



Establishment of Eastern Mediterranean Regional Network: pooling, sharing, development of innovative face-to-face and digital training/mentoring tools for the maritime sector

EMFF-02-2018 Blue Careers No. 863551

Dissemination and Exploitation Plan	
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¹ R=Document, report; DEM=Demonstrator, pilot, prototype; DEC=website, patent fillings, videos, etc.; OTHER=other

² PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC

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Acronyms and Abbreviations

AB	Advisory Board
DCS	Dissemination and Communication Strategy
EEN	Enterprise Europe Network
EMD	European Maritime Day
EMReN	Eastern Mediterranean Regional Network
EU	European Union
PP	Participating Partners
SoE	SEA of EXPERIENCE
UM	Union for Mediterranean





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Executive Summary

This document represents the Dissemination and Communication Plan for the project Sea of Experience. The purpose of this communication plan is to set out the information and publicity measures that will be taken to promote the transparency and visibility of the Project, its activities, its achievements, and the dissemination of the results.

This document should be used as a reference by all project partners to raise public awareness of the Sea of Experience project, its aims, developments and results. This deliverable presents a guide describing suggested dissemination activities to be implemented by all project partners, in order to broadcast the objectives and results of the project both internally, among partners and externally, to a wider audience and interested parties.

This report includes a description of the dissemination process for Sea of the Experience and the project outcomes, including identification of audience, communication channels, dissemination activities, partners' roles and responsibilities. It also sets out the deadlines for the communication activities (deliverables) as foreseen and described in the Application Form of the project.

The Dissemination and Communication Plan, further referred as DCS, is prepared and proposed by the WP6 leader and will be approved by the partnership. The document may be updated if needed, according to the development of the project.





1. Introduction

1.1. Background

The dissemination activities are tailored in a manner to be performed during the project implementation (November 2019 – October 2022) and to ensure wide awareness among stakeholders.

The Dissemination and Communication Plan (DCS) presents the consortium's common vision, aims, effective tools and accurate defined activities to provide information on project content, activities and results.

The DCS is considered a living document and could be updated throughout the project – where needed.

Where necessary, the DCS refers to the relevant project's documents such as Grant Agreement (GA), its Annexes partners including Description of the Action (DoA), and Consortium Agreement (CA).

Implementing the project, the partners will perform every communication activity in accordance with the main EU publicity requirements, and will comply with the Article 9 – Information and Publicity of the Project Subsidy Contract, which is linked with the Articles 115 and Annex XII of Regulation (EU) 1303/2013 and the Commission implementing regulation 821/2014 on information and publicity measures. Furthermore, as set in the Call for Proposals EASME/EMFF/2018/1.2.1.5 document, Art.22., which formulates the basic obligation of the project partners, which reflects the general approach of the EC to communicating the information about the structural funds: “Beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used. In this respect, beneficiaries are required to give prominence to the name and emblem of the European Commission on all their publications, posters, programs and other products realized under the co-financed project”

Each partner will respect the rules as described in the project Quality and Risk Assessment Plan (D.1.7), that would be indicating Articles in terms of Rules for Publication and Presentation, Acknowledgement and Disclaimer.

1.2. SoE project Objectives

Sea of Experience is a regionally – oriented project that aims at creating, promoting and supporting a training/mentoring network; the Eastern Mediterranean Regional Network (EMReN), for professionals and youngsters related to maritime transport, shipbuilding and ship repairs, ports and the cruise industry; it aims at introducing a holistic and innovative way for

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training/ mentoring in these fields. This will be achieved through the involvement of a robust set of activities strengthen cooperation between industry, academia and public authorities, encourage mobility of students, teachers and professionals, raise societal awareness and provide guidance and advanced knowledge about the blue professions. More specifically, Sea of Experience brings together a multidisciplinary team to fulfil the following objectives:

