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**D.5.1. PDEC – Plan for the dissemination and communication activities**

# DALIA DANUBE REGION WATER LIGHTHOUSE ACTION

Grant Agreement Number: 101094070

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**DALIA-DANUBE.eu**

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## LIST OF ABBREVIATIONS

Abbreviation	Full name
DALIA	Danube Region Water Lighthouse Action
OVF	General Directorate Water Management
BIOEAST Initiative	Central-Eastern European Initiative for Knowledge-based Agriculture, Aquaculture and Forestry in the Bioeconomy
TWG Fresh Water BBE	Thematic Working Group Fresh Water Based Bioeconomy initiated by the BIOEAST Initiative
CCSS	Czech Centre for Science and Society
THU	TERMESZETFILM.HU
CZU	Czech University of Life Sciences Prague
PaW	People and Water NGO
KUEI	CATHOLIC UNIVERSITY OF EICHSTÄTT-INGOLSTADT
SZE	SZECHENYI ISTVAN UNIVERSITY
TGM WRI	T.G. MASARYK WATER RESEARCH INSTITUTE, P.R.I.
BIOPOLUS	BIOPOLUS INSTITUTE NONPROFIT PLC
BHCZ	BIOEAST HUB CZ
UDJG	UNIVERSITY OF GALATI
NIHWM (INHGA)	NATIONAL INSTITUTE OF HYDROLOGY AND WATER MANAGEMENT
UNSFA	FACULTY OF AGRICULTURE, UNIVERSITY OF NOVI SAD
XIA	EXPRESS INNOVATION AGENCY VMV NONPROFIT ZARTKORUEN MUKODO RESZVENYTARSASAG
CWBA	CRISURI WATER BASIN ADMINISTRATION
INCDPM	THE NATIONAL INSTITUTE FOR RESEARCH AND DEVELOPMENT IN ENVIRONMENTAL PROTECTION

FAU	UNIVERSITY OF ERLANGEN-NUREMBERG
IRI	THE INSTITUTE FOR DEVELOPMENT AND INNOVATION
BRCCI	BULGARIAN-ROMANIAN CHAMBER OF COMMERCE AND INDUSTRY ASSOCIATION
ASE	BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
F6S	F6S NETWORK IRELAND LIMITED
MBAG	METEOBLUE AG
WP	Work Package
KoM	Kick-off meeting
CT	Communication Team
PDEC	Plan for the dissemination, exploitation and communication activities
KMS	Knowledge Monitoring System
CSA	Coordination and Support Action
KER	Key Exploitable Result
CI	Corporate Identity
DMP	Data Management Plan
IPR	Intellectual Property Rights



## EXECUTIVE SUMMARY

**The Plan for the Communication, Dissemination, and Exploitation activities (PDEC)** outlines a strategic approach to share the project results to selected stakeholder groups, increasing its impact. Different actions are foreseen for Communication, Dissemination and Exploitation and described in the dedicated chapters along with the means to achieve the desired results and the KPIs. The first chapter introduces the document objectives, WPs and tasks related to the present deliverable. The second one summarizes the PDEC objectives, partner involvement and key stakeholders. Chapter three develops extensively the Communication plan, meaning the tools, channels, Corporate identity, relationships and clustering with other projects and the partner's contribution. Chapter four focuses on the development of Dissemination, highlighting project outcomes and a timeline that follows them along the project. Chapter 5 focuses on the Exploitation of the project results, again, focusing on Key Exploitable Results (KERs) with a focus on potential market uptake. The exploitation plan will be further enriched along the project by the work in WP3 and WP5 and will receive a dedicated update. Currently it involves an outline of KERs, a description of the future market analysis and the tools that will be used along with the partner's involvement. Finally, Chapter 6 includes summarized information regarding the Open Access publications, Data protection, Intellectual Property issues and ethics, according to the Data Management Plan developed in WP6. Several annexes are included to showcase a proposed stakeholder engagement analysis (Annex 1), Corporate Identity samples (Annex 2), the GDPR template form (Annex 3), a basic communication strategy (Annex 4) and a list of public deliverables that will be shared as part of the dissemination plan.

## TABLE OF CONTENTS

<b>1. description of the document and objectives</b> .....	<b>10</b>
1.1. WPs and Tasks related to the Deliverable .....	10
<b>2. communicationa and dissemination plan management</b> .....	<b>13</b>
2.1. Distribution of responsibilities.....	13
2.2. Communication and dissemination Objectives.....	14
2.3. Stakeholder Identification and targeted audiences.....	14
<b>3. communication plan and report</b> .....	<b>18</b>
3.1. Brand identity.....	18
3.2. Online and offline Communication KPIs .....	21
3.2.1. Website and website analytics .....	24
3.2.2. Project templates & materials .....	26
3.2.3. Social networks and social media strategy .....	28
3.2.4. Newsletters.....	30
3.3. Partner’s role in communication .....	30
3.3.1. WP Leaders and Task Leaders.....	30
3.3.2. Communication Team.....	31
3.3.3. Content on Partner and Third-party websites .....	34
3.3.4. Communication etiquette .....	34
3.4. Cooperation with other projects and initiatives .....	35
3.4.1. Clustering activities .....	40
<b>4. dissemination</b> .....	<b>40</b>
4.1. Consortium participation in events & other dissemination activities .....	41
4.2. Public deliverables .....	43
4.3. Communication and Dissemination timeline.....	43
<b>5. exploitation plan</b> .....	<b>45</b>
5.1. Key exploitable results: definition and identification .....	45
5.2. DALIA Key exploitable results and areas of application .....	46
5.3. KERs in PDEC.....	47
5.4. Market Analysis .....	47
5.5. Business models.....	48



5.6. Partners' role .....	48
<b>6. OPEN ACCESS, DATA MANAGEMENT, IPR AND ETHICS.....</b>	<b>48</b>
<i>conclusions.....</i>	<i>51</i>
<i>annex no.1 Stakeholder reach &amp; engagement through communication .....</i>	<i>51</i>
<i>annex no.2 Ci samples.....</i>	<i>52</i>
<i>annex no.3 data protection.....</i>	<i>54</i>
<i>annex no.4 basic communication strategy.....</i>	<i>57</i>
<b>ANNEX NO.5 list of public deliverables.....</b>	<b>57</b>

## TABLE LIST

Table 1. Project WP Objectives related to the PDEC.....	11
Table 2 Target groups classification.....	14
Table 3. KPIs of online dissemination.....	22
Table 4. KPIs of Off-line Dissemination.....	22
Table 5. Key actors, purpose, and messages for dissemination and communication activities .....	22
Table 7 Basic etiquette rules.....	34
Table 8 Basic rules for written communication.....	35
Table 9 Networks, projects, or related initiatives .....	35
Table 10 Events/ workshops template table .....	41
Table 11 KPIs related to exploitation.....	45
Table 12 Basic Communication Strategy .....	57
Table 13 List of Deliverables by Month.....	58

## FIGURE LIST

Figure 1: EU funding logo.....	18
Figure 2: DALIA logo proposal 1st variation.....	19
Figure 3: DALIA logo proposal 2nd variation .....	19
Figure 4: DALIA logo proposal 3rd variation .....	20
Figure 5: DALIA logo proposal 4th variation .....	20
Figure 6: Wireframe .....	25
Figure 7: DALIA leaflet .....	27
Figure 8: DALIA poster .....	27
Figure 9: Screenshot of the DALIA LinkedIn profile .....	29
Figure 10: Newsletter sample pages .....	30
Figure 11: Templates for internal communication .....	31
Figure 12: WP5 Accomplished until M6.....	43
Figure 13: Tentative DPEC timeline .....	43
Figure 14: Outline stakeholder power – interest grid (Source: Ackermann, F., Eden, C. (2011) Strategic Management of Stakeholders: Theory and Practice. Long Range Planning 44, 179- 196) .....	51
Figure 15: Document sample – PPT presentation .....	52
Figure 16: Brand Guide .....	52



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## INTRODUCTION

**Freshwater is a vital element influencing the economies and social structure of certain regions in the EU and worldwide. In the light of geopolitical and global challenges, the war in Ukraine, food, energy the self-sustainability, resilience, and recovery are emerging challenges that the EU faces.** At the same time, there is an urgent need to face the risks of losing the health of the ecosystem after decades of intensive damage. Unlike the seawater and the Blue Strategy of the EU, there is not any strategy focused on the freshwater issues, now as the EU has a Water Mission and Danube Pillar it is an excellent opportunity to cover the freshwater sector. DALIA project will contribute to fulfilling the Danube Lighthouse implementation, support the innovation ecosystem on fresh water and provide solutions for European Rivers.

This document represents the updated version of the DALIA project PDEC. The overall purpose of the dissemination and communication plan is to ensure the visibility of the DALIA project to relevant target groups and the dissemination of project results through relevant channels. The document answers the who, what, where, and when related to Communication, Dissemination and Exploitation activities. The document therefore contains among others an action plan for the communication and the dissemination of results - including key communication messages, content, and design, as well as identification of the most suitable channels to convey them. The stakeholder engagement strategy is based on an analysis of the internal and external factors to reflect the stakeholders' expectations, stakeholders' classification provided by Ackermann & Eden (2011) is implemented (please refer to Annex 1. for a more detailed description).

### DALIA project in a nutshell

**In the Danube River Basin lives 79 million inhabitants.** As the Danube River Management Plan indicates the majority (52%) of all rivers do not meet the criteria of good chemical status, moreover all monitored indicators deteriorated.

**The Danube River is an artery of the ecosystems of the whole river basin and the region with significant environmental impact. The river also has an important economic utilization supporting SMEs and creating jobs for locals as well as having a cultural importance.** To properly manage this complex and fragile ecosystem we must think of a river basin and harmonize our actions from the Black Forest to the Black Sea. DALIA - Danube Region Water Lighthouse Action is comprised of 22 expert organizations – including universities, authorities, SMEs, and NGOs – from 8 different Danube EU and Associated countries accumulating an outstanding set of knowledge, covering not only the basin geographically but all different fields of expertise necessary to deal with the multidisciplinary issues from source to sea.

