

Life Sedremed

ENHANCED BIOREMEDIATION OF CONTAMINATED MARINE SEDIMENTS

LIFE20 ENV/IT/000572

START DATE OF THE PROJECT: 1 October 2021

DURATION OF THE PROJECT: 42 months

DELIVERABLE D1.2 1st Communication, dissemination and exploitation plan

DUE DATE OF DELIVERABLE: 03-2022

ACTUAL SUBMISSION DATE: 03-2022

BENEFICIARY LEADING THIS DELIVERABLE: **Nisida Environment Srl**

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Cite as

Liberti R., Rollando E. Vaccaro R., (2022) Communication, Dissemination and Exploitation Plan. Deliverable D1.2 LIFE SEDREMED.

Executive Summary

This deliverable presents the initial structure of the LIFE SEDREMED Communication, Dissemination and Exploitation Plan. It provides a general overview of the communication, dissemination and exploitation strategy of the project.

The general objectives of LIFE SEDREMED Communication, Dissemination and Exploitation Plan are:

- set up innovative tools for the communication and engagement of various stakeholders (academic institutions, private and public companies, professionals, ministries and environmental agencies, environmental associations/NGOs, local residents etc.);
- disseminate efficiently project goals and results achieved;
- create synergies with other EU funded projects for collaborations and exchange of experiences;
- ensure the dissemination of project outcomes also after the end of the project.

The document provides an overview of the communication tools that will be created and used, the key messages of the project, the target audiences, the development of the graphic identity, the events foreseen and the dissemination objective of MEDREHUB (The Mediterranean Remediation & Innovation Hub).

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Introduction

LIFE SEDREMED aims to demonstrate the effectiveness of an innovative methodology for the in-situ remediation of contaminated coastal sediments. The developed methodology will be implemented in the contaminated shoreline of the former industrial site of Bagnoli, Naples (IT). Besides allowing a significant reduction of remediation costs, the project outcomes will ensure a lower environmental impact than conventional techniques such as selective dredging or capping, by minimizing the impact on existing flora and fauna and reducing the risk of resuspension of contaminants. The project will also develop and deliver to Invitalia (Bagnoli's site manager) a comprehensive environmental monitoring plan that could be used during the decontamination operations of the entire coastal area and for the continuous monitoring of bathing conditions in the coming decades.

Through the communication, dissemination and exploitation plan, and its associated activities, the project will aim at maximising the engagement of other academic institutions, private and public companies, environmental agencies and ministries, local environmental associations and Bagnoli's citizens with the objective to boost scaling-up, replication and public acceptance of the remediation methodology.

In addition to the communication tools and the events that will be organised by the project's partners, a key aspect of the plan will be the frequent participation in external meetings and conferences with interested stakeholders to increase the knowledge of local, regional, national and European authorities about the solutions developed and the objectives achieved, thus ensuring the continuity of actions and results. The solution proposed has in fact a very large potential impact on the marine decontamination market in Europe since the removal and/or the decontamination of marine sediments is considered as one of the most technically challenging and costly regeneration processes in addition to the relevant environmental risks. Constant information exchange with public administrations and with large private contractors will be essential in order to disseminate this approach in other sites in Italy and Europe. In view of the complexity and risks linked to decontamination of sediments, citizens' awareness and involvement will be very important to ensure public acceptance and avoid problematic lack of confidence and eventual protests and blockages of the decontamination works. The project will focus on the constant involvement of civil

society in the events and through site visits. Finally, the "MEDREHUB" will serve as a platform to continue the dissemination and communication strategy of the project also after its end.

This Communication, Dissemination and Exploitation Plan is not definitive and will evolve as the project progresses, the project foresees two other deliverables (half-way through and at the end of the project) which will update this document. Additionally, because of administrative delays in the starting phase of the project, the graphic identity and communication tools are still under development from the selected external contractor. These aspects, together with the definitive communication, dissemination and exploitation timeline will be integrated in the present document before its publication on the website.