- Develop common training programs for the Blue Economy industries (maritime transport, shipbuilding and ship repairs, ports and the cruise industry)
- Attract competent teachers/mentors/lecturers with hands-on experience in the maritime domain
- Apprenticeships/Traineeships schemes
- Increased visibility and attractiveness of blue careers
- Career guidance & enhanced employability
- Synergies and cooperation between industry and education/training
- Shared infrastructure: The partners in the Sea of Experience Consortium will share infrastructure, with special focus on testbed facilities and laboratories of the academic partners. Furthermore, it will be explored the possibility to involve also the training facilities of the entities that support the project.
- Networks establishment: Sea of Experience will establish at least two major networks; the Consortium Network (CN) and the Eastern Mediterranean Regional Network (EMReN); to strengthen the cooperation between industrial and educational stakeholders in the maritime domain.

2. Dissemination and Communication Strategy

The Dissemination and Communication Plan of SoE project represents the strategic vision of the Consortium in terms of communication of the project objectives, activities as well as the achievements and outputs.

Moreover, the DCS provides the framework for the development of this task during the project period, identifying and detailing target audiences, communication tools and channels, key messages and practical information.

2.1. Objective of the Dissemination Strategy

Sea of Experience project foresees a dedicated dissemination Strategy WP (WP6) designed to ensure that the project effectively reaches, promotes and maximises the impact of its objectives and outcomes in all relevant Blue Economy stakeholders in the knowledge triangle (i.e., education, industry and public authorities).





The objectives will be:

- To increase visibility and attractiveness of Blue Careers related to maritime transport, shipbuilding and ship repairs, ports and the cruise industry
- To develop synergies and cooperation and to more stakeholders and in general interested parties all over the European region.
- To establish a strong knowledge EMReN networking and to enhance a coordinated approach between education, institutes and industry stakeholders of the blue mainly sector, to maximize impact.
- To communicate results of the SoE project to the widest possible audience by using the appropriate channels and tools, targeting specific groups and key actors.

Communication activities will be implemented right from the project's early stages and throughout the project's duration, differentiated in terms of actions, tools and target groups addressed, according to the implementation stage.

The responsible partner, CCCI, will draft the Sea of Experience Dissemination & Communication Plan (current document), respecting the general principles set by the EASME/EMFF Programme, that will better define and describe the principals and guidelines to be followed & also stimulate the project's visual identity by launching elements of the brand's signature: logo and templates. The Strategy among others will focus on the following issues according to the activities foreseen in T6.2: Identification of target groups & their key actors characteristics, needs in terms of communication, definition of long/short term SMART communication objectives, definition of communication package & channels, guidelines on creating Publicity Material (complying with EC requirements), time plan, expected outputs per activity, and set up of the "Effective Measures". The communication strategy will involve a potential cooperation with professional communication media, to ensure dissemination of the project's results to a wider audience.

The development of the Dissemination activities will offer a portfolio of tools, serving as an awareness, promotional and dissemination vehicle both for participants & the wider audience (i.e. external stakeholders). The purpose of dissemination is to conduct specific activities to reach out to a broad range of stakeholders. A stakeholder can be internal or external to an Organisation, and can exert influence on the project, project deliverables or the team in order to satisfy their own agenda. It is important to include also future stakeholders that may be play a significant role in the outcome of the project., such as industrial stakeholders and public authorities to raise awareness over the project outcomes/tools, and highlight their added value. According to the degree stakeholders are affected by the SoE project, we identify two types of stakeholders; primary stakeholders who stand to be directly affected by the outcomes, decisions or actions of the project, and secondary stakeholders who are indirectly affected by the decisions or actions of the project.





The dissemination activities in this Task are additional to the ones described in WPs 4 and 5 (e.g., Workshops, Summer Schools, competitions, Become a (Digital) Expert for a Day etc.). All dissemination activities will be continuously monitored and evaluated by the AB throughout the duration of the project.