## 1. DESCRIPTION OF THE DOCUMENT AND OBJECTIVES

The plan serves as a road map for the D&C&E activities that are to be carried out during the project period. In addition, it contains guidelines for the partners on how to support and engage in D&C&E activities so that the consortium collectively can attain wider multiplication of the project, and the results achieved. BIOEAST HUB CR (BHCZ) is the lead partner of work package (WP) 5 – Communication, Dissemination, and Exploitation, however, all partners are expected to contribute so that the set KPIs can be achieved. The communication and dissemination plan will be updated by M48 reflecting project experiences and the efficiency of the selected communication matrix. In later updates of the PDEC a fully developed exploitation plan will be developed, incorporating also the work of other WPs.

### 1.1. WPs and Tasks related to the Deliverable

Each WP objectives are displayed below to highlight the outputs and activities that should be promoted through WP5 and their importance to communication, i.e. WP5.

Table 1. Project WP Objectives related to the PDEC

WP	MONTHS	OBJECTIVES	LEAD BENEFICIARY
1	1-36	<p><b>Danube River Basin Lighthouse Demonstration</b></p> <p>Based on stakeholder management results (WP3), <b>local action and validation plans for the pilot will be established in WP1.</b> The clustering methodology will define a uniform approach for all pilots, ensuring standardized data collection, measurement methods, and analysis. The project demonstration will progress through sequential tasks: ecosystem analysis, co-creation, knowledge transfer, execution, and a roadmap for replication and scale-up.</p> <p>WP1 provides a structured approach for validating pilot operations, which can be effectively communicated and disseminated through WP5 communication channels. <b>The project's progress—from stakeholder analysis to demonstrator execution and roadmap development—can be shared with a wider audience, enhancing transparency and engagement.</b> Additionally, clustering methodologies and uniform data collection processes will be highlighted to showcase the project's robust and standardized approach.</p>	4-CZU
2	1-48	<p><b>Replication and Scale-Up to Associated Regions</b></p> <p>WP2 aims to <b>analyse potential regions for transferring results from first-round Living Lab Demonstrators.</b> It will consolidate communication channels in collaboration with WP1, WP4, and WP5 to attract new stakeholders and develop expansion pathways tailored to regional, economic, and sectoral needs for new pilot demonstrators, based on WP1 outcomes.</p> <p><b>WP5 will support WP2 by disseminating findings on regional transferability and stakeholder engagement strategies,</b> enhancing outreach to potential regions. The development of expansion pathways will be communicated through targeted channels, ensuring visibility and alignment with broader project goals.</p>	7-KUEI
3	1-48	<p><b>Socio-Economic Transition towards Sustainability</b></p>	19-BRCCI



		<p><b>WP3 seeks to deepen the understanding of citizens' roles and stakeholder involvement in the socio-economic transition towards sustainability.</b> By adopting an interactive innovation model, it promotes turning research into practical applications and encourages new ideas through cross-fertilization and knowledge-sharing among actors. This is achieved via the "multi-actor approach" (MAA) to facilitate the transition.</p> <p><b>WP5 will communicate WP3's interactive innovation model and multi-actor approach, highlighting best practices for stakeholder engagement.</b> By disseminating insights on citizen participation and knowledge-sharing, WP5 will contribute to the broader awareness and understanding of sustainable socio-economic transitions.</p>	
4	1-48	<p>OW Mission Cooperation and Danube KMS:</p> <p>WP4 has two primary objectives: (1) foster cooperation with the Mission, Copernicus Activities, and other related projects; (2) establish the Danube Knowledge Hub, a Knowledge and Monitoring system integrated with Ocean and Water Missions systems, including legacy tools for pilots. WP4 will support pilots by providing tools, technical assistance, and serve as a bridge between the European Ocean and Water Mission and the Danube Living Labs.</p> <p>WP5 will <b>disseminate the establishment and activities of the Danube Knowledge Hub</b>, showcasing its role in supporting pilot implementations. By promoting WP4's collaboration with European-scale initiatives, WP5 will highlight the integration of knowledge and tools across various missions, enhancing visibility and engagement.</p>	2-CCSS
5	1-48	<p><b>Outreach activities</b></p> <p>The objective of WP5 is to:</p> <p>a) ensure that DALIA's results reach relevant stakeholders and support their potential future exploitation.</p> <p>b) implement targeted dissemination and communication activities, making sure DALIA's findings are shared with both the scientific community and the general public;</p>	5-BIOEAST HUB

		<p>c) attract business partners and stakeholders to generate market demand;</p> <p>d) provide policy recommendations to relevant Mission-related bodies, initiatives, and EU entities;</p> <p>e) facilitate clustering and coordination with other related EU/National DALIAs and initiatives.</p> <p><b>WP5 maintains connections with all WPs to ensure that the results and insights from DALIA are effectively shared with all stakeholder groups, promoting uptake and continuity beyond the project's lifespan.</b></p>	
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## 2. COMMUNICATION AND DISSEMINATION PLAN MANAGEMENT

In order to ensure the effective dissemination and exploitation of the DALIA project's outcomes, the roles and responsibilities for communication activities are distributed among partners to maximize impact and align efforts with the project's overall objectives and the PDEC strategy.

### 2.1. Distribution of responsibilities

In the DALIA project, all partners have a responsibility to contribute to communication, dissemination, and exploitation activities as outlined in the PDEC (Plan for Dissemination, Exploitation, and Communication). Specifically in the sub-chapter 3.3.2 the role of the appointed Communication Team (CT) is described extensively. Specific partners, though have additional responsibilities:

- BHCR (WP5 leader) manages the overall PDEC and leads dissemination efforts (D5.1). It ensures that dissemination and communication activities are aligned with project objectives, targeting key stakeholders, including policymakers, researchers, and the general publication with other CSA projects, ensures alignment with Mission-related activities
- OVF is responsible for promoting knowledge transfer through WP4 (T4.1) and coordinates synergies with other European Lighthouse projects to enhance collaboration. Furthermore, as the coordinating organization, develops the Data Management Plan which WP5 will follow.
- CCSS is leading training and peer-peer workshops (WP5, D5.3) to engage stakeholders and ensure effective knowledge sharing, D5.3. include a handbook summarizing training materials, and D5.4-D5.6, which focus



on workshops for mutual learning and knowledge sharing. Also, as part of WP4 (T4.2) the Knowledge and Monitoring System (KMS) will be shared through WP5 communication channels.

- CZU (T4.1) and TGM WRI (T4.4) are responsible for specialized communication collaborations for leading exploitation and replication efforts while ensuring alignment with the EU Mission objectives.
- UNSFA leads T5.2 that will integrate knowledge from all demo sites and also associated pilots by preparing recommendations and a knowledge pull, which will be available on DALIA knowledge Hub. This knowledge pull will help at first stage new associated pilots and in second stage it will be used for future engagement activities.
- F6S on the context of T2.2 which is developing the Open Calls is a key activity of the project focusing on the transferability of the DPS results to associated regions.
- BRCCI as leader of WP3 is important for C&D&E activities involving stakeholders and business and innovation models development. Considering the IPR rules, close cooperation with BRCCI on this regard will ensure the protection of partner's work and only disclose non confidential information to the public.

## 2.2. Communication and dissemination Objectives

**Communication** in DALIA ensures public visibility and awareness of project results. It targets both technical and non-technical audiences, including the general public, policymakers, and the media. The goal is to ensure that stakeholders are kept informed of the project's objectives and benefits. Examples include promotional materials, newsletters, social media updates (D5.1, WP5) .

**Dissemination** focuses on the formal sharing of project results with specialized audiences, particularly researchers and industry actors. It ensures that scientific publications, methodologies, and tools developed within the project are shared through academic channels, conferences, and technical journals. This is managed through targeted dissemination events such as workshops and conferences .

## 2.3. Stakeholder Identification and targeted audiences

Stakeholder engagement is a shared responsibility among all partners, with a focus on ensuring that communication and dissemination efforts reflect the needs and interests of the project.

The consortium has already identified from the proposal phase a significant list of stakeholders to which the dissemination and communication materials and tools will be directed. Activities with local stakeholders will be facilitated in close cooperation with WP3 which will assess their requirements, share systematic surveys, develop regional multi-stakeholder panels to define their profiles, assess the tools developed to define the DPS evaluation criteria, and finally create a Consultation Expert Panel - a group of 10-15 experts drawn from across DRB.

In Table 2 key actors, specific communication purposes, and messages have been highlighted along with the indicative level of participation Communication (C), Dissemination (D), Exploitation (E).

Table 2 Target groups classification

Stakeholder Group	Why do they participate	Contribution	Level
<p><b>EU Mission</b> Restore Our Ocean and Waters till 2030 Board, in particular the Danube Lighthouse department</p>	<p>DALIA is one of two IAs that is providing new solution for EU rivers and hereby contributing to support the Danube Lighthouse</p>	<p>To monitor project progress DALIA project</p> <p>Provide inputs for the Mission’s performance evaluation that is planned for 2024</p>	<p>C&amp;D</p>
<p><b>Policy makers</b></p> <p>(EC, Macro regional, National / Regional / local authorities, water related bodies etc.)</p> <p>(e.g. BIOEAST Initiative, Danube Region Strategy, the ICPDR, the Carpathian Convention, agriculture and forestry; industry, enterprises, SME, competition; Science, Research, Education; Environment; Regional Development, Energy, Employment and Social Affairs, ect.)</p> <p>and subsidiary organisations of the Ministries that are in charge of programme of national support and incentives related to freshwater issues</p>	<ul style="list-style-type: none"> <li>-to manage the inter-ministerial policy coordination of the fresh water related issues</li> <li>- to influence strategy development in the Danube River basin</li> <li>- to learn how to support growth, productivity, and rural development in the Danube River basin, how to improve the eco innovation system for freshwater solutions</li> <li>- to exchange information about the EU Water Mission and to mobilise their participation in the EU mission, encourage them to joying the charger</li> <li>- to improve how their country participates in the EU Water Mission &amp; different EU working groups and programmes</li> <li>- to support exploitation of DALIA project results</li> </ul>	<ul style="list-style-type: none"> <li>- to comment on and employ the analyse the status quo of the fresh water related issues on national level</li> <li>- to participate in workshops,</li> <li>- to benefit from socio economic analysis WP3, capacity building trainings WP5,</li> <li>- to facilitate information and knowledge transfer</li> <li>- to support the fresh water related solutions developed and communicate it effectively to both the Commission and also to national policy makers</li> <li>- to enhance research and innovation ecosystem on fresh water in the frame of the the Danube Lighthouse of the EU Mission</li> </ul>	<p>D&amp;E</p>
<p><b>Reginal / local authorities and their subsidiaries</b> in non-DALIA countries</p>	<p>- get financial support for the demo sites to be replicated</p>	<p>- discuss the demo sites and their socio-economic impact,</p>	<p>D&amp;E</p>