Definitions

Before starting to describe the core of the plan it is important to provide the reader with the definitions of the three key words of this document:

- Dissemination includes the public disclosure of the project results by any appropriate instrument, including brochures, flyers, events, videos, accessible information and technical and scientific publications.
- Communication is a strategic process that starts at the beginning of the project and continues throughout its lifetime and beyond. It aims at promoting the project results and activities. It requires targeted measures for communicating about the project activities, and its results to different audiences, including the media, the public, the scientific community, local and national administrations, private companies and possibly engaging in a reciprocal exchange.
- Exploitation encompasses actions that will establish the main supports for a future market uptake of the most promising results generated during the project. The exploitation strategy will identify technical choices towards the most favourable directions, thus amplifying the opportunities for innovation and business.

Objectives of the Communication, Dissemination and Exploitation Plan

The project's Communication, Dissemination and Exploitation Plan (CDEP) needs to identify the target audiences in order to use the correct language and adapt it according to the target group selected. For instance, the wording used to create impact on the scientific community, private companies and local citizens are fundamentally different. The overall objective of the CDEP is to reach all target groups with different disciplinary backgrounds and obtain an efficient engagement in order to reach the expected dissemination results.

- The specific objectives of LIFE SEDREMED CDEP are as follow:
- ensure the visibility of the project, raise awareness of its activities and achievements;
- generate awareness on environmental and health risks linked to contamination of coastal areas;
- promoting the project in situ remediation approach and successive market uptake;
- reach stakeholders and integrate them in the project activities based on the categorization approach and the activities foreseen in the replication and transfer strategy;
- actively pursue the dissemination strategy for the generated knowledge towards end-users such as large environmental companies, decision makers (local, regional, national and European authorities), relevant scientific communities, and the general public;
- foster debate for the development of an EU strategy on decontamination of marine sediments and set continent-wide guidelines for their quality assessment based on the recent development of Italian law.

The CDEP wants to bridge the gap existing between the companies managing decontamination and regeneration processes, the public administrations involved, the academic community and the local residents. An important effort is needed in order to close the gaps between these communities to restore public confidence and increase

social acceptance of remediation works. This aspect is particularly important in the site of Bagnoli, which has been abandoned for 30 years and where numerous decontamination interventions have failed.

Coverage of communication and dissemination activities

Local level

As explained above, local communication activities will be key to inform Bagnoli's and Naples's citizens about the ongoing project and experimentations. In a site where contamination has almost been untouched for the past 30 years it is crucial to actively involve local citizens through specific local press releases, installation of a dedicated notice board, site visits and involvement of the local students in the proceedings of the foreseen MEDREHUB. The communication strategy will be specifically tailored to allow the correct information and involvement of local populations. Another key aspect is the active information and participation of local administrations, in fact the municipality of Naples holds specific interests and roles in the regeneration process of Bagnoli and thus needs to be constantly involved in the project.

Regional/National

Regional activities refer to the integration of stakeholders and the promotion and distribution of the actions and results in region Campania. Reaching regional stakeholders is of key importance in view of the extensive environmental damage to which the region is subject, the potential uptake of SEDREMED decontamination strategy can thus have high environmental impact at regional level. To extend communication and dissemination activities and increase the impact of the project beyond the region in which it will be implemented, the project and its results will also be spread on a national level, especially in coastal areas that have industrial contamination issues.

European/International level

The promotion and dissemination of project actions and results on European and international level will be achieved through foreseen international dissemination events organised by the project partnership, the participation and networking activities in international conferences and meetings, the publication of scientific papers on international journals, social media activities and media releases in international media.

Timing of communication and dissemination activities

Timing of communication and dissemination activities is structured around 3 key moments of the project:

- Start-up phase (10/2021 - 03/2023)
- Implementation phase (04/2023 - 10/2024)
- Conclusive and after-Life phase (11/2024 - 03/2025)

The information and messages channeled will be fundamentally different in these three phases. The first one will be focusing on providing context and basic information on the site where actions will be implemented, on the project partnership, on the selected technologies and on the necessary preparatory activities. The second phase will in contrast focus on the actual decontamination actions that will be implemented in Bagnoli's bay, first describing the processes implemented and then disseminating the results obtained both in scientific/technical language and under the form of accessible information for the general public. Finally, in the third phase the communication and dissemination will focus on summarising project outcomes and results and actively engage all target audiences to discuss and analyse them, this will be the occasion also to integrate project outcomes with the general decontamination plan of the area and communicate future synergies. The final CDEP will include a dissemination program until 2028 to be implemented through the MEDREHUB and the final exploitation strategy.