The following is a short description of the dissemination activities that will be implemented throughout the duration of the project:

- 1. Through the World Wide Web (WWW) and social networks:** The official website of the project and the individual partners websites and blogs, social media (e.g., LinkedIn, Facebook, Twitter, YouTube, etc.)
- 2. Through Publications:** Project newsletters, reviews and press releases with news and information regarding the project activities, events and available outputs will be published bi-annually. Articles will also be published in the media (especially in those related to the blue sector), including national and international magazines, newspapers to highlight the activities of the project and increase the dissemination range.
- 3. Through Events participation:** Project partners will participate in events, conferences and workshops that relate to the scope and the objectives of the project. There are several opportunities for participation in national and international events related to the blue sector and especially shipping, cruise tourism, such as Posidonia 2020 in Greece (<http://www.posidonia-events.com/general/about-us.aspx>) that is well-known shipping and maritime exhibition, YES FORUM 2020, isalos.net future events, etc.
- 4. To EU relevant bodies:** An Executive Summary of the project's reports will be sent to the EMFF and to media and journalists who participate/specialise in career opportunities in EU Blue Growth initiatives and education and information initiatives.

CCCI will be the responsible partner to elaborate the Strategy & all PPs will contribute to the translation of the communication material and provide their inputs to the communication package. Sea of Experience PPs ensure that project activities will comply with State aid regime & contribute to fair & free competition. To achieve this, PPs will implement specific measures & procedures to make project outputs & results freely available, widely disseminated & open (all interested parties will have free & open access to project website, platform, events) to all undertakings of all economic sectors, including competitors. All public results will be accessible via the project website.

2.2. Target Audience and Dissemination Channels

Sea of Experience is a regionally-oriented project that aims at creating, promoting and supporting a training/mentoring network; the Eastern Mediterranean Regional Network (EMReN), for professionals and youngsters related to maritime transport, shipbuilding and ship repair, ports and the cruise industry; it also aims at introducing a holistic and innovative way for mentoring in This work is part of the Sea of Experience project. This project has received funding from the European Union's "European Maritime and Fisheries Fund (EMFF)", one of the five European Structural and Investment (ESI) Funds under Grand Agreement No. 863551



these fields. The EMReN network will consist of entities that represent the education, industry, and public authorities and therefore promote multiple pooling of resources, best practices as well as the mobility of teachers and learners amongst partners. By bringing together teachers and mentors with industrial stakeholders, potential employers, and policy-makers, the Sea of Experience network will strengthen human's capita capacities, skills and attitudes to follow a successful career path in professions within the selected industries. The rationale behind the selection of professions is described in D2.3 of the SoE project.

The target audience includes, to school students (ages 15-18), undergraduate and postgraduate students, young and senior professionals along with professors, teachers and training providers, public Authorities and the local society in general.

Furthermore, additional target audience groups should be taken in consideration. The following section presents an overview of all target audience members and dissemination channels to be used in FOCUS dissemination activities.

Tailored messages

Key messages are simple and clear ideas that act as a guiding concept for all kinds of communication, from the content of leaflets, newsletters, websites to the agenda for a media interview, to conversations with stakeholders. That's why we will focus on three key messages that we should always have in mind when thinking of any communication activity of SoE. Key messages should provide facts, information and answers to the following questions:

- What is the project trying to achieve?
- Why is it doing it?
- What will our results be?
- Who will benefit of it?

Considering the above, the Sea of Experience consortium shall define tailored messages to be transmitted to the different target groups. An evident objective is to focus on positive achievements and the benefits they could bring. This requires clear agreement and careful coordination among all participants who may act as spokespersons or information sources for a particular event both at National and EU level. Inconsistent facts, figures, emphases and viewpoints are to be avoided at all costs. Some general indications to follow when designing good tailored key messages are presented in the following Figure 1:

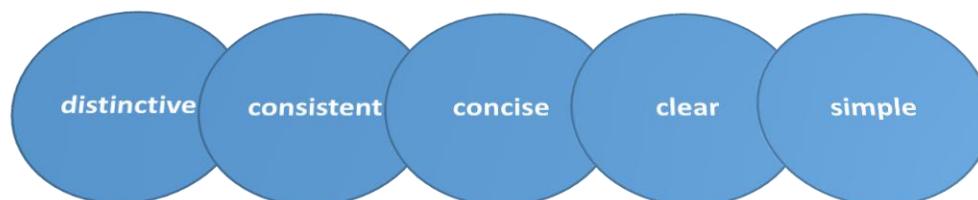


Figure 1 Dissemination approach

Furthermore, FOCUS partnership shall try to adhere with the SMART methodology for communication activities (Figure 2).

