Attendance of meetings or workshops organized by the RA.
SEI	SIANI Agri	Sustainable Agriculture and Development		Addressing similar problems as Coastal but within a global context, many European and Swedish Members	Networking and communication
SEI	Nordic Cooperation	Nordic countries collaborate on this platform		Most Nordic Countries with exception of Iceland are connected to the Baltic	
H2020/FP7/FP6 projects (in acronym alphabetical order)					
ICEADR	AgriDemo-F2F CSA (GA 728061) Building an interactive AgriDemo-Hub community: enhancing farmer to farmer learning / 2017-01-01 to 2019-06-30	enhance peer-to-peer learning within the commercial farming community Case studies will be selected from this inventory and an in-depth comparative analysis will be made to compare different approaches to demonstration activities.		Rur - role of demonstration in farmer to farmer (F2F) learning, a wide-spread geo-geographical coverage within Europe regional and international multi-actor meetings will use the results of the cross comparative case study analysis	how farmers learn from their own on-farm experiences and from other farmers empowerment of both the commercial farming and policy community to uptake these best practices will occur through structuring the project results and farm demo showcases on the AgriDemo-Hub, an interactive, user oriented, web-map application
ICEADR	ARIMNET2 CSA (GA 618127) FP7-KBBE: Coordination of the Agricultural Research in the Mediterranean	enhancing scientific cooperation between EU members and Mediterranean Partner Countries (MPC) o enhance coordination of agricultural research programmes within the Mediterranean area and to improve the cooperation within the area.		Joint activities of strategic interest for researchers and stakeholders that boosted networking, mobility, capacity-building and exchange of knowledge and good practices - strengthening the link between R&I and involving stakeholders in research	Coastal may benefit from comparisons on the outputs for Mediterranean area regarding key challenges, needs and priorities of agricultural R&I and the design of a strategical framework for joint action towards sustainable development
ICEADR	ACCOMPLISSH (GA 693477) CSA: Accelerate co-creation by setting up a multi-actor platform for impact from Social Sciences and Humanities / 2016-03-01 to 2019-02-28	ACCOMPLISSH project will identify all barriers and enablers of co-creation in order to develop an innovative valorisation concept, which will foster knowledge exchange within the quadruple helix and strengthens the position of SSH research.		to be explored	
ICEADR	AGRISPIN SCA (GA 652642) Space for Agricultural Innovation / 2015-03-01 to 2017-08-31	to strengthen support systems in creating space for innovating farmers. he project also addresses the institutional environment, involving public managers, administrators and policy makers. Attention will be given to cultural and historical particularities, requiring tailor		Throughout the project period partners support each other in an emerging professional innovation network. They inspire each other and initiate improvements in their own systems. Case studies and lessons learned are made available to a wider public.	The project is ready for collaboration with other partners such as thematic networks and operational groups under the EIP as well as other interested regions in joint learning about innovation support systems.
ICEADR	BlueBRIDGE GA 675680 Building Research environments for fostering Innovation, Decision making, Governance and Education to support Blue growth / 2015-09-01 to 2018-02-28	BlueBRIDGE supports capacity building in interdisciplinary research communities actively involved in increasing scientific knowledge about resource overexploitation, degraded environment and ecosystem with the aim of providing a more solid ground for informed advice to competent authorities		Blue bridge training modules relevant for COASTAL may be: 1)Ecosystem approach to Fisheries 2)Aquaculture 3)Maritime Spatial Planning	Virtual Research Environments (VREs), may constitute a good example of capacity building good practice for the stakeholders of COASTAL
ICEADR	BLUEMED GA 727453 Cross-cutting marine and maritime research / 2016-10-01 to 2020-09-30.	The objective of Bluemed is to support the activation of sustainable 'blue' innovation and growth, by fostering integration of knowledge and efforts of relevant stakeholders from EU Member States and not only of the Mediterranean Basin.		to be explored	Although BLUEMED is located in the Mediterranean area, COASTAL may benefit from lessons learnt in Bluemed regarding multiactor collaboration for the effective coordination of marine and maritime research and innovation activities in the long term.