In general, the distribution of communication and dissemination material will be occasion-related and adapted also in function of the advancement of remediation works in the Bagnoli bay. Other important events and news on marine decontamination processes will be relayed on our channels to reinforce international coverage of the strategy.

Target Audience

Target audiences must be identified and defined through their specific interest and expectations concerning the outputs of the project in order to optimally benefit from, and contribute to, project findings.

The macro-categories of target audiences (listed below) need to represent all main interest groups ensuring an inter-sectoral and broad participation to LIFE SEDREMED:

- Public institutions and authorities at local, regional, national and international levels.
- Private companies (e.g. large environmental contractors, dredging companies, innovative SMEs, engineering consultants)
- Academic institutions and scientific community
- Similar EU and national funded projects
- Civil society, including NGOs, local entities, as well as local residents
- European networks
- General public

Further details on the macro-categories can be found in the "key messages" section.

LIFE SEDREMED audience can then be further categorised as first-degree and second-degree stakeholders.

First degree stakeholders are those whom the project is targeting directly to be actively informed and involved in the project actions and can directly benefit from or uptake results and findings. They will feed in to develop the replication and transfer strategy, as well as be involved in dissemination events and in dedicated meetings and conferences. Some examples of first-degree stakeholders are:

- Naples local administrations (municipality and port authority) and Campania regional administration
- Partner's countries (IT, BE, FI, DE) national ministries and environmental agencies
- European Commission directorate-generals directly interested in the project results (DG ENV, DG GROW, DG MARE) and relevant European Parliament Committees

- Large private remediation and dredging companies interested in the remediation tenders of Bagnoli bay
- Partner's countries academic institutions and scientific community specialised on contaminated coastal areas
- EU networks on sediment management and environmental remediation
- Local environmental associations
- Local residents

Second-degree stakeholders are those audiences who do not fall directly into the above category, but nonetheless work on broader and relevant issues to LIFE SEDREMED. These stakeholders can range from universities, individual experts, related EU projects, other member state institutions etc. This is an important category of audience as they assist in amplifying the visibility of the project and potentially also feed into its substantive development (ex: offering new perspective, capitalisation of existing knowledge, strengthening the broader network development and content production).

Some examples of second-degree stakeholders are:

- Other Member States contaminated site managers and local/regional/national administrations
- Other technology providers for decontamination processes
- Private companies interested in developing tertiary activities on decontaminated sites
- Academic institutions and scientific communities of other MS and not specifically specialised on the project's subject
- Eu networks on port management and aquaculture
- Local associations and NGOs interested in decontamination processes of other contaminated sites
- Local residents living near other contaminated sites in Italy and the EU

A mapping of relevant accounts to target is currently underway (consortium member accounts, first degree accounts, second degree accounts). This mapping will be instrumental to designing targeted visibility campaigns and to understand the established communication eco-system that the project is feeding into.

Key messages

Key messages represent the crucial content that will be conveyed through the communication and dissemination activities.

The CDEP defines 4 key messages that will be disseminated to every target group:

1. Health & Environmental risks related to coastal contaminated sediments
2. Financial and Environmental advantages of in-situ and bio-based remediation approaches
3. Importance of constant environmental monitoring before, during and after remediation interventions
4. Economic and social development achievable thanks to regeneration of contaminated coastal and marine sites

In order to ensure the uptake of the most important contents, key messages have to be adjusted to the respective target groups.

Public institutions and authorities at local, regional, national and international levels

Interest in LIFE SEDEREMED project: Direct beneficiaries and active actors in the potential replication and/or transfer of the projects results in other contaminated sites.

Importance for the project: Administrative support and acceptance of the innovative remediation process is key to generate results uptake in the future. Updated national and international legislation on sediment management and contaminated sediment management is necessary to foster more sustainable dredging and decontamination projects in Europe.

Key messages adaptation: Insist on environmental benefits of the proposed methodology, highlight the lower public expenses obtained thanks to cost reduction, focus on the positive outcomes for the local populations both in terms of economic development and social cohesion (large spaces given back to communities).