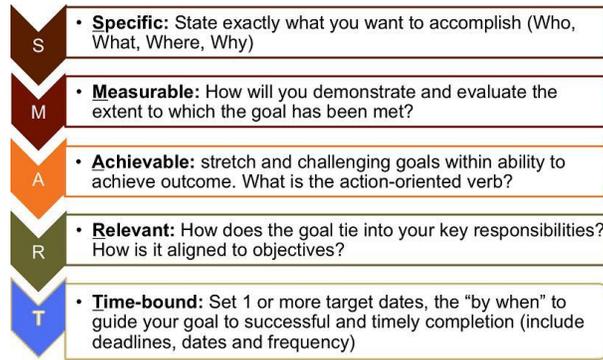


Figure 2 SMART methodology

Table 1 describes the target audiences, while

Table 2 the Dissemination Channels and Targeted Audiences.

Table 1 Target Audiences

Target groups	Description
School Students (15-18)	This group consists of young people, who need a career guidance. It is important to attract them to make career in Key Blue Sectors in the area.
Undergraduate & postgraduate students, young & senior professionals, unemployed	Attract them by offering targeted and innovative education and/or training initiatives (including career guidance) and up-skilling in order to progress in the area.
Academia/ Research institutions, Professors, teachers, mentors and training providers	The academia plays a crucial role in terms of research and skills. The perception of the blue economy/ career is that there is a desperate need for such training and mentoring in these fields. The education plays a crucial role in shaping the qualifications and skills of graduate students, early stage professionals and unemployed. To meet the business requirements their close commitment/involvement is indispensable in developing of educational programs and modules, training schemes.
Business Support Organisations (Industry)	Chambers, Business Associations, Blue Career Centres Networks, Associations of blue sectors, Innovation Poles & other BSOs, implementing technology and knowledge transfer activities and other support services to their members and network. Including Observer partners



Public Authorities	Mainly Public bodies /Government Institutions and their departments, needs to be involved and be aware of the project activities and development etc.
EU relevant bodies, UM (Union for Mediterranean) , EEN	The dialogue with EU institutions and maritime community will allow them to jointly develop and carry out measures to close the skill gap, tackle unemployment and make “blue careers” more attractive to the young people of the area. Cyprus Enterprise Europe will facilitate the networking and dissemination material across EU.
Civil society	Includes all members of the public that are potentially interested in developments and results of the Sea of Experience project. Public is, in most cases, targeted through mass media channels such as websites, press releases, social networks, National TVs and Radios, National & International Newspapers, Press agencies, Online newspapers and in Blue sectors.

Table 2 Dissemination Channels and Targeted Audiences

	Students, jobseekers	Academia, VET & R&D	Business organisations (4BlueSectors)	Public Bodies, EU, UM, EEN etc	Civil Society
Official Website	*	*	*	*	*
Social media	*	*	*		*
Press Releases		*	*	*	*
Promotional materials (newsletters, leaflets)	*	*	*	*	
Publications in relevant media articles, reviews		*	*	*	*
Participation / Presentation in events, conferences, workshops, etc (external)		*	*	*	*
Dedicated workshops, events, conferences	*	*	*	*	
An Executive Summary of the project’s report			*	*	*





3. Communication and Dissemination tools

The main activities that will take place during the period covered by the communication and visibility plan include details of:

3.1. Web Based DCS tools

3.1.1. Project's Official website

One of the most popular channels for publicising the project in a more accurate way to easily access all the related deliverables, materials and outcomes is the project official website.