CSIC	Brigaid H2020 Bridging the gaps for innovations in disaster resilience (grant agreement No 700699)	climate adaptation to extreme meteorological events		business innovations between innovators and end users related to adaptation practices that can help solving hydrological problems in Mar Menor	through meetings with Futurewater (SME), partner in brigaid and located in Cartagena. Participating in its annual meeting october
GEO	CoastObs GA 776348 H2020 Commercial service platform for user-relevant coastal water monitoring services based on Earth observation / 2017-11-01 to 2020-10-31	CoastObs will develop a service platform for coastal water monitoring with validated products derived from EO. In dialogue with users from various sectors, CoastObs will develop innovative EO-based products: monitoring of seagrass and macro-algae, phytoplankton size classes, primary production, and harmful		sustainable management of coastal waters, retaining or restoring a high ecological status and safeguarding ecosystem services	through the common partner involved in this project, COASTAL may benefit of the experience and knowledge of GEONARDO on coastal water monitoring tools
ICEADR	COLUMBUS GA 652690 Monitoring, Managing and Transferring Marine and Maritime Knowledge for Sustainable Blue Growth/ 2015-03-01 to 2018-02-28.	The COLUMBUS project intends to capitalise on the EC's significant research by ensuring accessibility and uptake of research Knowledge Outputs by end-users (policy, industry, science and wider society). COLUMBUS will ensure measurable value creation from research investments contributing to sustainable Blue		to be explored	

P'ner	Networking and synergies	Subject	What	
			Relevance to COASTAL	How
ICEADR	DAFNE GA 690268 Use of a Decision-Analytic Framework to explore the water-energy-food NExus in complex and trans-boundary water resources systems of fast growing developing countries /2016-09-01 to 2020-08-31.	DAFNE advocates an integrated and adaptive water resources planning and management approach that explicitly addresses the water-energy-food (WEF) nexus from a novel participatory and multidisciplinary perspective.	to be explored	
ICEADR	DERREG CP-FP (GA 225204) FP7-SSH: Developing Europe's Rural Regions in the Era of Globalization: An Interpretative Model for Better Anticipating and Responding to Challenges for Regional Development in an Evolving International Context /2009-01-01 to 2011-12-31	The objective of the DERREG project is to produce an interpretative model that will enable regional development actors to better anticipate and respond to the key challenges for disadvantaged regions arising from globalization. In doing so, it will expand scientific knowledge and understanding, inform policy development, and identify examples of best practice.	Good Practice Database- resources on agriculture and ural development	The proposed research will enable policy makers and other stakeholders involved in regional development to better anticipate and respond to the challenges of globalization. It will support initiatives to increase the capacity of rural businesses to engage with new opportunities and to enhance social cohesion.
CSIC	Diverfarming (H2020) Crop diversification and low-input farming across Europe: from practitioners' engagement and ecosystems services to increased revenues and value chain organisation. (Contract N°: 728003) 2017-2021	crop diversification as climate change adaptation and mitigation and sustainable business model for agriculture	identification and testing of sustainable farming practices based on crop diversification and sustainable busines	CSIC is partner in the project
ICEADR	ERMITAGE (GA 265170) FP7-ENVIRONMENT: Enhancing Robustness and Model Integration for The Assessment of Global Environmental Change / 2010-12-01 to 2013-11-30	Development of education on integrated landscape management based on sustainable business models. The resulting integrated assessment framework models will be applied to the analysis of post-2012 climate initiatives taking into account uncertainties and regional conflicts of interest in a coordinated way, propagating the analysis of uncertainty from climate simulation through to policy analysis, focusing particularly on the sustainability of agriculture, bioenergy and water resources.	addressing the challenge of development of interdisciplinary modelling tools and platforms to address the interactions between natural and socio-economic systems business innovations between innovators and end users related to adaptation practices that can help solving hydrological problems in Mar Menor	COASTAL may built on the lessons learned through the implementation of ERMITAGE through common partner CSIC, although the current socio-economic conditions of COASTAL may be different
ICEADR	FAIRWay (GA 727984) H2020: Farm systems that produce good Water quality for drinking water supplies / 2017-06-01 to 2021-05-31.	The objective of FAIRWAY is to review policy, governance and farm water management approaches to protect drinking water resources in the EU and to identify and further develop innovative measures and governance approaches which will simultaneously increase the sustainability of agriculture.	FAIRWAY will i) increase the scientific understanding of the relationship between agriculture and drinking water protection, ii) increase the understanding for the social, technical and economic barriers to practical implementing of measures (iii) deliver innovative measures and tools to overcome these barriers, iv) develop protocols and data-sets for monitoring of farming practices and water quality, v) develop effective governance approaches for small to large water supplies, and vi) increase awareness and involvement of farmers and other citizens in the monitoring and governance of water supplies.	Empowerment of rural areas, support to policies and rural innovation. ICEADR may build on the the networks created by ICPA, partner in Fairway, to increase awareness of farmers and other stakeholders in the coastal area on sustainable water management.