Private companies (e.g. large environmental contractors, dredging companies, innovative SMEs, engineering consultants)

Interest in LIFE SEDEREMED project: Potential users of the developed methodology if positive results are achieved. Lower financial costs and lower environmental risks will strengthen private companies in the bidding processes for large decontamination tenders.

Importance for the project: Involvement of private companies is key to ensure the large-scale roll-out of the project findings through the integration of the SEDREMED approach in decontamination processes around the world.

Key messages adaptation: Focus on the strong adaptability and flexibility of the approach together with its radically lower financial costs compared to conventional techniques.

Academic institutions and scientific community

Interest in LIFE SEDEREMED project: High interest in following results of the first of its kind large-scale attempt to decontaminate marine sediments with an enhanced bioremediation technique.

Importance for the project: Active involvement of the scientific community will foster further academic research on the proposed approach and will reinforce the scientific data supporting it.

Key messages adaptation: Detail the characteristics of the site and of contamination tackled, provide an in-depth description of the LCA and LCC results of the prototype, highlight the meticulous environmental monitoring activity.

Similar EU and national funded projects

Interest in LIFE SEDEREMED project: Potential exchange of information and best practices between similar projects.

Importance for the project: SEDREMED consortium can greatly benefit from other EU funded projects past experience in terms of technical aspects but also in terms of networking and future partnerships opportunities.

Key messages adaptation: Develop the right mix between project management and implementation details and concrete environmental and financial results obtained on the field.

Civil society, including NGOs, local entities, as well as local residents

Interest in LIFE SEDEREMED project: Major interest in being informed on environmental results that could bring back the area to its original condition before the development of heavy industrial activity.

Importance for the project: Involvement of local association and environmental NGOs is crucial to disseminate to the public the results of the project, additionally in an area where decontamination has been absent for almost 30 years the involvement of civil society and local residents is key to ensure public acceptance of remediation works.

Key messages adaptation: Modify the language and avoid over-technical details, insist on the environmental safety of the proposed approach and on the conservation of natural flora and fauna.

European networks

Interest in LIFE SEDEREMED project: Potential uptake and diffusion to their members of project findings that can produce a high impact on members future strategies.

Importance for the project: Crucial tools for disseminating widely projects actions and results, networking links that go way beyond the partnership potential.

Key messages adaptation: Focus on technology implementation details, actual environmental and financial results obtained on the field.

General public

Interest in LIFE SEDEREMED project: Interest in the long-term societal objective of remediating the damage created by past industrial activity.

Importance for the project: Knowledge and support from the general public is key to influence public administrations in investing in remediation projects around the EU.

Key messages adaptation: Simplify the information and focus on large-scale and systemic objectives rather than specific information on Bagnoli's site.

Graphic identity

The graphic identity of the project is branded by a logo, aiming at ensuring a quick recognition of the project and the identification colours. The graphic identity of the project is currently being developed by the sub-contracted expert. This will be presented to all the members in **April** 2022 and will be updated in detail in the next version of the Communication, Dissemination and Exploitation Plan.

The logo defines the working area of the project, sea life, and the working thematic, remedies to the ecological contamination of the area. It will highlight both the bioremediation and innovative techniques employed in the process.

Before publishing the already produced deliverables on the website they will be all rebranded according to the project's graphic identity.

Exploitation Strategy

Nisida has designed a preliminary exploitation methodology. This methodology will guarantee the creation of robust exploitation plan at end of the project. The methodology, once completed, will be presented by Nisida and validated by all partners during the end of first year meeting to be held in Belgium. This will enable to start working on the other key deliverable for successful exploitation of results, the Replication and Transfer Plan (Del. B4.2).

The first step of the methodology consists of a preliminary identification of the key exploitable results generated by technical actions of LIFE SEDREMED (B1-B3 and C1). This exercise requires the active involvement of academic and private partners of the consortium. The second step will assess the innovation and business potential of the exploitable results (including LCA and LCC outputs). The third step will identify and prioritise the main applicable standards in the decontamination sector. The fourth step will analyse selected MS marine decontamination needs. The fifth step will implement the IPR strategy developed and the sixth will consist in applying the generated business plan. The seventh step will consist in organizing targeted networking activities in order to reach stakeholders interested in LIFE SEDREMED result exploitation. Finally, step eight will identify private and public funding schemes as essential pillars of a fundraising strategy that guarantee the future market deployment of the innovations developed during the project.