	<ul style="list-style-type: none"> <li>- valorize knowledge developed in the DALIA project in the water related agendas</li> </ul>	<ul style="list-style-type: none"> <li>- to participate in national and macro-regional workshops</li> <li>- participate in the open calls</li> </ul>	
<p><b>Researchers and scientists</b></p> <p>Research Organisations (e.g. Universities, research institutes, Science Associations Farmers, Foresters)</p>	<ul style="list-style-type: none"> <li>- to get involved in new research, cooperation with practitioners and policy actors</li> <li>- to contribute to the discussion concerning national plans for water related issues and in particular the DANUBE strategy</li> <li>- to explore good practice, to examine pilots, socio economical analysis, to exploit the knowledge created by the project</li> <li>- to meet research partners and interesting stakeholders in order to expand their networks</li> </ul>	<ul style="list-style-type: none"> <li>- to participate in national and macro-regional workshops</li> <li>- to benefit from capacity building workshops</li> <li>- to enlarge their networks and knowledge on research collaboration, stakeholders</li> <li>- to engage with policy and practice</li> <li>- to demonstrate knowledge valorisation, open innovation practice to inspire their future research</li> </ul>	D&E
<p><b>Industry and Entrepreneurs, including SMEs, national and international companies, and brand owners and investors including representatives from banks, investment funds, venture capital funds and development agencies, Industrial companies from bio-based sectors</b></p> <p>(e.g. agriculture, food, forest-based industries, chemistry, manufacturing, waste)</p>	<ul style="list-style-type: none"> <li>- to get aware of the potential of fresh water-based bioeconomy growth</li> <li>- to inform themselves about the national plans that might open new possibilities related to freshwater projects</li> <li>- to invest in innovative ideas inspired by our pilot sites (WP2)</li> <li>- to learn about business models and new value chains (WP3)</li> <li>- to enlarge their networks and meet new business partners</li> </ul>	<ul style="list-style-type: none"> <li>- to participate in capacity building, training and exchange formats</li> <li>- to engage them to get more involved in the development of national strategies related to fresh water</li> <li>- to explore and use the network of DALIA partners</li> <li>- demonstrate the importance of industry for deployment of the fresh water-based bioeconomy</li> </ul>	C&D&E

<p><b>Intermediate Bodies</b> including business and sector chambers and extension services</p> <p>and</p> <p><b>Advisors and Consultants</b> including rural advisors; project managers and financial advisors, technology transfer experts</p>	<ul style="list-style-type: none"> <li>- to discover possibilities of fresh water-based bioeconomy for their members / clients (entrepreneurs)</li> <li>- to explore good practice, demo sites, socio- economical innovation, knowledge hub (WP4)</li> </ul>	<ul style="list-style-type: none"> <li>- to participate in training and DALIA events</li> <li>- to support transfer of knowledge to stakeholders</li> </ul>	<p>C&amp;D</p>
<p><b>NGOs involved</b> in e.g. biosphere protection; climate change; sustainable development, protecting rural heritage and also with more social responsibility agenda</p>	<ul style="list-style-type: none"> <li>- to learn about environmentally friendly new freshwater solutions, good practice of how to revitalise fresh waters</li> <li>- to participate in discussions on national plans and agendas related to fresh water</li> <li>- to give societal view and expectations into the discussions</li> </ul>	<ul style="list-style-type: none"> <li>- to participate on training, workshops, project events</li> <li>- to represent civil society interests in strategy development activities</li> <li>- to spread knowledge on fresh water-based bioeconomy regional policy, environmental opportunities and best practice</li> <li>- promote literacy programmes to inspire youth as future consumers, workforce, and leaders</li> </ul>	<p>C&amp;D&amp;E</p>
<p><b>Media</b> including local, national, and European newspapers, broadcasters, and bloggers</p>	<ul style="list-style-type: none"> <li>- to learn about the BIOEAST Initiative and the bioeconomy</li> <li>- to report about policy and strategy developments</li> </ul>	<ul style="list-style-type: none"> <li>- to take up DALIA dissemination material</li> <li>- to amplify the messages about opportunities and challenges to develop freshwater based bioeconomies in the EU</li> </ul>	<p>C</p>



		<p>- Encourage clusters and support organizations to market DALIA outputs</p> <p>Exploit cross-sectoral opportunities (e.g. collaboration opportunities, product diversification) and allowing different types of actors with different sectoral focus to collaborate. Raise their profile by mutual learning from good practice.</p>	
<b>Citizens and society at large</b>	-participate out of interest and care for the environment and local quality of life	Dissemination to a wider public because they feel connected to the project	C

**Gender dimension:** During the project’s activities, stakeholders and end users will be approached regardless of their gender, while taking into consideration gender specific realities and needs, and integrating relevant data and knowledge in innovation approaches and gender-sensitive topics. DALIA will use gender-sensitive language and pictograms in research and innovation products as well as any communication, dissemination, and exploitation tools and actions, focusing on equal representation of participants of different ages, gender, socio-economic background, digital literacy, and family status (in accordance Article 141(3) of the EC Treaty). The provision of equal access and opportunities ensures the gender balance and encourages women’s participation, inside and out of the consortium and at all management levels.

### 3. COMMUNICATION PLAN AND REPORT

The Communication Plan outlines how the DALIA project will ensure consistent and effective messaging, while adhering to the grant agreement requirements for branding and visibility of EU support.

#### 3.1. Brand identity

To fulfil the obligations specified in the grant agreement article 17, DALIA beneficiaries must acknowledge EU support and display the European flag (emblem) and funding statement when communicating about the project and disseminating project results. This includes media relations, conferences, seminars, and information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.

Figure 1: EU funding logo



Further, when displayed in association with other logos such as partner logos, the emblem must be displayed at least as prominently and visibly as the other logos. There is also recommended to use the following disclaimer:

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To ease this task, different templates have been developed where the requirements have been considered, the templates are described in more detail in Chapter 3.2.2.

## Graphical face for DALIA

At first the corporate identity for the DALIA project was provided in such a way to clearly communicate key objective, uniqueness and added value of the DALIA project, therefore this chapter begins with a brief project summary.

### Corresponding corporate identity

Four alternatives of the project logo and Communication Identity (CI) were provided and introduced on the online KoM in January (M1). In the 1st variation, the curve of the Danube River is crossing the letters "D" and "A" in the logo.

Figure 2: DALIA logo proposal 1st variation



The second variation more emphasizes the project name "DALIA", the curve is more subtle as a complementary element.

Figure 3: DALIA logo proposal 2nd variation





The third variation is working with a symbol of a water drop that is divided by the curve of the Danube River, the lower part represents water, and the upper part is nature.

Figure 4: DALIA logo proposal 3rd variation



The last one places DALIA - the name of the project at the same level as the pictogram. Hereby, at first glance, it is not only the "DALIA" name that dominates but also the pictogram.

Figure 5: DALIA logo proposal 4th variation



A pool was organized so project partners could express their preferences, the format of this document is showing the winner – the 3<sup>rd</sup> variation. The logo is demonstrating that the project is not only about water, and it is indicating activities connected to water and the soil ecosystem, the implementation of additional graphic components such as leaves, water, and air bubbles, etc. DALIA project is supporting the Danube Lighthouse together with other EU projects; therefore, the circle is not closed. A short [INTRO VIDEO](#) about the project logo was provided and shared on project social media.

### 3.2. Online and offline Communication KPIs

The consortium will maintain a regular and active communication throughout the project, maximizing dissemination to the relevant target groups, and providing background communication services. This will include updating via the website, providing regular information updates via social media, and for inclusion in partner websites, press releases, podcasts, videos for objectives and recommendations, etc. for wider multiplication. The consortium will promote the project via relevant events (e.g., presenting at conferences), reaching other multiplier organizations, policymakers, and government directly.

The project communication campaign instruments will therefore include the project’s website, social media, press releases, and relevant news portals as well as an online platform for audio-visual material produced.

#### Online communication:



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Table 3. KPIs of online dissemination

Corporate identity	logo and templates to be used in all deliverables and materials
Website	≥4000 visits by the project end
Project Videos	=> 2 videos
Press Releases	= Direct engagements with 3 journalists and/or influencers
Twitter	= 250 followers by the end of DALIA
Linkedin	= 150 followers by the end DALIA

DALIA’s dedicated website (Delivered in M6) is designed to be populated with regular non-confidential updates on the project progress, the website will be supported by other instruments like the project corporate identity tool (reference to Chapter 3.1). The DALIA will also use social media (Twitter, LinkedIn & Facebook) and communication channels to maintain the momentum until preliminary results can be published. At least 2 promotional videos will be delivered by M6 for the general public and another at the end of the project describing the final results- published on relevant media. In the meantime, additionally to the Grant Agreement, more videos will be produced for each DPS as it is an efficient tool for disseminating results to a wider public. Target audiences of the online dissemination are policy makers, mission-related bodies, entrepreneurs, industrial end users, water sector, environmental consulting & engineering, innovation programs, general public and mass media.

**Off-line communication:**

Table 4. KPIs of Off-line Dissemination

Infographics & factsheets	= ≥ 150 views by the end of the project
Leaflets	= ≥1000 leaflets distributed/organization reached
Project Roll up	= 25 events where the roll-up is displayed

A set of off-line dissemination tools will be developed like project leaflets, infographics, factsheets, posters and roll-up. They will be used to promote DALIA in events and also in the everyday corporate environment of all partners. Target audience of offline dissemination is similarly: policy makers, Mission-related bodies, entrepreneurs, Industrial end users.