ICEADR	FARMPATH (GA 265394) FP7-KBBE: Farming Transitions: Pathways Towards Regional Sustainability of Agriculture in Europe / 2011-03-01 to 2014-05-31	The overall goal of FarmPath was to identify and assess future transition pathways towards regional sustainability of agriculture in Europe, and the social and technological innovation needs required to initiate and progress along these pathways.	to be explored	
ICEADR	LANDMARK GA 635201 LAND Management: Assessment, Research, Knowledge base /2015-05-01 to 2019-10-31.	LANDMARK is a pan-European multi-actor consortium of leading academic and applied research institutes, chambers of agriculture and policy makers that will develop a coherent framework for soil management aimed at sustainable food production across Europe.	to be explored	
ICEADR	LIFT GA 770747 Low-Input Farming and Territories - Integrating knowledge for improving ecosystem-based farming 2018-2022	The overall goal of LIFT is to identify the potential benefits of the adoption of ecological farming in the European Union (EU) and to understand how socio-economic and policy factors impact the adoption, performance and sustainability of ecological farming at various scales, from the level of the single	performance and sustainability of ecological farming in Danube delta and coastal area of Romania	The protected area of Danube Delta occupies a big part of the coastal area of Romania, so synergies with the results of LIFT regarding ecological agriculture will be beneficial to COASTAL. Moreover, IEA, Bucharest Romania, is partner in
ICEADR	MYFISH GA 289257 FP7-KBBE Maximising yield of fisheries while balancing ecosystem, economic and social concerns/ 2012-03-01 to 2016-02-29.	The Myfish project focused on making the MSY principle operational to enable policy makers to make informed decisions on the inherent trade-offs between single stock yield, ecosystem, economic and social considerations.	to be explored	
ICEADR	NEWBIE (GA 772835) New Entrant netWork: Business models for Innovation, entrepreneurship and resilience inEuropean agriculture /2018-01-01 to 2021-12-31	The NEWBIE Network (New Entrant netWork: Business models for Innovation, entrepreneurship and resilience in European agriculture) has been designed to address the significant challenge of enabling new entrants to successfully establish sustainable farm businesses in Europe.	to be explored	

P'ner	Networking and synergies	Subject	What	
			Relevance to COASTAL	How
ICEADR	NOVIWAM GA 245460 FP7-REGIONS Novel Integrated Water Management Systems for Southern European Regions /2010-02-01 to 2013-01-31.	NOVIWAM aims to establish long-lasting links between clusters throughout the regions, and allow the triple-helix components to benefit from the scale economies deriving from this multilevel and interregional co-operation.	NOVIWAM facilitated cooperation between authorities, research, and business of each region in the consortium, to become a wide international research-driven network of clusters focused on water and to develop a research agenda proposing solutions to the individual and common knowledge-based needs	COASTAL may build on the results obtained in NOVIWAM and upscale the models developed through the JOP designed by this project.
ICEADR	OCEAN-CERTAIN GA 603773 FP7-ENVIRONMENT Ocean Food-web Patrol – Climate Effects: Reducing Targeted Uncertainties with an Interactive Network / 2013-11-01 to 2017-10-31	OCEAN-CERTAIN will investigate the impact of climatic and non climatic stressors on the food web and the connected biological pump , and the important feedback mechanisms. OCEAN-CERTAIN will identify and quantify multi-stressor impacts and feedbacks and how these alter the functionality and	to be explored	
ICEADR	ORGANICDATANETWORK GA 289376 FP7-KBBE Data network for better European organic market information / 2012-01-01 to 2014-12-31.	The project, European Data Network for Improved Transparency of Organic Markets (OrganicDataNetwork) aims to increase the transparency of the European organic food market through better availability of market intelligence about the sector to meet the needs of policy makers and actors involved in	to be explored	
ICEADR	PEGASO GA 244170 FP7-ENVIRONMENT People for Ecosystem Based Governance in Assessing Sustainable Development of Ocean and Coast / 2010-02-01 to 2014-01-31	The aim of PEGASO is to build on existing capacities and develop common novel approaches to support integrated policies for the coastal, marine and maritime realms of the Mediterranean and Black Sea Basins i	Pegaso showed important informations regarding regional assesmet in support of Integrated Coastal Zone Management of Mediteranean and Black Sea basin	ICEADR could use PEGASO results and deliverables for identifying state-of-the-art regarding integrated policies in Black sea basin, existing networks, their functionality and their practical utility.