Sea of Experience foresees the design and development of an official project website to be implemented and maintained until after the financing duration of the project.

The project website will contain information about the project's objectives, approach, project status, deliverables, planned events, etc. It will be continuously extended and updated during the project's lifetime with information of the project's on-going activities and results and will have both a public access area and a limited access area for Consortium use and to transfer and facilitate information exchange.

Aim: The main purpose of the website is a public presentation of the project by gathering all relevant information about the project in one place.

Target: All target audience members.

Implementation: The website will be created and maintained by UCY.

by UCY-Cyprus.

The structure will include required by Programme's Communication guidelines visual elements and will be improved during website development and the final structure will be agreed by all partners.

It is also important to mention that all partners intend to share general information about the project and a link to Sea of Experience website on their own webpages and social media pages.

3.1.2. Social Media Interfaces (Twitter, Facebook, and LinkedIn)

Nowadays, social media with their specific form of electronic communication- providing a dialogic transmission using web-based technologies give the opportunity to people to create

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online communities and to share information. This kind of communication is broadly used - there are more than 100,000,000 registered users of such websites. Social media have big potential - they become more popular among older and younger generations. The mobile applications are widely used, especially by younger audiences.

For the project purpose, social media such as LinkedIn, Facebook, Twitter will be used for wider dissemination of the project's scope and results.

Aim: The aim of the social media is to spread the information and to raise awareness about the project's activities and results to wide range of targeted audience.

Target: Students, VETs, Civil society.

Implementation: This activity will be created and maintained by UCY.

3.2. Project Logo

The project logo (see Figure 3 Project Logo) within the joint branding initiative, the previous project with an acronym MENTOR move to one step further in Blue Career establishing and support blue training and network in the Eastern Mediterranean (Greece and Cyprus). It is crucial importance in order to ensure that the project has an attractive visual identity. As a consortium, se agree that the colors of the previous project MENTOR should be remaining to show the continuity of our efforts in blue career in order to have a common identity, recognition and visibility to the audience. The figure indicates of a face with key individualities in the head of knowledge, emerging from the sea (waves) indicating the Blue Careers and human capita in the constant efforts blue lifelong learning. A crucial role of training and networking in a digital novel combined knowledge is capitalized by the following texted Sea of Experience. The Blue color is associated with the maritime domain and the blue economy sector the project revolves around. The proposed logo was adopted by partners after CCCI has circulated twice a set of logos, both including voting by the consortium members. The designed logo will be used for the development of the graphic layout templates of every communication and dissemination material that will be created within the project such as reports, presentations, newsletters, leaflets, posters etc.

The below logo will serve as the logo of the SEA OF EXPERIENCE project (Figure 4):





Figure 3 Project Logo

A more detailed description of the logo is presented in Figure 4 Project Logo with color coding Figure 4:



Figure 4 Project Logo with color coding





3.3. Dissemination Materials

3.3.1. Leaflets and Posters

Printed dissemination material will be developed and translated in 2 partners' countries languages, intended to reach various target groups. Although as an advertising tool, printed material is not considered modern, it is still an effective way to catch the attention and attract larger audiences for the events that will be organized. Leaflets and Posters could be used to inform the target audiences; VETs, Research institutions, Public bodies, Industry according to the 4 maritime sectors that will be the focus of the project, as well as other members of the maritime community.

Aim: Printed material aim to attract the interest of target audiences towards the project and its activities, to increase awareness of the project's aims and especially those of the SoE activities and outcomes.

Target Group: All the target audiences

Implemented by: The leaflet and poster will be designed by a subcontractor of CCCI. CCCI will circulate the digital version of the leaflet and the poster to all the partners before being published for review.