Table 5. Key actors, purpose, and messages for dissemination and communication activities

Tools	Activities	Start month	Main target groups
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<b>DALIA website</b>	<p>Fulcrum of the project, acting as a major communication channel with policymakers, industry, investors, academia, and multipliers. A professionally designed English-language website, providing information about the project's concepts, main goals, and partners involved in the consortium, showcasing the project's news and progress. The site will be the main repository of information on results, e.g. reports, country fact sheets, databases/dashboards, best-practice cases, events, podcasts, videos, as well as recommendations, the direct link to the knowledge hub project e-tool will be developed.</p>	<p>3</p>	<p>All target groups</p>
<b>Social media</b>	<p>Regular updates on project status, workshops and events, reports, good practice, and results via Twitter and LinkedIn where the project team has channels, as well as YouTube for audio-visual.</p>	<p>3</p>	<p>All target groups</p>
<b>Newspapers and journals</b>	<p>General interest articles in media that target policymakers, industry, and multipliers from local and regional to European level.</p>	<p>6</p>	<p>General public</p>
<b>Communication materials</b>	<p>A visual identity in line with the European Commission visual guidelines</p> <p>Leaflet, standard project presentation (with regular updates), template for posters and stand-ups</p> <p>Regular press releases</p>	<p>4</p>	<p>All target groups</p>
<b>Conferences, sector-specific Fairs</b>	<p>DALIA will be actively presented at conferences and fairs which specifically address the key target groups research,</p>	<p>7</p>	<p>Scientific</p>



	industry in bio-based sectors and policy, in particular events related to the <a href="#">EU Mission</a>		community, industrial actors
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### 3.2.1. Website and website analytics

The **DALIA website** is the key tool for broader dissemination. It is also a communication tool during the lifetime of the project and beyond. The site incorporates basic project information, key results, project structure, project outputs, and participants and contains news. The domain of the website is [www.eucleg.eu](http://www.eucleg.eu). The web pages will also offer added-value services such as publications, newsletters, and question forms. The web pages were launched in March 2023 and will be maintained during the project implementation and at least two years after the DALIA project conclusion.

The website will primarily:

- introduce the concept and main characteristics of the project.
- provide further information regarding fresh water-related innovations
- give information concerning training, and socio-economic analysis
- make all project results (non-confidential) publicly available (including all publications and findings);
- post regular new items (further amplified and discussed via social media networks)
- provide a direct link to the Knowledge Hub (WP4)

This will enable stakeholders to be kept informed of project progress for the whole duration of the project.

#### Joomla

A Joomla platform was used for the DALIA web pages, as Joomla has become one of the most frequently used and popular content management systems (CMS). It provides a worthwhile platform that is used for the purpose of developing web portals and professional applications. With Joomla, CMS images as well as pages can be easily added, or adjusted through the system. CMS provides editor support that is useful for seamless text formatting. Joomla accommodates versatility and diversity by supporting a high number of different languages. This enables users to use the language they want. This feature is popular because it contributes to enhanced usability.

Joomla templates provide the benefits of convenience and variety; templates can be modified when the need arises, to accommodate dynamic needs. In short, web pages based on Joomla look simple and modern.

## Wireframe and web structure

DALIA web page structure was designed with a primary focus on visitor perspective:

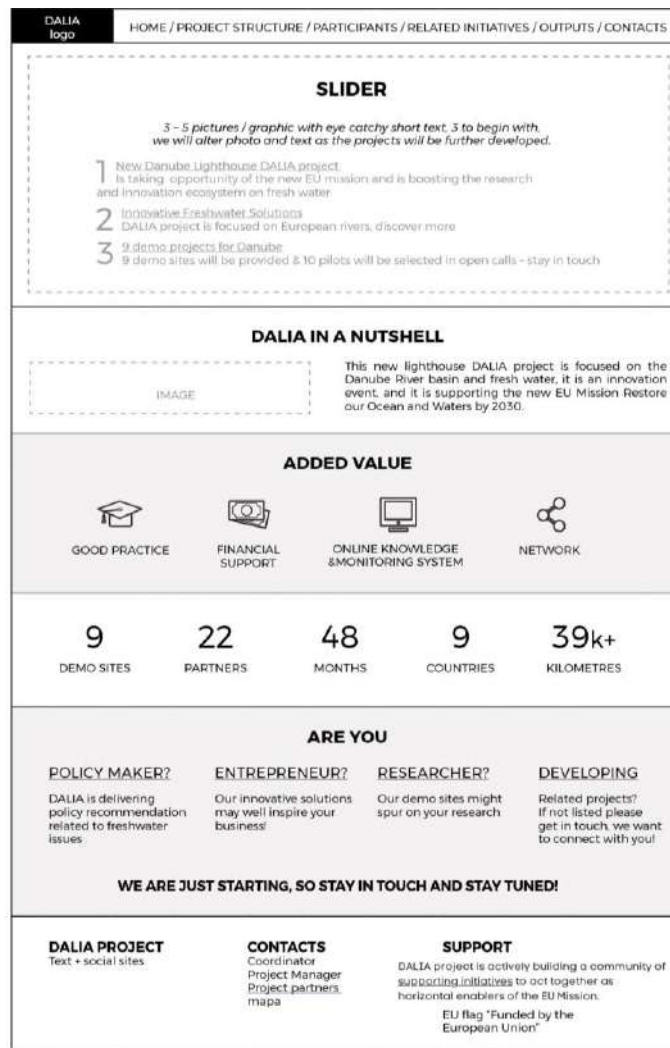
- Easier orientation – the key information should be available with one click
- Organization of information - concise texts that are clearly structured and designed to attract the visitor
- Fresh design and effects - combined with suitably chosen information and text range to encourage visitors to stay and search through the web pages.
- Initially, the wireframe was designed, and the following initial wireframe was produced.

Following the needs of the project, several additions can be made in the website including new pages and features. More specifically, changes and additions can be made in the Outputs page features, the Demo sites page that can be regularly updated to present interesting information about the Demo Sites, and a Call for Associated Regions page that will work as a short info page to raise interest in the Call and streamline applicants to the Knowledge and Monitoring System (KMS), Interactive map and link to the KMS.

Figure 6: Wireframe

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### 3.2.2. Project templates & materials

Headed paper, business cards, and sample documents were created before M6 when the logo was developed, and they demonstrate and display the final look of the logo. The layout of headed papers and document samples was created along with the initial logo and is provided in Annex 2. The final design of the document samples is part of the dissemination package that will be used in all external and internal events, meetings, deliverables, and other cases where DALIA activities are presented, all versions were uploaded to Project Gdrive.

Additionally, communication materials were created. The project poster & roll-up was prepared in English to communicate the project objectives, the partners, the logo, and the focus on the Danube River Lighthouse in a brief and easy form. The project logo is clearly displayed on the poster, and there is an EU flag beneath it, along with the declaration. The original materials produced will be updated to involve the new EU Mission visual identity as shown in Figure 7.

Figure 7: DALIA leaflet

In figure 8, below, the original designs are showcased.

**Project IN A NUTSHELL**  
DALIA is revolutionizing freshwater management by developing nine innovative demo sites in the Danube region. Offering practical examples, we are showcasing how these best practices can be successfully applied and spread.

**PARTNERS LOCATION**  
Participating countries: ROMANIA, HUNGARY, CZECH REPUBLIC, GERMANY, SERBIA, IRELAND, SWITZERLAND, SLOVAKIA, SLOVENIA.

**9 DEMO SITES**  

- DPS2 - Germany:** Skidding Helms: Restoring floodplains and monitoring sediment between nature and agriculture.
- DPS3 - Czech Republic:** Restoring Wetlands: Reversing Human Impacts and Reviving Floodplain Forests.
- DPS4 - Slovakia:** Water Retention: Restoring Runoff, Reducing Runoff, and Coating Our Climate by CO<sub>2</sub>.
- DPS5 - Serbia:** Connected Wetlands: Nature's solution for Clean Water: Purifying Agriculture and Sewage Systems: pollution.
- DPS6 - Romania:** Opening Pathways: Restoring the Sturgeon Migratory Routes in the Danube.
- DPS7 - Slovenia:** Predict and Protect: Advanced Models for Monitoring Sediment Spills and Ensuring Water Quality.
- DPS8 - Hungary:** Together for Clean Rivers: A Citizen Science Toolkit to Stop Plastic Pollution Before it Reaches the Ocean.
- DPS9 - Romania:** Ensuring Cleanliness: Strategically Placed Litter Traps Reducing PET Pollution in Danube, Criul Repale, and Criul Neagu.

Map of project DEMO SITES. See video: [/ DEMO SITES](#). More information is on website [dalia-danube.eu](http://dalia-danube.eu) in section: [/ DEMO SITES](#).

Figure 8: DALIA poster



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### 3.2.3. Social networks and social media strategy

Various social networks will be used as marketing tools in order to promote the activities and outputs of the project, and will also encourage a wider discussion on the involvement of the EU Water Mission – Danube Lighthouse, fresh water solution, Danube revitalization, freshwater based bioeconomy.

DALIA is actively presented on Twitter and LinkedIn accounts which will be linked to the project's website. Additionally, a Facebook page was created after partner's request to ease the dissemination efforts of some partners who are more active on this channel.

Twitter is a speedy and professional communication tool, Twitter allows real-time interactions and gives a very high potential impact on the target audience, using hashtags and thematic tweets.

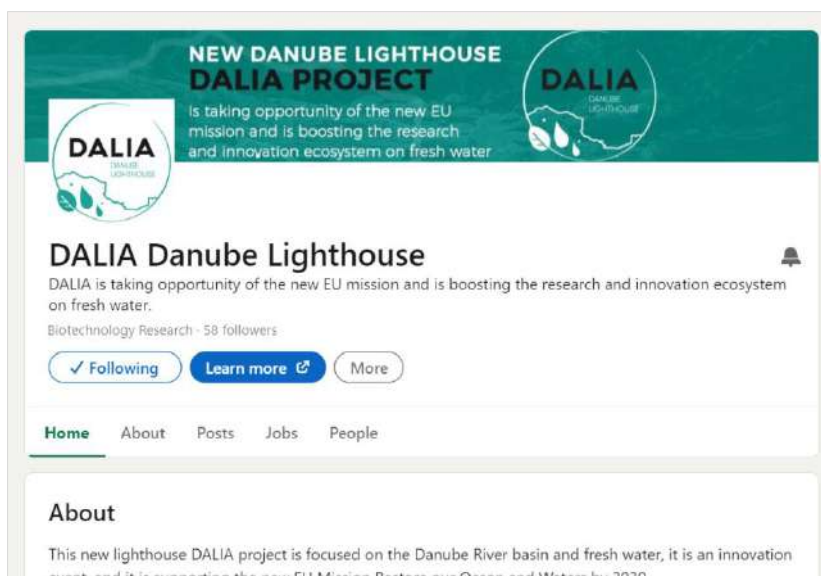
LinkedIn is a business-oriented professional networking tool that is used by many as a source of information and inspiration, therefore a solid presence to amplify the news on the website is essential.

Facebook is a popular platform for many partners and universities and can be used to add visibility to DALIA as it enhances communication and dissemination of project news and interaction with stakeholders.