ICEADR	PEGASUS GA 633814 Public Ecosystem Goods And Services from land management - Unlocking the Synergies / 2015-03-01 to 2018-02-28	PEGASUS will develop innovative, practical ways of making PG and ESS concepts accessible and operational: it will identify how, where and when cost-effective mechanisms and tools for policy, business and practice can most effectively be applied, increasing the sustainability of primary production in pursuit of the	to be explored	
ICEADR	PERSEUS GA 261748 FP7-SECURITY Protection of European seas and borders through the intelligent use of surveillance / 2011-01-01 to 2015-06-30	PERSEUS contributes to Europe's efforts to monitor illegal migration and combat related crime and goods smuggling by proposing a large scale demonstration of a EU Maritime surveillance System of Systems, on the basis of existing national systems and platforms, enhancing them with innovative	to be explored	
ICEADR	PLAID GA 727388 Peer-to-Peer Learning: Accessing Innovation through Demonstration / 2017-01-01 to 2019-06-30	PLAID will initiate a community of practice, which together with the above activities and outputs will provide a solid foundation for RUR-12-2017: "Networking European farms to boost thematic knowledge exchanges and close the innovation gap" and provide substantive input to the EIP Agri database.	to be explored	
ICEADR	PROVIDE GA 633838 PROVIDing smart DELivery of public goods by EU agriculture and forestry / 2015-09-01 to 2018-08-31.	The project will first perform a mapping and inventory of public goods and the mechanisms producing such goods, allowing to identify 'hotspots' for mechanisms and policy development. Around these 'hotspots', the project will then value different public goods and explore value transferability across	The practical results of the project will be: a renewed ("un-packed") conceptualization of the notion of public goods; an operational framework to support the smart provision of public goods; a toolbox putting together an inventory of options, operational means for valuation and evaluation, and a	Coastal may further use the results of this project, namely mapping of PGs demand and supply and identifying PG of interest in the area of interest for our project
ICEADR	ROBUST GA 727988 Rural-Urban Outlooks: Unlocking Synergies / 2017-06-01 to 2021-05-31	ROBUST aims to provide practice-oriented information about successful governance models applicable to different settings as well as related communication and training material.	to be explored	
ICEADR	RISC-KIT GA 603458 FP7-ENVIRONMENT Resilience-Increasing Strategies for Coasts - toolKIT /2013-11-01 to 2017-04-30	the RISC-KIT project aims to deliver a set of open-source and open-access methods, tools and management approaches to reduce risk and increase resilience to low-frequency, high-impact hydro-meteorological events in the coastal zone. These products will enhance forecasting, prediction and early	Development of a web-based management guide for developing integrated DRR plans along Europe's coasts and beyond and provide a synthesis of lessons learned in RISC-KIT in the form of policy guidance and recommendations at the national and EU level.	case study on black sea
ICEADR	RURAGRI GA 235175 FP7-KBBE Facing sustainability: new relationships between rural areas and agriculture in Europe / 2009-10-01 to 2014-03-31	The goal was to improve connectivity between urban and rural areas. To meet the challenge of sustainable development for European agriculture, a greater understanding is needed of how urban development is affecting agriculture.	ERANET	CSA sustainability of project follow up of new calls
ICEADR	SALSA GA 265927 FP7-KBBE Knowledge-based Sustainable Value-added food chains: innovative tools for monitoring ethical, environmental and Socio-economical impacts and implementing Eu-Latin America shared strategies / 2011-05-01 to 2014-04-30.	ALSA aims at developing monitoring tools based on a Life Cycle thinking approach suitable for integrating ethical, environmental and socio-economical impacts in one consistent model. SALSA provides sustainable solutions (strategies and processes) suitable to support farmers and SMEs relations within entire food chains.	to be explored	
ICEADR	SIGMA GA 603719 FP7-ENVIRONMENT Stimulating Innovation for Global Monitoring of Agriculture and its Impact on the Environment in support of GEOGLAM / 2013-11-01 to 2017-07-31.	SIGMA aims to develop innovative methods, based upon the integration of in-situ and earth observation data, to enable the prediction of the impact of crop production on ecosystems and natural resources. The proposed project will address methods to: i. enable sharing and integration of satellite and in situ	dedicated capacity building activities are planned to increase national and international capacity to enable sustainable management of agriculture	SIGMA created new local and global maps of agricultural systems. A database of all products is freely available on a dedicated project server. GEOGLAM stakeholders.