An important role in the exploitation strategy will be played by MEDREHUB since it will serve as physical space where conferences and meetings will be held at the end of the project and after the project ends to present project results to stakeholders potentially interested in exploiting LIFE SEDREMED findings.

The exploitation strategy will evolve from a "inception phase" during the first half of the project to a "development phase" in year 3 and 4, and end with an "implementation phase" during the last 6 months of the project. In the Intermediate communication, dissemination and exploitation plan a detailed description of the exploitation strategy and timeline will be included.

Communication Channels and Dissemination tools

Overview

Communication channels are listed as the means to reach various target audiences. In LIFE SEDREMED, we use several channels for communicating and disseminating our research to the different target groups. Some channels are specific for communication with certain target groups, e.g. technical/scientific publications or technical dissemination events, and others suitable for communication with all specified target groups, e.g. the LIFE SEDREMED website or twitter. Thereby, it is important to express project results in an accessible language, tailored to the different target groups.

Afterwards, more detailed information on each channel is presented in the following sub-chapters. The described use of the channels are suggestions and should be adjusted to any occurring changes in the course of the project.

Website

The LIFE SEDREMED website is the central tool for communicating about the project progress and disseminating project results to stakeholders, the academic community, concerned citizens, and the wider non-expert audience. The languages of the website will be both in English and Italian. The partnership chose to traduce the website in Italian in order to maximise the accessibility to information for local Bagnoli's residents.

The following information is presented on the website:

- General project information including the project's objectives, activities, timeframe, and demonstration site information.
- Presentation of project partners and description of their activities.
- Update of the project progress.
- All documents, such as deliverables, brochures, articles in press or fact sheets are provided online and can be downloaded as pdf.
- Links to press releases, social media channels and networking activities.
- Information on meetings and events
- Media section with access to project videos and photographs

- Dedicated contact page with section for newsletter subscription.

The website will be regularly updated by Nisida's team until the end of the project and beyond (at least until 03/2027).

The wireframe of the website is currently being developed, in parallel with the graphic identity of the project. The website URL and a screenshot of the main pages will be included in the following version of the Communication, Dissemination and Exploitation plan.

The project will give high priority to connecting it to existing partners' web pages created for the LIFE SEDREMED project. Links will also be attached to every subcontractor's homepage if possible, to sponsor the project. The website will also host the project pressroom.

Newsletters

Website will be equipped with a CRM tool to send a Newsletter every 6 months. This will include an introduction text and dedicated news on the progress updates and foreseen events. The newsletter will also be disseminated specifically to media/publications. During the implementation of activities (dissemination events, site visits etc.) the invitation of media or release of press notes/fact sheets is foreseen to develop greater visibility in addition to the project's own actions.

Printed Material

The CDEP also foresees the production of printed material to be used during dissemination events, international conferences and networking activities. A minimum amount will also be distributed to project partners so that they can distribute them to their clients or partners in their respective member states.

The material produced will be:

1. Flyers for general public and students
2. Factsheets for ministries and public agencies, private stakeholders
3. Technical brochures for scientific community
4. Posters for conferences
5. Roll-ups

These will be used in manifold ways. In every demonstration keystone several factsheets, brochures and fliers will be created. The content of these depends on the purpose of the factsheet and should be time- and occasion- related. They are spread in the course of the LIFE SEDREMED project.

On the one hand, they will be used to inform about the project and the remediation approach, e.g. they will be used to get in contact or to inform stakeholders and to motivate them to get involved in its dissemination actions. On the other hand, they are also used to inform about the project's results, conclusions and the data and methods applied.

Flyers consist of a one-page colour leaflet to present the project, its objectives, actions, and results. They will be edited both in English and Italian and at least 100 copies will be distributed to local residents (during dissemination events and site visits).