3.3.2. Newsletters

According to the Grant Agreement, bi-annual newsletters will be published during the project. The newsletters will be prepared by UCY in the English language. After their approval by all partners, each partner will distribute the newsletters to target audiences; VETs, Research institutions, Public bodies, and Industry, according to the 4 maritime sectors described in the initial proposal as well as to other members of the maritime community.

The first newsletter will provide a short general overview of the project and the consortium, the following two will comprise information about activities, project events. Finally, the last one will present the project results. The content of each issue will be agreed by the consortium partners.

Aim: The objectives of the newsletters are to receive audience attention providing information on the project, its activities and outputs of the Sea of Experience project in Eastern Mediterranean.

Target: All target audience members

Implementation: The newsletters will be developed by UCY in digital form. The content will be reviewed by all the partners before being published while the design will be developed by UCY. All partners will reproduce the material according to their dedicated budget.





3.3.3. Press Releases & Publications in national & international magazines, newspapers

The press releases and the publications represent a written announcement directed at various media to apprise some important or interesting news. For the purpose of the project, they could be sent to journalists and editors of newspapers, magazines, radio stations, online media. They could be considered as an effective dissemination tool which will increase the project attractiveness.

Throughout the duration of the Sea of Experience project, at least 2 press releases are planned - one at the beginning and one at the end of the project. Press releases will be uploaded on the project website and will be also distributed via various media channels (e.g. television, radio, social media). The first one will announce the project initialization and bring a short overview, with special issues that focus to the Career Days and the final aims to disseminate the project outputs to the public.

It is foreseen to publish articles in the relevant media, including national maritime business, carrier mentoring and maritime sector-related magazines, newspapers and journals of broad information in each country.

Aim: To inform the general public and relevant stakeholders of the project initialization and its most important findings.

Target: All target audience members (with a special focus on the maritime community).

Implementation: The 2 main press releases will be organized by CCCI and will be designed by CCCI subcontractor.

Press releases in local papers are also planned by the consortium partners; one for each of the NTUA, APOSI, UCY, CMMI and Evalion, and 3 by CCCI.

3.4. Events, Conferences, Workshops

The events that will be organized by project partners in each participating country are crucial for raising awareness and showing opportunities for making careers in maritime sectors. A series of meetings, workshops, events and conferences will bring closer target audience (students, higher education graduates or persons with a vocational/technical qualification to maritime professions) mentors and trainers as well as professionals in the four selected blue sectors (ports, maritime transport, cruise industry, and shipyards). Workshops can be arranged for special groups within a community to generate awareness regarding the project while addressing the needs of specific target groups (e.g. people with disabilities).

To spread awareness and project activities and outputs, project partners will take advantage of the numerous opportunities for participation with presentations in national and international

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events related to Blue Growth: maritime transport, shipbuilding, and ship repair, ports and cruises.

Dedicated thematic workshops will be realized during the project implementation such as the European Maritime Day (EMD) in Cork, where the consortium has successfully submitted its proposal for a workshop. The proposal has been accepted (as of 31/1/2020) to co-host the event with another project to maximize both projects' results.

The 2020 edition of the European Maritime Day (EMD) will take place on 14-15 May 2020 in the City of Cork, Ireland. EMD is the annual two-day event during which Europe's maritime community meet to network, discuss and forge joint action on maritime affairs and sustainable blue growth. The opening session will target the "EU Maritime Policy towards 2050" and the plenary session will focus on 'Empowering Future Ocean Leaders'.

This year EMD will be celebrated together with Ocean Wealth' (OOW), Ireland's flagship annual event for the marine sector and will be held back-to-back with the 'SeaFest', Ireland's largest free family-friendly maritime celebration.

Aim: The objectives of the organized events is to promote both project activities and results as well as to help users to understand what they have to accomplish and provide them with a general overview of the information they need.

Target: All target audience members

Implementation: CCCI is the leader of this task; other partners will organize an event in each participating country. NTUA will organize the event at the EMD.

The list of dissemination activities envisaged by the project partners will be updated during the project period. For the purposes of DCS's implementation, every 6 months the table will be sent to all partners in order to update it.