We expect to publish a minimum of 20 tweets during the project, to reach at least 250 Twitter followers. We also plan to create a network on LinkedIn with approximately 150 other members. The above-mentioned figures reflect the total number reached during the project.

To draw the attention of the target groups to the project, encouraging participation and contribution to future bioeconomy policy making, the social media platforms LinkedIn and Twitter will be used.

Figure 9: Screenshot of the DALIA LinkedIn profile



LinkedIn has been chosen, as it is a professional networking platform with a target audience of professionals and businesses from various industries. LinkedIn is a useful tool for project communication because it provides a platform for sharing updates, news, and other relevant information about the project. Further, it is a platform where we can meet potential partners, and experts in the field of bioeconomy, which can help improve the success of the project.

You can find the Dalia Social Pages in the following links: [TWITTER](#), [LINKEDIN](#)

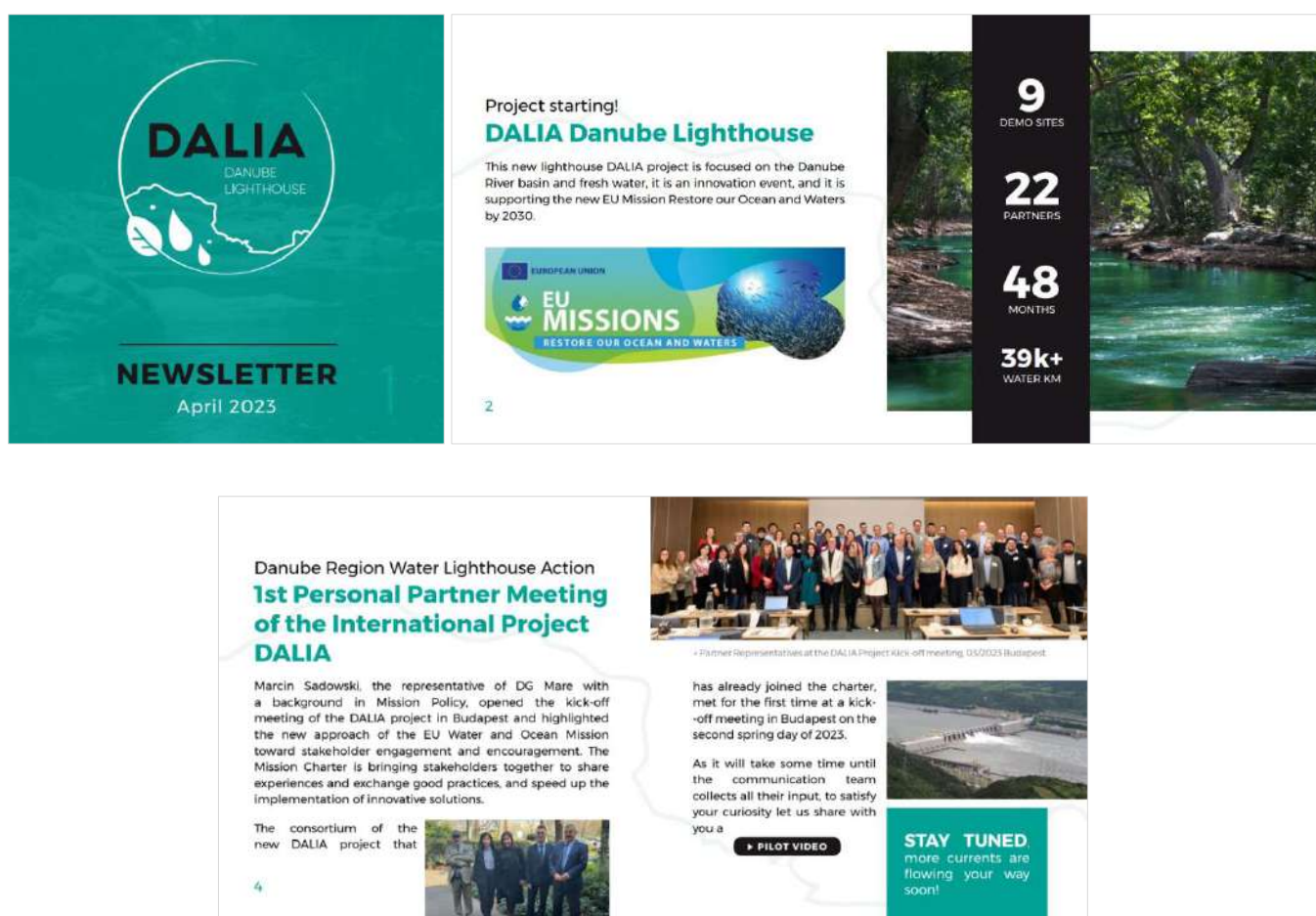
When posting on messages on LinkedIn the partner organizations will be tagged as often as possible to achieve a greater reach. Further, relevant hashtags such as [#horizoneurope](#) [#EUGreenDeal](#) [#EUBioeconomy](#) [#bioeconomy](#) [#daliaproject](#) [#daliadanubeeu](#) [#danuberiver](#) [#danube](#) [#water](#) [#eumission](#) [#freshwater](#) [#eugoals](#) [#sustainability](#) [#research](#) [#innovation](#) [#partnership](#) [#cooperation](#) [#press\\_release](#) etc. will be used.

All project team members are encouraged to make sure that they receive all notifications coming from the DALIA LinkedIn profile by clicking on the “bell” seen in Figure 9.

### 3.2.4. Newsletters

In order to increase reach and create value for stakeholders, DALIA contributes to the joint effort of the Danube CSA project EcoDaLli and all sister projects. In this dissemination platform, DALIA shares news, press releases and important news, like the Open Call, ensuring dissemination on a wider audience. (Figure 10)

Figure 10: Newsletter sample pages



The first issue of Project NL was distributed and it is available on the web pages.

### 3.3. Partner's role in communication

The involvement of the WP Leader and Task Leaders in the Communication is vital for efficient communication and dissemination of the DALIA project. The Communication Team (CT) was established, and each project partner nominates one person responsible for the communication to ease the information exchange and support the active promotion of DALIA results.

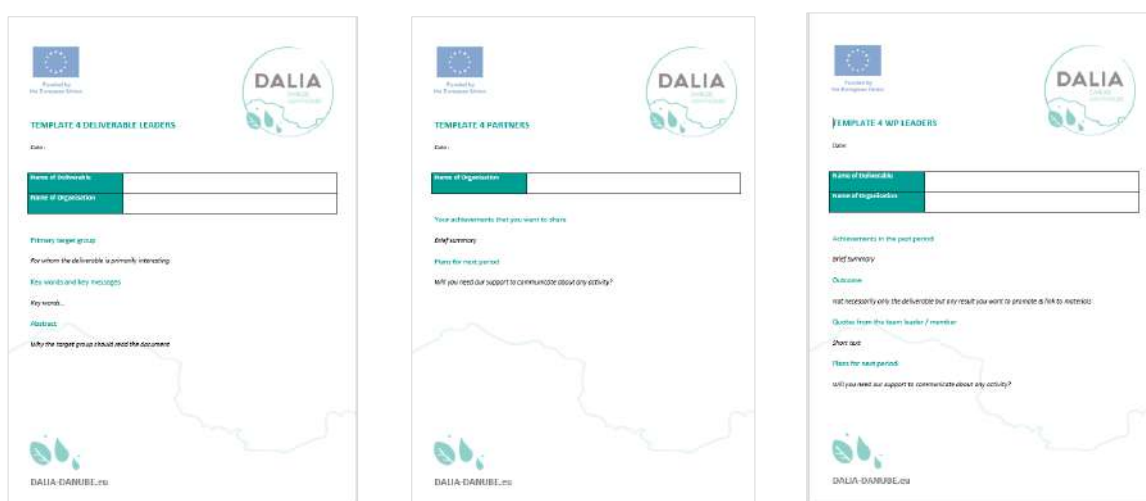
#### 3.3.1. WP Leaders and Task Leaders

WP Leaders and Task Leaders will be regularly (at least once in 6 months) asked by the WPC Leader to supply with information about the work progress, achievements, planned events and past events. On the top of that WP Leaders and Task Leaders will be responsible to inform the CT member about the activity and primarily the outcome of the **D.5.1. PDEC | DALIA DANUBE REGION WATER LIGHTHOUSE ACTION**

partner project team, support a development of a brief release/summary of the public deliverables they are responsible for.

**The reporting method for communication activities is adjusted to better support partners.** While initial reporting was conducted through document-based submissions, it was later supplemented by an excel-based format, which was found to be more user-friendly. Additional materials, such as event descriptions and images, were actively shared through email to ensure comprehensive and efficient communication.

Figure 11: Templates for internal communication



### 3.3.2. Communication Team

The main purpose of this subchapter is to support the activity of CT (Communication Team). Each CT will be in a direct contact with team to fetch the communication about the results and activities and constantly supply the WPC Leader. CT will be involved in the external communication of the project development and implementation and outputs and deliverables and will implement the fully-fledged communication strategy of the project, which will contain the main communication objectives, the stakeholders' groups, who will support/benefit from the project's objectives and respond to its' messages, the communication activities, deliverables and the communication workplan.

Table 6 Nominated CT Members

Name	Institute	Country
Anastasia Perouli	BIOEAST HUB	CZ
Norbert Csatári	OVF	HU



Jiří Kvapil	CCSS	CZ
Attila Dávid Molnár	THU	HU
Miklós Gyalai-Korpos	THU	HU
Kateřina Chmelíková	CZU	CZ
Danka Kravčíková	PaW	SK
Bernd Cyffka	KUEI	DE
Veronika Ullmann	KUEI	DE
Tim Borgs	KUEI	DE
Katalin Bene	SZE	HU
Mate Chappon	SZE	HU
Ray Richard	SZE	HU
Adam Vizina	TGM WRI	CZ
Adam Beran	TGM WRI	CZ
Petr Pavlík	TGM WRI	CZ
Erzsébet Poór-Pócsi	Biopolus	HU
Kriszti Árvai-Nagy	Biopolus	HU
Catalina Iticescu	UDJG	RO
Madalina Calmuc	UDJG	RO
Ada Pandele	NIHWM (INHGA)	RO
Cristina Trifu	NIHWM (INHGA)	RO
Atila Bezdán	UNSFÁ	RS

Viktor Hegedus	XIA	HU
?	CWBA	RO
Tudor Georgeta	INCDPM	RO
Jan Maier	FAU	DE
Siniša Borota	IRI	RS
Vladimir Petkov	BRCCI	BG
Monika Manolova	BRCCI	BG
Elena Preda	ASE	RO
Elena Blagoeve	F6S	EI
Catarina Reis	F6S	EI
Oriane Georges	F6S	EI
Christoph Ramstorn	MBAG	CH

## Members of the CT shall:

Coordinate inputs from their national project partners, who are involved in the project implementation.