All factsheets should be 1-2 A4 pages and figures and graphs should be used so that information is presented attractively and easy to understand. Depending on the purpose, they will be produced in the local language to reach the defined target group. Factsheets may be sent via e-mail when contacting stakeholders. Moreover, they will be accessible through the project website or serve as handouts at stakeholder events or workshops.

Technical brochures will be produced to summarise scientific findings published in journals, they will use the charts and graphs used to illustrate the remediation results and environmental monitoring activities.

Posters will be more summarised documents in A3 page to present specific scientific results of the project, they will be used when presenting results in external national and international conferences.

Roll-ups will be used to illustrate the project main actions and results and displayed during the physical dissemination events.

LIFE notice boards

LIFE notice boards are prepared during the project and two strategic moments:

1. At the beginning of the project (September 2022), a notice board will be created to transfer to the public a clear message and key information about the project's broad objectives. This notice board will be movable and displayed at strategic places near the demonstration site (school, municipal street, headquarter of Invitalia in Bagnoli) in Italian.
2. The second notice board will be designed and located close to the demonstration site (April 2023) with key scientific information about the project technical objectives and expected result (in Italian and English).

Press releases/news articles

Press releases as well as announcements about events will be produced for the main findings, with a focus on the relevance of benefits of the project. These press releases will be in Italian and English and target especially public stakeholders, concerned citizens and the wider non-expert audience. Furthermore, press releases follow the completion of academic working papers and policy-reports and provide information on these.

News articles in national information distribution channels (e.g. via generalist media, via professional journals of decontamination services or via periodic newsletters of environmental and maritime organisations) will be used in order to reach a broad variety of citizens affected by contaminated coastal sites. In these articles, most important results of the project and advances shall be communicated.

Social media activities

To stay up with times, the communication strategy of LIFE SEDREMED relies heavily on social media. Mainly Nisida Environment, but also other project partners and the coordinator, are going to communicate general project information, the project's progress, information and photos from activities, such as the dissemination events or internal

meetings, the project's results, and all project publications via Facebook, Twitter, LinkedIn and YouTube.

Social networks will be used to advertise events and to spread news about the project. They will contribute to increase the visibility of LIFE SEDREMED among young people, students, but also local and European environmental remediation companies that will be invited to register on the specific web pages. All partners will contribute to that increasing the impact and the numbers of followers by using:

- Organic social media promotions will avoid spending resources on social media advertising while still reaching a broad audience with efficient use of consortium social media networks. The consortium's network can be leveraged to organically amplify messaging disseminated on the selected channels (through sharing or retweeting, engaging with posts, direct messaging/tagging). This in combination with direct messaging towards identified multipliers, which can be both first degree and second second-degree stakeholders.
- To maximise engagement, an easy but effective means of developing online relationship, network and stakeholder relationships is to engage actively with their posts (both first & second). Doing so helps in developing a personality to the project and animating stakeholders to engage by showing interest and linking their activities as relevant to the project. This can include retweeting, liking, commenting/discussing.
- Social media shouldn't be seen as a substitute for offline engagements but as a complementary tool in contributing to the successful completion of the project's offline outputs and impact. Additionally, social media offers useful & simple metrics on the reach and visibility of the project, which can be used to reinforce the success of the project.

A social media calendar will be developed to guide content production. These may take the form of designed messaging (posts) summarising/communicating project positions, photographic material of the site, statements and conclusion as well as the sharing of project outputs/deliverables (if shareable) or the sharing of links.

A calendar will be based on internal deliverable deadlines or key dates, and on the identification of third-party events during which online discussions/audience engagement on related topics (sediment management, dredging, decontamination etc.) are at their highest/peaking.

The calendar can also set out specific slots (if needed) to actively engage with stakeholders' posts.

Scientific publications

The main and relevant technical results from the project will be published in high impact peer-reviewed journals and magazines to reach the scientific community and remediation industries. SZN and UNIVPM has a high track record of publications related with bioremediation, including recent papers about the Bagnoli bay contamination published in a special issue on Marine Environmental Research. Articles will be tailored to relevant different targets (scientific research and remediation market), the project foresees the production of at least 3 scientific publications and 4 articles on magazines by the end of the project. Publications will continue in the after-life period of the project and include before 2028 another 3 publications and 6 articles on magazines.