3.5. Other Channels (EU relevant bodies)

An Executive Summary of the project's reports will be sent to the EMFF and to media and journalists who participate/specialize in career opportunities in EU Blue Growth initiatives and education and information initiatives.

Aim: To inform the EU relevant bodies about the projects' activities and dissemination results.

Target Group: European Union relevant bodies

Implementation: NTUA, in collaboration with partners, will develop an Executive Summary that will incorporate the outcomes during the duration of the project, with a focus on business and policy stakeholders. The executive summary can be submitted to EU relevant bodies envision policy briefs and target especially EASME/EMMF agency.





4. WP6 Budget

Project partners will dedicate to the activities under the WP6 Communication & Dissemination activities the foreseen effort in M/M – Man/Months: 5M/M NTUA, 6M/M APOPSI, 5.5M/M UCY, 5M/M CMMI, 3.5M/M CCCI, 6M/M EVALION.

In total 31 man-months (Table 3), distributed by tasks and partners as described in the Grant Agreement. Below the budget of each partner for the deliverables under the WP2 are presented per budget line.

Table 3 WP6 Effort

	NTUA	APOPSI	UCY	CMMI	CCCI	EVALION
WP 6 Efforts	5	6	5.5	5	3.5	6
D6.1 SoE DCS					√	
D6.2 Annual Dissemination Activities			√			
D6.3 First updated of SoE DCS			√			
D6.4 Second updated of SoE DCS			√			
D6.5 Terms of Reference for the work Advisory Board	√					
D6.6 Sustainability & Capitalization assessment sharing-pooling e-platform				√		
D6.7 Project website & Social media			√			
D6.8 Project Logo, leaflets and posters					√	
D6.9 1st Dissemination Workshop					√	
D6.10 2nd Dissemination Workshop					√	
D6.11 Final Dissemination Workshop					√	

All partners must contribute by sending their feedback to the partners who is leading the deliverable (see Table 4).

Table 4 WP6 Budget

	Personnel	Travel and subsistence	Equipment	Goods and Services	Total
NTUA	23,599.20	6,230.00	0.00	4,359.91	34,189.11
APOPSI	18,999.62	4,450.00	0.00	2,500.00	25,949.62
UCY	19,211.50	5,058.90	0.00	2,600.00	26,870.40
CMMI	17,502.72	2,250.00	0.00	2,576.20	22,328.92
CCCI	19,085.95	5,781.60	0.00	3,056.90	27,924.45
EVALION	23,700.00	4,450.00	0.00	2,499.63	30,649.63
TOTAL					167,912.13





5. Timetable and responsible partners

Table 5 presents the timetable of the WP6 deliverables as well as each responsible partner.

Table 5 WP6 Timetable and Responsible Partners

Number	Deliverable	Responsible Partner/s	Month
D6.1	Dissemination and Communication Plan	5-CCCI	M3
D6.2	Annual Dissemination and communication activity report	3-UCY	M12
D6.3	First Update of Sea of Experience annual dissemination and communication activity	3-UCY	M24
D6.4	Second Update of Sea of Experience annual dissemination and communication activity	3-UCY	M35
D6.5	Terms & reference for the work of the Advisory Board	1-NTUA	M6
D6.6	Sustainability and capitalization assessment of the sharing-pooling e-platform	4-CMMI	M34
D6.7	Project website and social interfaces	3-UCY	M6
D6.8	Project logo, leaflets and posters	5-CCCI	M4
D6.9	1 st Dissemination Workshop	5-CCCI	M12
D6.10	2 nd Dissemination Workshop	5-CCCI	M24
D6.11	Final Dissemination Workshop	5-CCCI	M35





6. Templates

6.1. Templates for Communication with EASME

For the purposes of the communication with the Programme as well as the project coordinator and all partners will use any template that may be provided by the Agency for the various report. Such templates may include Progress Report Template, Interim Report Template, Final Report Template, Financial Statement Template, Template for external audit statement, Declaration Form for distribution of funds between beneficiaries. Additional templates have already been developed (e.g. for Deliverables) by the consortium as of 31/1/2020.