P'ner	Networking and synergies	Subject	What	
			Relevance to COASTAL	How
ICEADR	SIMRA GA 677622 Social Innovation in Marginalised Rural Areas / 2016-04-01 to 2020-03-31	SIMRA seeks to advance understanding of social innovation (SI) and innovative governance in agriculture, forestry and rural development (RD), and how to boost them, particularly in marginalised rural areas across Europe, with a focus on the Mediterranean region	to be explored	access to a collaborative learning and networking opportunities with different actors and on /multiple scales, fostering the interactions of 'knowledge brokers' and stakeholders in rural development
ICEADR	SOLUTIONS GA 603437 FP7-ENVIRONMENT Solutions for present and future emerging pollutants in land and water resources management / 2013-10-01 to 2018-09-30	SOLUTIONS will deliver a conceptual framework for the evidence-based development of environmental and water policies. This will integrate innovative chemical and effect-based monitoring tools with a full set of exposure, effect and risk models and assessment options.	case studies on Danube basins	COASTAL may build on state-of-the-art monitoring and management tools will be elaborated allowing risk identification for aquatic ecosystems and human health.
ICEADR	SPICOSA (GA 36992) FP6-SUSTDEV: Science and policy integration for coastal System Assessment / 2007-02-01 to 2011-01-31	The overall objective of SPICOSA is to develop a self-evolving, holistic research approach for integrated assessment of Coastal Systems so that the best available scientific knowledge can be mobilized to support deliberative and decision-making processes aimed at improving the sustainability of Coastal systems. The purpose of SPICOSA is to identify sustainable practices and policies in the agricultural, fish and food sectors that support the sustainability of primary producers in a context of multi-dimensional policy requirements, market uncertainties and globalisation.	cornerstone of coastal management systems	direct relevance to coastal management not only at local but also at a European scale. policy options for the sustainable management of coastal zone systems. SPICOSA contributed to the understanding of social interactions within coastal systems.
ICEADR	SUFISA GA 635577 Sustainable finance for sustainable agriculture and fisheries / 2015-05-01 to 2019-04-30	The purpose of SUFISA is to identify sustainable practices and policies in the agricultural, fish and food sectors that support the sustainability of primary producers in a context of multi-dimensional policy requirements, market uncertainties and globalisation.	identification of practices and policies aiming at addressing market failures hindering farmers and fishermen to function sustainably	capacity building for farmers and fishermen
ICEADR	SURE-Farm (GA 727520) Towards Sustainable and Resilient EU FARMing systems / 2017-06-01 to 2021-05-31	Objectives are to: measure the determinants of resilience; improve farmers' risk-related decisions and management; assess farm demographic changes and their links to labour markets; evaluate the current policy framework and develop resilience enhancing policy options; make integrated long-term projections of farm viability.	May be of interest to Coastal regarding analysing farmers' risk perceptions and behaviours, developing improved risk management tools tailored to specific challenges in the range of EU farming systems, building an integrated impact assessment model to make projections towards sustainable future delivery of farm products.	If it covers the Coastal area (TI and CT), the outputs provided by IEA partner in SURE farm may be of interest for our project
GEO	UNISECO (GA773901) Understanding and Improving the Sustainability of agroecological farming systems in the EU / 2018-05-01 to 2021-04-30	Objective of UNISECO is to strengthen the sustainability of EU farming systems, through co-constructing practice-validated strategies and incentives for the promotion of improved agro-ecological approaches.	framework for assessing sustainability of socio-economic aspects of agro-ecological farming systems /agroecological farming practices - environmental public good provision in hinterlands	through the common partner involved in this project, COASTAL may benefit of the experience and knowledge of GEONARDO on socio-economic aspects and sustainability of agro-ecological farming systems and environmental public goods provision
ICEADR	WATERPROTECT GA727450 Innovative tools enabling drinking WATER PROTECTION in rural and urban environments / 2017-06-01 to 2020-05-31	The objective of WATERPROTECT is to contribute to effective uptake and realisation of management practices and mitigation measures to protect drinking water resources.	integrative multi-actor participatory framework including innovative instruments that enable actors to monitor, to finance and to effectively implement management practices and measures for the protection of water sources	Through the case studies on good practices : land management, farming, product stewardship, point source pollution prevention for protection of water supplies, performed in different pedoclimatic conditions and different water collection areas across Europe