Some already selected journals are:

- Critical reviews in biotechnology
- Marine Pollution Bulletin
- Environmental pollution
- Marine Environmental Research
- Science of The Total Environment
- New Biotechnology
- Environmental Science and Pollution Research
- Journal of Soils and Sediments

Dissemination events

Coordination of dissemination activities will be realised in Naples (NIS headquarters) and executed in the locations where events will be held (BE, IT, FI). To maximise efficiency and avoid unnecessary travel all the listed dissemination events will be carried out in combination with the project meetings in E1.

EU MS	LEAD	DATE	THEMATIC
BEL	IDRA	09/2022*	Bioremediation opportunities for sediment remediation AND preparatory actions results
FI	EKO	09/2023	Electro Kinetic opportunities for sediment remediation AND intermediate results
IT (Rome)	INV	09/2024	Existing legislative tools and necessary updates for coastal sediment remediation
IT (Naples)	SZN	12/2024	Innovative Monitoring Approach for coastal remediation plans
IT (Naples)	SZN	03/2025	Final Project Conference - Results and After-LIFE plan

*In view of the initial delay accumulated because of administrative issues, the first event will most probably be held in the first months of 2023.

The target of the events will be the scientific community, the companies operating in the remediation market, the legislators and the general public. The leading partner for the event will always be supported by NIS for event planning and management. They will be held with the objective of exploitation of the results reached in the previous period of the project.

Furthermore, the partners will attend as speaker (or poster presenter) at internationally relevant events. These kinds of events will be the occasion to engage additional

stakeholders. Some events during 2023 fall and 2024 have been already selected by the LIFE SEDREMED consortium (e.g., Ecomondo-IT, Remtech-IT, Pollutech-FR, Genera-ES, IFAT-DE).

Layman report

A Layman's report will be published to present the project, objectives, actions, and results to non-specialist audiences, including political stakeholders. The versions of the report will be produced in English and Italian, the report will be provided both in printed and electronic versions, which will be freely accessible via the project webpage. This Layman's report will be useful for providing a summary of the project when it will have achieved its objectives.

Project videos

Short videos will be used to illustrate the project approach and results. A first video will show initial experiments and calibration of the technologies while a second video will illustrate the implementation of the remediation approach. Finally, a professional video-cut containing the project story in brief, interviews from project partners and a reportage from the demonstration site will be produced (short documentary - 20/25 minutes).

Partnerships with local environmental associations

Involvement of local environmental associations and NGOs is key to disseminate widely and efficiently project's actions and results, in fact the members of these groupings and their respective networks will have a facilitated access to the project information.

Representatives of these associations will be invited to participate and to speak both in the events foreseen in Naples and during the planned site visits.

Already during the proposal preparation, the consortium contacted various associations, in particular the proposal was supported by letters from Associazione MADRE (focusing on marine environment protection and education) and LEGAMBIENTE (the major Italian environmental NGO).

Site visits

Half-way through the project and at the end of action B2 (on-site implementation of the SEDREMED approach) guided visits for high-schools, universities students, local NGOs and citizens of the area will be organised. The north peer in the project area that is already usable by the public will serve as a perfect platform to show and explain the remediation actions. During the second visit also the future location of MEDREHUB will be visited and a half-day meeting with civil society representatives will be held in order to present the project remediation results.

The site visits will enable civil society and local residents to directly witness the ongoing remediation works, they will be able to discuss and ask questions to the project coordinator and key partners while observing the site.

MEDREHUB and After-life Plan

Towards the end of the project (12/2024) the Mediterranean Remediation and Innovation Hub (MEDREHUB) will be set-up. MEDREHUB, hosted in one of the ex-industrial regenerated buildings managed by the project coordinator will serve as the location for the final partners meeting (12/2024) and final conference (03/2025). The final conference will represent a key moment where project conclusions and environmental results will be presented to public authorities, private companies working on Bagnoli's site and local citizens. Additionally, a specific MEDREHUB dissemination program will be set until 03/2027 and will include: 1 international conference per year, 2 technical workshops, 2 webinars and 1 civil society event. This will enable the continuation of concrete dissemination and communication activities after the project ends and play a crucial role in the continuous involvement of citizens, to integrate them actively as a crucial stakeholder in the ongoing remediation process of Bagnoli and by implicating them in future management and protection activities of remediated areas (both terrestrial and marine). During the first year, the events will focus on disseminating LIFE SEDREMED methodologies and final results. In contrast the second-year program will be focused on presenting new innovative approaches in the field of environmental remediation and ecosystem restoration. This is an important point because from 2025 onwards, assuming that regeneration interventions on land will have ended, and