- ✓ Monitor any national or international events related to the scope of the project.
- ✓ Create a brief summary (maximum half page) press release/summary in English language of events that they attended and presented DALIA project.
- ✓ Participate in the organisation of project events as a communication expert and cooperate with the WPC Leader.
- ✓ Put the communication materials to the DALIA project webpage and the social media surface and inform about the activity WPC Leader.



## Working organisation within the CET

The CT will have a document sharing interface as a google drive. The CT members will collect the communication materials there regularly, the WPC Leader will constantly remind them about doing so.

One CT member will have permission to upload the short communication materials to the social media interfaces Instagram, twitter and Facebook. The CT member will post the news that day or next day to be as up to date as possible.

E-newsletter will be provided by the WPC Leader, CT will disseminate it on their channels.

### 3.3.3. Content on Partner and Third-party websites

Among the partner's responsibilities, communicating their participation in DALIA through their corporate channels is requested and encouraged whenever possible. More specifically, partners are expected to add references and links of DALIA's web through their own corporate websites and social media along with reposting posts, press releases, newsletter and all news and activities related to DALIA.

### 3.3.4. Communication etiquette

To ensure good team spirit, all partners are requested to follow basic etiquette rules shown in the table below.

Table 6 Basic etiquette rules

Etiquette	Description
Always keep the good tone and be polite	To strengthen the connections between the consortium and team members, thus enhancing the productivity and creativity in the project, project participants should always keep the good tone and be polite.
Patience	Complex project issues can lead to long discussions. Data, facts, and opinions should always be clarified carefully and patiently.
One-to-one calls	Potential misunderstandings should be prevented by one-to-one calls rather than confusing written communication. However, a follow-up email with the most important decisions and clarifications from the calls should always follow.
Show appreciation	Always shows appreciation for the efforts of others.
Avoid emotional emails	Project participants should avoid sending emotional emails as emotions can easily cloud perspective.

To ensure smooth written communication, all partners are requested to follow the basic rules shown in the table below. All partners should be respectful of everyone's time by keeping their messages brief and specific. The number of emails should be limited in order to maintain an overview.

Table 7 Basic rules for written communication

Type of written communication	Description
Organizational mails	Mails to all will be sent mainly by the Coordinator or the TFM and will be of organizational character.
Follow-up emails	Follow-up mails about WP progress or progress of interdependent tasks in different WP will be sent to specific project participants organized in groups
Alert emails	Alert mails and reminders will be sent by the through mail
Management software for task implementation messages	Emails containing comments about task implementation should be replaced by comments under the tasks and steps (subtasks) in the project management software. In that way, the communication about task issues will be kept in one place according to its topic.
In-time response to emails	Responses to questions and comments should be sent within 1-2 days.
Communication with CINEA	Only the Coordinator is entitled to write emails with the Project Officer.

### 3.4. Cooperation with other projects and initiatives

Efficient communication of the DALIA project requires a close cooperation with related Horizon2020 and Horizon Europe CSAs, RIAs, IAs, EC tenders, and initiatives in particular projects supported by the EU Water Mission – Danube Lighthouse. Projects funded under the Danube lighthouse are considered sister projects to DALIA and therefore close cooperation and joined efforts in communication activities is mandatory. To increase the audience reach, the efforts will take the form of intra reference in each project’s website, sharing posts, flowing of news and opportunities to engage among our consortia, newsletters (Danube and Black Sea newsletter). Additionally, a connection to the BIOEAST TWG on Freshwater provides a platform to foster policy dialogue at high level conferences and amplify the project impact by actively providing policy feedback to running discussions.

However, apart from the Danube, other projects funded under the EU Mission Restore our Oceans and waters by 2030 can be sources of valuable connections by sharing opportunities to engage, reach a bigger audience and also regions that can act as replicators for the associated pilots. The DRB showcases nice best practice examples through DALIA’s 9 DPSs but similar challenges can be found in various settings and regions across Europe.

Table 8 Networks, projects, or related initiatives <sup>1</sup>

<sup>1</sup> This table will be constantly updated with more projects on the same field.



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Initiative – Network - Project	Information	Planned Event (if any)
<a href="#">ECODaLLi</a>	Danube CSA - ECOSystem-based governance with DANube lighthouse Living Lab for sustainable Innovation processes	
<a href="#">Danube4All</a>	Restoration of the Danube river basin waters for ecosystems and people from mountains to coast	
<a href="#">Restore4life</a>		
<a href="#">DaWetRest</a>		
<a href="#">Sundanse</a>		
<a href="#">BlueMissionBANOS</a>	Baltic CSA	22 & 24/5/23 <a href="#">Events</a>
<a href="#">OLAMUR</a>	Baltic - Offshore Low-trophic Aquaculture in Multi-Use Scenario Realisation	<a href="#">Events</a>
<a href="#">ULTFARMS</a>	Baltic - circUlar Low Trophic oFfshore Aquaculture in wind farms and Restoration of Marine Space	
<a href="#">BlueMissionMed</a>	Mediterranean CSA - BlueMissionMed Lighthouse coordinating and supporting the innovation ecosystem for a Healthy, Pollution free Mediterranean Sea	May 30th - 1st Stakeholder Forum
<a href="#">REMEDIES</a>	Mediterranean - The project is built around the three main pillars of monitoring plastic litter, its collection and valorisation and, of course, the prevention of the distribution of non-degradable plastics	
<a href="#">SEACLEAR2.0</a>	Mediterranean - Scalable Full-cycle Marine Litter Remediation in the Mediterranean: Robotic and Participatory Solutions	13-16/6/2023 <a href="#">Events</a>
<a href="#">BlueMissionAA</a>	Arctic CSA	

<a href="#">CLIMAREST</a>	Coastal Climate Resilience and Marine Restoration Tools for the Arctic Atlantic basin	
<a href="#">A-AAgora</a>	Blueprint for Atlantic-Arctic Agora on cross-sectoral cooperation for restoration of marine and coastal ecosystems and increased climate resilience through transformative innovation	<a href="#">Events</a>
<a href="#">Prep4Blue</a>	CSA -	May & June <a href="#">Events</a>
<a href="#">OCEAN CITIZEN</a>	Marine forest coastal restoration: an underwater gardening socio-ecological plan	
<a href="#">BoSS</a>	Bauhaus of the Seas Sails	
<a href="#">EDITO Model Lab</a>		May & June <a href="#">Events</a>
<a href="#">FLOW</a>	Future Lives with Oceans and Waters	
<a href="#">OTTERS</a>	Social Transformation for Water Stewardship through Scaling Up Citizen Science	
<a href="#">iAtlantic</a>	Integrated Assessment of Atlantic Marine Ecosystems in Space and Time	May <a href="#">Calendar</a>
<a href="#">DANUBIUS-IP</a>	Environmental research infrastructure linking rivers and seas	June <a href="#">Events</a>
<a href="#">BIOEAST HUB CZ</a>		Danube lighthouse preparation
<a href="#">Plastic Pirates - Go Europe!</a>		
<a href="#">4BIZ – Boosting the Blue Economy in the Black Sea Region</a>	Boosting the Blue Economy in the Black Sea Region	
<a href="#">nextgenwater.eu</a>		



<a href="#">Eupolis Project</a>		
<a href="#">Biopolus projects</a>		
<a href="#">GRENDEL</a>		
<a href="#">DANTE</a>		
<a href="#">DIONYSUS</a>		
<a href="#">Smarter Amazon of Europe</a>		
<a href="#">MEMOFISH</a>		
<a href="#">Proiect SZANAZUG-TULCA</a>		
<a href="#">ApeleRomaneCrisuri</a>		
<a href="#">transformar.eu</a>		
<a href="#">danurb.eu</a>		
<a href="#">STARGATE</a>	“Resilient Farming by Adaptive Microclimate Management”. Local crop risk analysis and prediction methods developed in STARGATE are made available to DALIA pilot projects and demonstrators.	
<a href="#">GEM ”Global Earth Monitor”</a>	Low-cost earth observation (EO) data-exploitation to enhance the exploitation of Copernicus data. Results from the GEM project can be leveraged in demonstrators	
<a href="#">Danube Sediment Management</a>	Restoration of the Sediment Balance in the Danube River	
<a href="#">OPTAIN project</a>	“Optimal strategies to retain and re-use water and nutrients”	
<a href="#">General Directorate of Water Management (OVF)</a>	Hungarian sub-governmental directing institute for water management	
<a href="#">peopleandwater.international</a>	preventing	

	<p>construction of multiple unnecessary water dams,</p> <p>revitalizing regions, and hydrating urban, forest and agricultural land</p>	
<a href="#">Insula Magna</a>	Complex Water Management and Sustainable Development Program	
<a href="#">Interreg Thaya</a>	Czech-Austria cooperation to achieve a scientific and methodological basis for a coordinated development in the region as well as to achieve a better quality of the environment and of the ecosystem services.	
TACR Dyje		
<a href="#">HAMR</a>		
<a href="#">petkupa</a>	Citizen engagement & environmental protection through plastic collection and transformation.	
<a href="#">Tid(y)Up</a>		
<a href="#">5 COUNTRIES 1 RIVER - 2020-1-HU01-KA201-078843</a>		
<a href="#">Tiszai PET kupa</a>		
<a href="#">REXDAN</a>	An Integrated System for the Complex Environmental Research and Monitoring in the Danube River Area, REXDAN, Contract no. 309 / 10.07.2020, SMIS Code 2014+: 127065	
<a href="#">Integrated research and sustainable solutions for protection and restoration of ecosystems in the lower Danube basin – Black Sea coastal area, PNRR-III-C9-2022-I5</a>		



<a href="#">IDES</a>	Improving water quality in the Danube River and its tributaries by integrative floodplain management based on Ecosystem Services	
<a href="#">Together We Stand</a>		
<a href="#">Danube Floodplain</a>		

The above initiatives include both EU and local projects and initiatives that DALIA has reached out to for cooperation on Communication. Searching for relevant actors and projects will continue during the project lifetime to ensure visibility of the DALIA project and its results, WP5 will make use of the mapping exercise (WP1) by knowledge from the project consortium, from CORDIS/Interreg database, from the European Bioeconomy Network (EuBioNet), EIP-AGRI and national projects databases. Cooperation with these projects and initiatives will advance upon the successful high-level international conference Preparing the Danube Lighthouse, representatives from relevant projects and initiatives will be invited.