Other projects / networking				
VLM VLIZ VITO	Vedette	Interreg V Frankrijk-Vlaanderen-Wallonië	In dialogue with owners, managers and policy makers and through consultations with target groups, a cross-border Master Plan is drawn up covering all aspects that are necessary to enable coordinated and integrated development and management in the future in a part of Belgian coastal zone	Involve some partners of Vedette in de Coastal Workshops
VLM VLIZ VITO	Salfar	Interreg VB North Sea region	This project aims to promote resource efficiency by (re)using degraded farmland and reducing fresh water consumption. 10 open field labs will be set up in each participating region to demonstrate innovative methods of farming on saline soil with natural adaptation processes in plants and crops. "Thinking green" in this way means a real change of perspective in farming and food producing, a change of behavior of the consumers of food, and, for authorities, re-thinking water management and changing policies on environment and agriculture in coastal areas. As all coastal zones have to cope with sea level rise, our shared challenge is to create awareness for salinization and offer new methods of farming across the NSR.	Involve some partners of Salfar in the Coastal Workshops
VLM VLIZ VITO	Topsoil	Interreg VB North Sea region	The overall objective of the project is the joint development of methods to describe and manage the uppermost 30m of the subsurface, in order to improve the climate resilience of the North Sea Region. In addition, the project will demonstrate a practical implementation of solutions in 16 pilot projects. To make sure the proposed objectives are met by the end of the project, five major working areas have been identified where international cooperation will be particularly beneficial. 1.Flooding in towns and agricultural areas due to the rising groundwater table caused by changed precipitation patterns. 2.Saltwater intrusion into freshwater reserves due to rising sea levels and changed irrigation, drainage and drinking water demands. 3.The need for a groundwater buffer to store water in periods of excess rainfall. The buffer of fresh water can be used for irrigation purposes during dry periods. 4.Better knowledge and management of soil conditions, which will provide better resilience to extreme rainfall events, improve water quality and crop yields. 5.The capacity to break down nutrients and other environmentally hazardous pollutants in the uppermost layers is yet unexplored. By improving our understanding, better land management can be implemented.	Involve some partners of Topsoil in the Coastal Workshops

P'ner	Networking and synergies	Subject	What	
			Relevance to COASTAL	How
VLM VLIZ VITO	Think Tank North Sea	Belgian think tank for topics related to the North Sea (open for all stakeholders)	http://www.thinktanknorthsea.be/	Use and validation of models developed in Coastal
SU	<u>Legacies of Agricultural Pollutants - LEAP</u>			
SU	<u>BONUS RETURN</u>			
SU	<u>BONUS MIRACLE</u>			
SU	<u>Baltic Compass</u>			
SU	<u>Resilience-Increasing Strategies for Coasts-toolKIT (RISC-KIT)</u>			
SU	<u>Stockholm University Baltic Sea Center</u>			
SU	<u>LEADER Mälardalen Local Action Group among the Swedish members of the Rural Networks' Assembly</u>			
SU	<u>The Water Centre for Innovation (UCV) at Campus Roslagen AB</u>			
ICRE8	<u>Integrated Management Plan for Cyprus Coastal Waters</u>	(Ministry of Agriculture, Rural Development and Environment, Cyprus) project: Provision of services for the preparation of strategy and action plan for the integrated management of coastal areas for the period 2018-2028	Focus on Coastal Development	Project Partner
CSIC	ALICE (http://www.alice-wastewater-project.eu/)	The ALICE project aims to accelerate innovation in urban wastewater management for addressing the effects of climate change.	Exchange of ideas related to the fuzzy cognitive mapping exercise (technically and conceptually). Identification and contact with local stakeholders participating in the ALICE project.	Meetings with BC3 (Marc Neumann) at CSIC in Murcia
CSIC	PESFOR-W COST Action (https://www.forestresearch.gov.uk/research/pesforw/)	The aim of the PESFOR-W COST Action is to synthesize knowledge, provide guidance and encourage collaborative research to improve Europe's capacity to use Payments for Ecosystem Services (PES) to achieve Water Framework Directive (WFD) targets & other policy objectives through incentives for planting woodlands to reduce agricultural diffuse pollution to watercourses.	Exchange of ideas related to models of nutrients retention at watershed scale and socio-economic measures related to payments for ecosystem services.	Attendance of meetings and courses organized by the COST action.