those on sea in full activity, the restoration of biodiversity and ecosystem services will be crucial for the full restoration of the natural capital in the Bagnoli area. Additionally, in the course of 2026 an After-LIFE dissemination event will be held by Università Politecnico delle Marche in its premises to divulgate and present SEDREMED's results to students, academic staff and local stakeholders. The dissemination and communication program of MEDREHUB will be included in the After-Life Plan.

Management and monitoring

The communication expert will be responsible for the monitoring and management of the communication and dissemination activities. This is especially relevant for the creation of the website, graphic identity, social media channels and website traffic. Where possible, Nisida's team will monitor the number of unique visitors and user engagement on our platforms and website. Bimonthly reports will be issued with the data retrieved and provide an overview of the communication and dissemination performance to verify with our KPIs. These reports will be included in the intermediary CDEP and final CDEP. In the last 6 months of the project monitoring activity will be extended also to exploitation results.

Measuring the reach of outputs will be done in a comprehensive way. Both the breadth and saturation of an output's communication/dissemination will be monitored. This describes the extent to which information is distributed, redistributed, and referred to by organisations and individual users.

Examples of what this information is for:

- **Track** the overall reach of an output (e.g. unique pageviews, downloads, social media engagements, etc.)
- **Measure** the popularity of different outputs (e.g. which output gets the most downloads, or which page has the highest average time spent on page)
- **Monitor** where website visitors are based, their gender or age
- **Demonstrate** external interest in a campaign, or the scale of reach
- Provide internal **benchmarking**
- **Understand** what type of output works for different audiences
- Demonstrate that research or work is being **shared or cited by others**
- Help demonstrate **uptake or influence** of outputs and ideas

In the monitoring process, Nisida will verify answers to the following questions:

- Are we reaching the intended audience(s)?

Key follow-up questions to ask:

- What was the reach of the outputs?
- Is your audience growing?
- Where are they based?
- How are they interacting with the output(s)?
- Was your output shared by audiences or reproduced in any way?

Key follow-up questions to ask to measure the quality of your output.

- Did your outputs have a clear strategic objective and plan to ensure quality?
- Did it receive feedback from the audience?
- Do they see the work as credible, reputable, authoritative, and trustworthy?

For the next version of the CDEP, a detailed annex for Monitoring, Evaluation and Learning (MEL) will be published, with metrics and indicators for each activity of the Plan. The annex will be updated regularly and published in parallel with new versions of the CDEP.

Budget

In LIFE SEDREMED all partners are implicated in the dissemination activities and have been attributed costs to this action. The budget of this action is 201.764,00€, the 7,7% of the whole project budget. The highest amount is assigned to personnel which represents 51% of the total cost of communication and dissemination actions. These costs do include some activities to develop the exploitation strategy, however action B4 and B5 budget's do aliment considerably the exploitation budget.

Category	Description	Budget
Personnel	Personnel dedicated to communication actions	€102.964,00
Travel	Dissemination events, assistance to international conferences and networking activities	€ 14.800,00
External Assistance	Web design, implementation and maintenance, project's graphic identity, design of project's dissemination material	€ 42.000,00
Other costs	Participation to scientific conferences and workshop, printing of dissemination material, translations and language revision	€ 42.000,00
	Total	€201.764,00

Communication and Dissemination Timeline

Dissemination and communication activities are implemented throughout the project's lifetime from 10/2021 to 03/2025 and as explained in the previous sections 3 separate periods of communication have been identified. However, because of administrative delays in the project starting phase, the concrete (public) dissemination and communication actions will start only at the end of June 2022, when the website, social channels and graphic identity of the project will be launched. Once this work has been completed the document will be integrated with a detailed Gantt chart describing the different phases of the communication plan and the respective material outputs for each phase.