The above-mentioned table with public contacts will also be fully utilized for the link building and e-marketing. DALIA web pages are designed to connect with relevant initiatives and projects, quite a few of them are already noted on the web pages. WP5 is planning to fully utilize these references in the link building, i.e. a direct email will be sent to the representatives of the above-mentioned initiatives with a request to reciprocate making reference to the DALIA project on the web pages and social media, hereby the visibility of the DALIA project will increase.

### 3.4.1. Clustering activities

The DALIA Project aims to establish a close collaboration with other EU Lighthouse projects, specifically with the CSA (where DALIA partner OVF is coordinator) and other IAs of the Danube River Basin and Black Sea Lighthouse, and the CSA PREP4BLUE. Due to the connection between DALIA and the CSA through OVF (WP4), the collaboration between the projects, especially regarding public activities, is made easy. DALIA will organize clustering activities with related international, national, or regional projects, networks, clusters and initiatives based in Europe (primarily Mission: “Restore our Ocean and Waters” related bodies) to share information and maximize the visibility of the project results.

Regarding PREP4BLUE, OVF and BIOEAST HUB have discussed the cooperation with the Communication Leader of PREP4BLUE on a potential merge with the PREP4BLUE virtual and physical pilot, to minimize any duplicity in the implementation phase, with more than 5 joint posts to be accounted for by the end of the project.

Regarding the clustering activities as described under WP4, those will focus on close technical collaborations aiming to increase the technical capacity of specialist stakeholders, focusing on in-depth cooperation with related projects. WP5 will support and disseminate those activities through the communication channels developed.

## 4. DISSEMINATION

Below the key elements comprising the dissemination of project results are presented. Given that DALIA is an Innovation Action where multiple types of results of scientific interest will be created, several elements and KPIs are considered as dissemination results.

#### 4.1. Consortium participation in events & other dissemination activities

The DALIA consortium participation in events and other dissemination activities described below is crucial for the project success since their expertise and networks will be valorized, also involving local stakeholders. The expected contribution is described below:

**Dedicated dissemination events (KPI:  $\geq 10$  events by the end of the project):** DALIA will present the project on the international conferences like the World Water Congress & Exhibition and the International Interdisciplinary Conference on land use and water quality: Agriculture and the Environment. European level events in cooperation with the EU Mission: Restore our Ocean and Waters by 2030, Mission funded projects, the Danube lighthouse sister projects and the BIOEAST initiative are considered and planned to better showcase the project results and reach an international audience. Furthermore: DALIA will organize site visits of the demo site, workshops and trainings already considered under WP4 and WP5. The target audience for these events are policy makers, mission-related bodies, entrepreneurs and industrial end users who will benefit most from the solutions produced in DALIA.

DALIA WP5 will closely monitor all workshops and events planned by project partners likewise events that the partners want to participate in. A shared Google Document was provided to make it easy for project partners (primarily CT members) to update, and likewise for the WP5 Leader to follow the communication activities. The table (undated till the end of M6) is also provided below (Table 10). The mentioned living document will be regularly updated throughout the project, and the table is therefore a draft representation.

Table 9 Events/ workshops template table

Events/workshops name or type of event	Role of project partner	Term / indicative term
W3	Organizer	14.04.2023
<a href="#">Mission “Restore our Ocean and Waters by 2030”: The Baltic and North Sea lighthouse in action</a>	<a href="#">BlueMissionBANOS</a>	25.04.23
<a href="#">Where the World is Heading? SIDE EVENT EMD 2023</a>	<a href="#">BlueMissionBANOS</a>	22/5/23
<a href="#">European Maritime Day 2023</a>	<a href="#">BlueMissionBANOS</a>	24.05.23
<a href="#">INTERNATIONAL SYMPOSIUM ON DEEP-SEA CORALS 2023</a>	<a href="#">iAtlantic</a>	29.05-02.06.23
<a href="#">The EU Mission ‘Restore our Ocean and waters’ mediterranean lighthouse gets into action in Palermo</a>	<a href="#">BlueMissionMED</a>	30.05.23



<a href="#">1st BlueMissionMed Stakeholder Forum – Shaping The Future Of The Mediterranean Basin To Respond To EU Mission Ocean And Waters Objectives</a>	<a href="#">BlueMissionMED</a>	30.05.23
<a href="#">PREP4BLUE Webinar series: Planning for Citizen Participation in Mission Ocean &amp; Waters</a>	<a href="#">Prep4Blue</a>	31.05.23
<a href="#">01.-02.06.23 Blue Economy Baltic Forum</a>	<a href="#">BlueMissionBANOS</a>	01.06.23
<a href="#">Cold-water corals in aquaria: maintenance and experimentation</a>	<a href="#">iAtlantic</a>	03.06.23
<a href="#">Copernicus Marine General Assembly 2023</a>	<a href="#">EDITO Model Lab</a>	05.06.23
<a href="#">webinar - Danube4all - Regional Danube Water Museum Network</a>	<a href="#">Danube4All - SZE</a>	05.06.23
<a href="#">1. WG2 Workshop - STANDARDIZATION OF MODEL RESULTS IN RS SYSTEMS</a>	<a href="#">DANUBIUS-IP</a>	07.06.23
Workshop- Inter and Multidisciplinary Approach within Horizon Europe Programme- DALIA Project	Host: ASE-  key speaker	8.06.2023

**Online and Offline dissemination:** Similarly, as described in the chapter dedicated to communication, all online channels, corporate identity and materials generated will be used by partners in events and their local business environment to generate awareness.

**Policy Feedback (KPI: 1 Policy Recommendation Report discussed in 2 policy events; 5 publications targeted to policy):** DALIA project will contribute to policy shaping and supporting the implementation of the EU Mission. Particularly, reports for policy makers will be provided that will be discussed with policy makers at least on 7 events (organized both on project and national level), brief communication will be published in newsletters and journals targeted to policy makers. Target audience: Policy makers, Mission-related bodies,

**Publications of research results (KPI: Scientific publications and Magazines  $\geq 4$  papers published in Q1 and Q2 journals or magazines during the project lifetime):** Scientific articles are to be published in specialized journals (Urban water, Water Resources Protection, Journal of Environmental Quality, Journal of Science Education and Technology, Science of the Total Environment) that reach a wide spectrum of the scientific, public administration and technical community. Other publications as the Horizon Results Platform, the Innovation Radar and EC publications will also be targeted. Target audience: Research and academia, national authorities, mission-related bodies

## 4.2. Public deliverables

Dissemination activities in DALIA will be greatly dictated by the scientific results produced by consortium that will be available to be made public during the life of the project. A extensive table of all the public deliverables to be produced by the partners was created based on the timeline predetermined by the DoA at the beginning of the project, in order to have a timeline of activities and materials. The table can be found in Annex No.5 List of Public Deliverables.

## 4.3. Communication and Dissemination timeline

Figure 12 summarizes what has been achieved in WP5 until M6.

Following in Figure 13, a plan for future communication and dissemination opportunities is presented, in accordance to the identified relevant events and the public deliverables scheduled that were presented in Table 10 and Table 13, (Annex No.5) respectively. The plan will be continuously updated depending on new findings (e.g. events that are added in the Events Google Tool), the Open Call proceedings, DPS results, New Demos, Policy, Trainings, KMS & Knowledge pool, news, etc.