6.2. Templates of Internal Communication

For the purposes of the implementation of communication and dissemination activities (internal communication) all project partners will use templates that will be developed specifically for the SoE project by the consortium. Such templates include: Project Letters, Invitation, Agenda, Presentation, Registration/ Participation List, Minutes Meeting, Press Release, Reports for Non-European travel, Attendance Event Report. Annex 1 presents the Internal Dissemination Reporting Template.

7. Concluding Remarks

The document provided the Dissemination and Communication Plan for the SoE project. It outlined the strategy for the management and monitoring of the dissemination and communication activities of the project. This strategy will be iteratively updated in line with the needs of the project in order to ensure effectiveness and impact. In this respect, this Plan can be considered a live document, which will be updated periodically. Any changes or deviations from the Plan will be reported in the respective Dissemination and Communication Activity Reports.





8. Annexes

Annex 1: Internal Communication Reporting Templates



Establishment of Eastern Mediterranean Regional Network: pooling, sharing, development of innovative face-to-face and digital training/mentoring tools for the maritime sector

EMFF-02-2018 Blue Careers No. 863551





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Annex 3: Dissemination Procedures Template Tables

Tables 6 through 11 Describe the Dissemination procedures and reporting templates.

Table 6: Dissemination Activities Registry- Conferences

No.	Date	Lead Partner	Event	Location	Title of Presentation	Involved Partners	Status	Description	Archived Redmine Link	Publication on the website

Table 7: Dissemination Activities Registry- Technical Papers

No.	Title	Authors/ Partners	Event	Date	Status	Published in/DOI	Archived/Redmine Link

Table 8: Dissemination Activities Registry- Journal Papers

No.	Title	Authors/ Partners	Title of Journal	Publication Date/ Publisher	Status	DOI/ Available online at (link{	Archived/Redmine Link





Table 9: Dissemination Activities Registry- Project Events

No.	Date	Status	Type of Event	Title	Partners Involved	Description	Redmine Link	Included in the website ?

Table 10: Dissemination Activities Registry- Other Dissemination Activities

No.	Type of Activity	Event	Location/Date	Title of Presentation	Partners involved	Description	Status	Archived/Redmine Link	Included in the website ?





Table 11: Dissemination Activities Registry- Mass Media Presence

N o.	Stat us	Type/Acti vity	Media Type	Med ia Na me or Link	Title of Publicat ion	Place of Publicat ion	Relea se Date	Involv ed partne rs	Website Link	Brief Descripti on of publicati on	Archived/Re dmine Link
		i.e Press Release	i.e. newspaper, magazine, subject magazine, news portal, subject news portal, subject blog, social media, etc.			i.e. Glasgow, United Kingdom		Please indicate the name of partner who distribute the activity	Please Copy+Paste the publication link (if applicable).	i.e. Press Release republication	Please save the publication in PDF file and archive it in REDMINE. Insert inhere the REDMINE Link.





Annex 4: Non-European Travel Report

For non-European travel the Project Coordinator should be informed and an approval from his side is required. Please fill-in the Non-European Travel Report Template **at least two months** before the travel and send the form to the Project Coordinator so as to inform the EC. Please keep on your record of the form and EC’s response along with the respective travel documents for any future enquiries by the auditors.

Report on Non-European Travel

Please fill-in before the travel and send the form to the Project Coordinator (Nikolaos Ventikos), who will inform the EC. Please keep on your record of the form and EC’s response along with the respective travel documents for any future enquiries by the auditors.

Partner Name	
Name of Traveler(s)	
E-mail of Traveler(s)	
Date, place & title of event (including URL)	
Estimated costs (flight, hotel, subsistence)	
Justification (Please name the reason and your motivation for the travel. Describe how the Sea of Experience work will be supported and benefited from this travel.)	