APPENDIX 7. JOURNALS & PRESS



P'ner	Journal and press	Publisher	Open access link	Topic	Who (in charge)	Which WP					
						WP1 MA	WP2 KT	WP3 Policy	WP4 Modell	WP5 Scenario	WP6 DISS
Journal											
	Agricultural Economics										
	Business and Society										
	Coastal Management										
VLM VLIZ VITO	Ecology and Society		https://www.ecologyandsociety.org								
	Environmental Management										
VLM VLIZ VITO	Environmental Modelling and Software	Elsevier	https://www.journals.elsevier.com/environmental-modelling-and-software/	Participatory Modelling		x			x		
VLM VLIZ VITO	Futures	Elsevier	https://www.journals.elsevier.com/futures/	Transition Pathways						x	
	International Journal of Sustainable Agricultural Management and Informatics										
	Journal of Rural Studies										
SU	Ambio										
SU	Environmental Research Letters										
SU	Environmental Science & Technology										
SU	Journal of Hydrology										
SU	Land Degradation and Development										
SU	Ocean & Coastal Management										
SU	PLOS ONE										
SU	Science of the Total Environment										
SU	Water Resources Management										
SU	Water Resources Research										
ICRE8	Journal of Environmental Economics and Management										
ICRE8	Journal of Environmental Economics and Policy										
ICRE8	Resources Policy										
ICRE8	Science of the Total Environment										
ICRE8	Sustainability Journal										
ICRE8	Water Policy										
CSIC	Ecological Modelling	Elsevier									
CSIC	Nature Conservation	Pensoft									
CSIC	Organization (http://journals.sagepub.com/home/org/)	SAGE journals									
CSIC	Journal of Ocean and Coastal Economics (https://cbe.miis.edu/joce/)	Center for the Blue Economy									
CSIC	Water	mdpi									
SEI	HortScience	American Society for Horticultural Science	http://hortsci.ashspublishings.org/								
SEI	Food and Energy Security	Wiley-Blackwell	https://onlinelibrary.wiley.com/journal/20483694								

P'ner	Journal and press	Publisher	Open access link	Topic	Who (in charge)	Which WP					
						WP1 MA	WP2 KT	WP3 Policy	WP4 Modell	WP5 Scenario	WP6 DISS
SEI	Agronomy	MDPI AG	http://www.mdpi.com/journal/agronomy								
SEI	International Soil and Water Conservation Research	International Research and Training Center on Erosion and Sedimentation and China Water and Power Press	https://www.journals.elsevier.com/international-soil-and-water-conservation-research/								
SEI	Agriculture and Food Security	BioMed Central	https://agricultureandfoodsecurity.biomedcentral.com/								
SEI	Agricultural and Resource Economics Review	Cambridge University Press	https://www.cambridge.org/core/journals/agricultural-and-resource-economics-review								
SEI	Australian Journal of Crop Sciences	Southern Cross Journals	https://www.cropj.com/index.html								
SEI	International Journal of Agronomy	Hindawi Publishing Corporation	https://www.hindawi.com/journals/ija/								
SEI	Hydrology and Earth System Science	European Geophysical Society; European Geosciences Union, European Geosciences Union	https://www.hydrol-earth-syst-sci.net/volumes.html								
SEI	Water Resources and Industry	Elsevier	https://www.journals.elsevier.com/water-resources-and-industry/								
SEI	Journal of Hydrology: Regional Studies	Elsevier	https://www.journals.elsevier.com/journal-of-hydrology-regional-studies/								
SEI	Frontiers in Marine Science	Frontiers Media S.A.	https://www.frontiersin.org/journals/marine-science#								
SEI	Aquaculture Environment Interactions	Inter-Research	https://www.int-res.com/journals/aei/aei-home/								
SEI	Journal of Environmental Health Science and Engineering	BioMed Central	https://link.springer.com/journal/volumesAndIssues/40201								
SEI	Knowledge and Management of Aquatic Ecosystems	EPD Sciences	https://www.kmae-journal.org/								
SEI	Maritime Studies	Springer Verlag	https://link.springer.com/journal/volumesAndIssues/40152								
SEI	International Journal of Forestry Research	Hindawi Publishing Corporation	https://www.hindawi.com/journals/ijfr/								
SEI	Forest Ecosystems	Springer Verlag	https://forestecosyst.springeropen.com/								
SEI	Forests	MDPI AG	http://www.mdpi.com/journal/forests								
SEI	Journal of Forest Science	Ceska Akademie Zemedelskych Ved	https://www.agriculturejournals.cz/web/jfs/								
SEI	SEEFOR	South-east European forestry	https://www.seefor.eu/								

P'ner	Journal and press	Publisher	Open access link	Topic	Who (in charge)	Which WP					
						WP1 MA	WP2 KT	WP3 Policy	WP4 Modell	WP5 Scenario	WP6 DISS
SEI	Annals of Forestry Research	ICAS	http://afrjournal.org/index.php/afr								
SEI	Forest Science and Practice	Springer Science	https://link.springer.com/journal/volumesAndIssues/11632								
SEI	Journal of Horticulture and Forestry	Academic Journals	http://www.academicjournals.org/journal/JHF/archive								
SEI	Marine and Coastal Fisheries: Dynamics, Management, and Ecosystem Science	Wiley-Blackwell	https://www.tandfonline.com/loi/umcf20								
SEI	The Open Fish Science Journal	Bentham Open	https://benthamopen.com/tofishsj/								
SEI	Fisheries and Aquatic Sciences	BioMed Central	https://fas.biomedcentral.com/								
SEI	Journal of Fisheries and Aquaculture	Academic Journals	http://www.academicjournals.org/journal/IJFA/archive								
CRAB	Stångmärket	Archipelago foundation	https://skargardsstiftelsen.se/for-skargardsvanner/tidningen-stangmarket/	ture and environmental protection							x
CRAB	Båtliv	Swedish boat union	http://www.batliv.se/	Boat and sea life							x
Stakeholder press											
International											
VLM VLIZ VITO	EIP-Agri newsletter	EIP AGRI Service Point		innovation	frank.stubbe@vlm.be						
SU	Resilience-Increasing Strategies for Coasts-toolKIT (RISCKIT) E-newsletter										
ICEADR	Volume of the International Symposium ICEADR "Agrarian Economy and Rural Development - Realities and Perspectives for Romania" 9th edition	ICEADR	http://www.symposium.iceadr.ro/program	Agrarian Economy and Rural Development	ICEADR	x					x
ICRE8	SDSN Newsletter										
ICRE8	ICRE8 Newsletter										
National											
VLM VLIZ VITO	Boer en Tuinder	BE partnership									
VLM VLIZ VITO	Landbouwleven	BE partnership									
VLM VLIZ VITO	http://www.vilt.be/	BE partnership									
VLM VLIZ VITO	Buitenkans (e-zine) (https://www.vlm.be/nl/SiteCollectionDocuments/Publicaties/Buitenkans/Buitenkans10.PDF)	VLM			frank.stubbe@vlm.be						

P'ner	Journal and press	Publisher	Open access link	Topic	Who (in charge)	Which WP					
						WP1 MA	WP2 KT	WP3 Policy	WP4 Modell	WP5 Scenario	WP6 DISS
VLM VLIZ VITO	VLIZINE (e-zine)	VLIZ		marine (science) news channel	hans.pirlet@vliz.be						
VLM VLIZ VITO	Grote Rede	VLIZ		marine (science) magazine	hans.pirlet@vliz.be						
ICEADR	"Scientific Papers Series „Management, Economic Engineering in Agriculture and Rural Development”, Vol 18, issue nr. 4/2018	USAMV	http://www.managusamv.ro/publicatii-manag	Agrarian Economy and Rural Development	ICEADR	x					x
ICEADR	Press, journal: Lumea satului	Lumea Satului	https://www.lumeasatului.ro/	Agrarian Economy and Rural Development	ICEADR	x					x
ICEADR	Press, journal: Profitul Agricol	Profitul Agricol	www.agrinet.ro	Agriculture	ICEADR	x					x
ICEADR	Press, journal: Agointeligenta	Agointeligenta	http://agointel.ro/	Agriculture	ICEADR	x					x
ICEADR	Press, magazine: Tribuna Economica	Tribuna Economica	http://www.tribunaeconomica.ro/	Economy	ICEADR	x					x
CSIC	El País (newspaper)										
	Local										
SU	Stockholm University Baltic Sea Center Newsletter										
CSIC	La Verdad (newspaper)										
CSIC	La Opinión (newspaper)										
CSIC	Diario del Campo (7 Televisión)										
CSIC	Onda Regional (radio)										
CRAB	Water centre for innovation newsletter (UCV- CRAB)										x



APPENDIX 8. DISSEMINATION ACTIVITY REPORT TEMPLATE

Please give us details of any external dissemination activities representing COASTAL. Please also send copies of your presentations, posters, etc. to Katalin Balazs (Geonardo) and upload these on the project intranet. They can then host them or link to them from the WWW site.

Type *	Date/period	Event/source name	Venue/place	Author/presenter	Others involved	Title of event/activity (official title)	Language(s)	Type of audiences reached	Estimated number of people reached	Link/sources	Pictures	Countries addressed	Type and number of dissemination materials distributed

* Types can include: Publication, Organization of conference, Organization of workshop, Web site, Press release, Flyer, Articles published in the popular press, Media briefings, Presentations, Oral presentation to a wider public, Oral presentation to a scientific event, Poster, Exhibition, Thesis, TV Clip, Interview, Video, etc.