Figure 12: WP5 Accomplished until M6

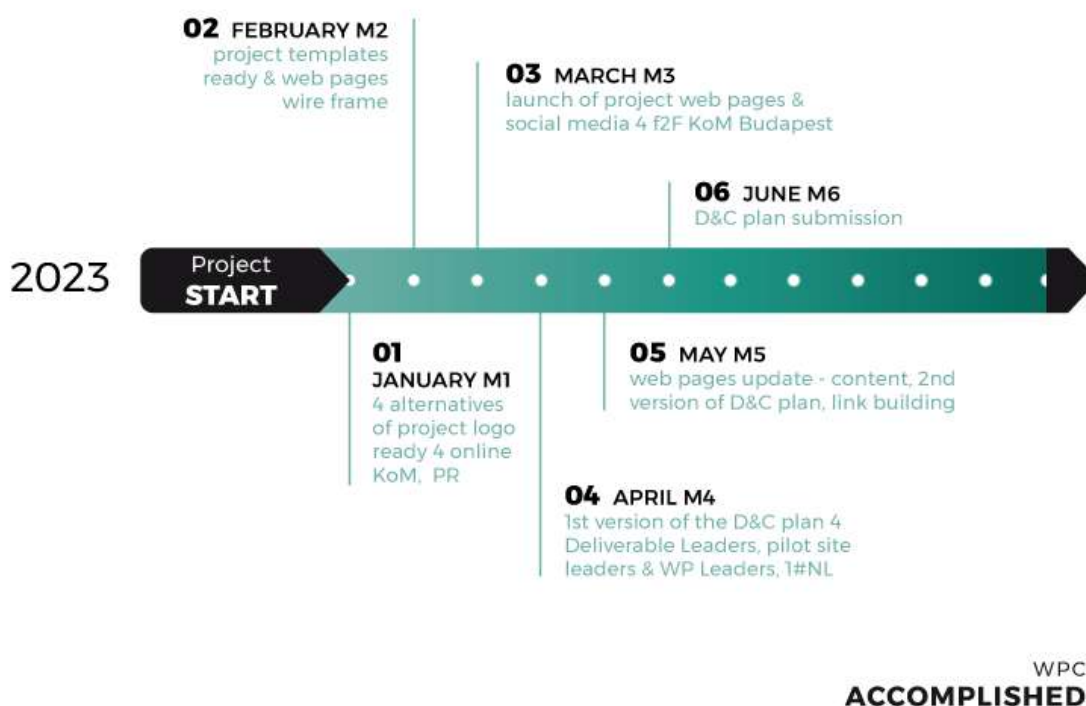
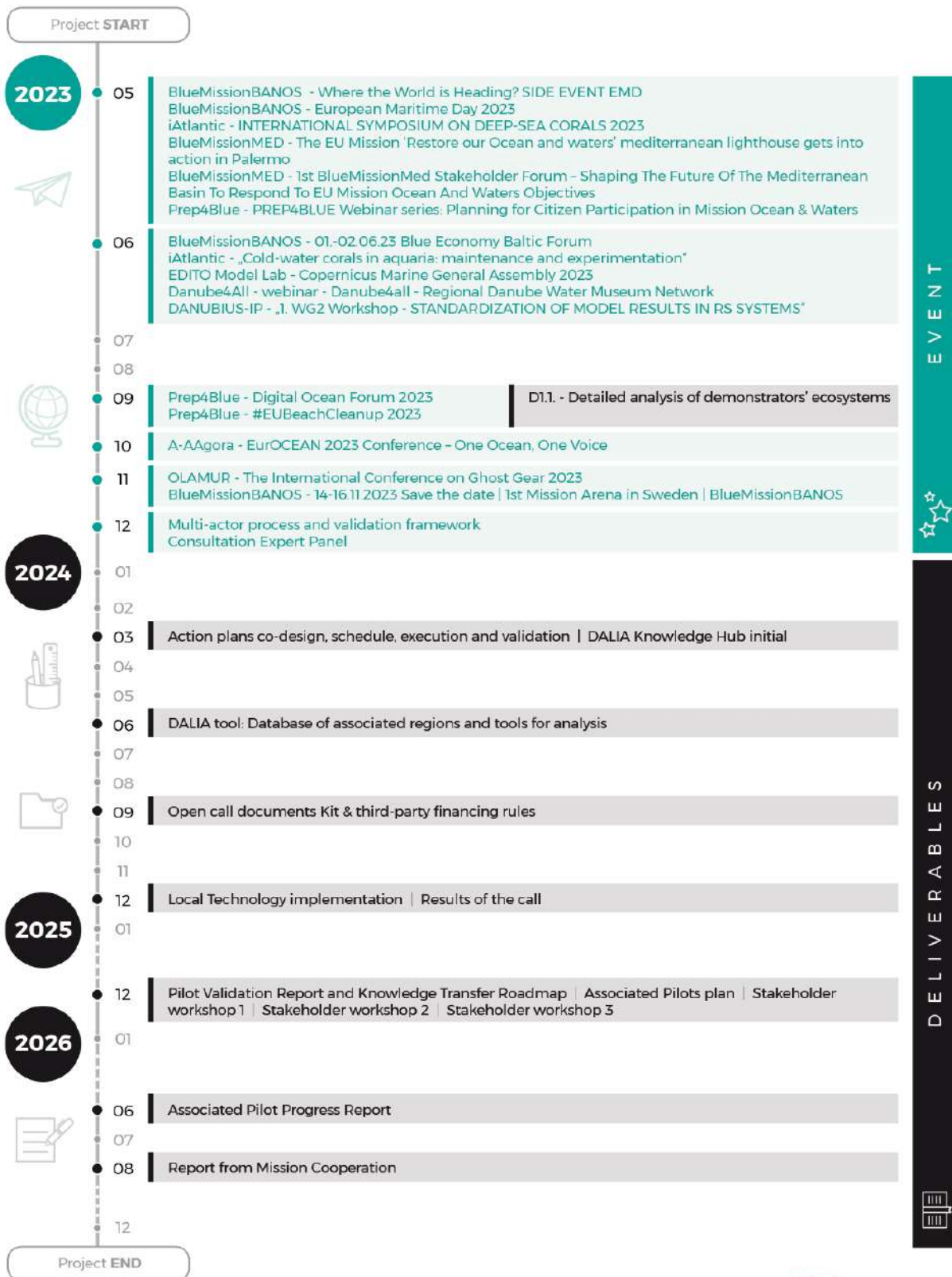


Figure 13: Tentative DPEC timeline





TENTATIVE  
C&D TIMELINE



## 5. EXPLOITATION PLAN

Exploitation refers to the practical application of project results to generate value, whether through commercial opportunities, further research, or policy contributions. The Exploitation Plan ensures that results such as new technologies and methodologies are made available to end-users and markets, focusing on commercial use (WP5). This plan includes market studies, business model development, and strategic partnerships.

### 5.1. Key exploitable results: definition and identification

Key Exploitable Results (KERs) are defined as **significant outcomes from the project, which offer commercial value, societal impact, or scientific advancement**. The results may include innovative technologies, methodologies, or services that have the potential to be utilized or further developed by stakeholders, industries, policymakers, and researchers. These KERs are essential for fostering further research, commercialization, and policy development to achieve the long-term goals of sustainability and socio-economic growth.

**The identification process of KERs within the DALIA project involves a thorough analysis of outputs from all WPs to assess their potential for exploitation.** Key criteria for identification include market potential, innovation level, and societal benefit, with the aim of creating value for target sectors such as agriculture, water management, and sustainable rural development. Some exploitable categories of results are briefly presented below:

- **Commercial exploitation:** The industrial use of the project knowledge and technical/technology developments, for the creation of new technological options, new processes and advisory services to deliver high competitiveness and growth impacts.
- **Further research:** providing the knowledge and skills for future spin-out research and development projects will have a high impact for raising the European knowledge base while promoting the targeted industrial sectors' transition to the green economy.
- **Contribution to standards and policies:** the project results will contribute towards a regulation and standard development and policy revision in the field. Cooperation with Missions, regulatory bodies and third-party sales and distribution licensees in the project field will be implemented. Initial work on this matter was carried out by the partners through their existing customer networks in the preparatory phase of the project.

DALIA KERs are mainly referring to audiences like Government and Policy makers, Industries in the Water Sector or Environmental Consulting & Engineering, Innovation Programs, or any potential industrial end-users at any step of the value chain.

Table 10 KPIs related to exploitation

Horizon Impact Award	= $\geq 1$ application
Research Ownership List (ROL)	= 1



Joint Ownership Agreement	= 1
Exploitation Agreements	= 1
Horizon Results Platform	=≥3 results presented during the project's lifetime
Innovation Radar	= 23 key project results published

## 5.2. DALIA Key exploitable results and areas of application

The DALIA project has identified several KERs, which **possess high potential for commercial, academic, and policy-related applications**. These KERs are aligned with the project's objectives to facilitate sustainability and green economic development, primarily within the agri-food and bioeconomy sectors. These are in particular:

- from WP1: **A series of innovative methodologies and action plans for pilot ecosystems** that have been developed to address water quality and ecosystem restoration; these can be **directly applied by local authorities and water management** organizations for improving river basin management.

- from WP2: DALIA tool and database, which offers a **comprehensive set of analytical tools and datasets** for assessing associated regions, that has been designed to **support stakeholders in replicating best practices and scaling up successful pilot interventions** across different regions in the Danube River Basin.

- from WP3: The "**multi-actor approach**" (MAA) framework provides guidance on engaging stakeholders, promoting cross-sectoral cooperation, and developing business models for sustainable water management. This framework can serve as a **practical guide for both policymakers and businesses to navigate the socio-economic transition towards sustainability**.

- from WP4: The **establishment of the Danube Knowledge Hub** as a comprehensive knowledge and monitoring system is a **key resource for data sharing, policy development, and technological integration**. It can **serve as a centralized platform for stakeholders to access up-to-date information on freshwater ecosystems** and sustainable development practices.

- from WP5: Training materials, handbooks, and also the peer-to-peer discussions have been designed **to build capacity among stakeholders and ensure effective knowledge transfer**, making them essential for scaling up sustainable practices and fostering a community of practice around water and ecosystem management in the Danube region. These can be further used to ease the exploitation of the above mentioned KERs.

The areas of application include fostering innovation in sustainable agriculture practices, enhancing data management for stakeholders, and developing solutions that support the goals of the European Green Deal and Horizon Europe initiatives.

### 5.3. KERs in PDEC

Exploitable routes for KERs identified in the DALIA project **encompass a variety of pathways, including commercial exploitation, further research, contribution to policy and standards, and public dissemination.** Commercial exploitation focuses on transferring knowledge and technologies to relevant industries, while research-oriented routes aim to foster additional studies and applications of the results. Policy and standard contributions are directed towards shaping new regulations and frameworks, while public dissemination ensures that the project's findings reach a broad audience to support societal and environmental benefits.

### 5.4. Market Analysis

A market analysis involving an EU-wide and global outlook will be explored by WP3. The market size, trends, main competitors, competitive advantage, technology and product outreach etc. Will be taken into account. The results will be analyzed and considered in the frame of the stakeholder analysis (T5.2.). The results will be used to fine tune the target audience with specific communication of the results offering for market uptake, to be considered in the exploitation plan.

Among the stakeholder groups identified already, the following might express interest for further market exploitation:

- Reginal / local authorities and their subsidiaries in non-DALIA countries: receiving funding can kickstart local development
- Researchers and scientists: Research Organisations (e.g. Universities, research institutes, Science Associations Farmers, Foresters) can exploit networking with partners to exploit project generated knowledge for further projects and activities possibly generating income
- Industry and Entrepreneurs, including SMEs, national and international companies, and brand owners and investors including representatives from banks, investment funds, venture capital funds and development agencies, Industrial companies from bio-based sectors (e.g. agriculture, food, forest-based industries, chemistry, manufacturing, waste) can be interested in innovations with multiple applications
- Intermediate Bodies including business and sector chambers and extension services
- Advisors and Consultants including rural advisors; project managers and financial advisors, technology transfer experts who can pick up knowledge and incorporate it in their services
- NGOs involved in e.g. biosphere protection; climate change; sustainable development, protecting rural heritage and also with more social responsibility agenda. NGOs are always in reach of funding opportunities and can get inspired by DALIA.

Of course, opportunities for marketability of solutions will be further searched in the respective tasks and validated by partners to make sure it complies with IPR management.

Then, a PEST analysis will be performed to characterize the Political, Economic, Socio-Cultural, and Technological factors and changes to understand the general environment. Market continuous monitoring will be applied to detect new trends and possibilities and allow the consortium to react and adapt the projects' outcomes to the market changes.



Competitive analysis: identification of the main competitors, (direct and indirect), -to understand the target customers' needs and expectations, and comparison with other solutions in the market or under development accomplished by performing a Porter's analysis for DALIA innovative exploitable results and target markets to determine the level of competition expected and support business model development.

SWOT analysis to identify the internal and external factors that are favorable and unfavorable for exploitation.

## 5.5. Business models

DALIA's results may occur into business models for further market uptake. These business models will include a marketing strategy and the main clients. The CANVAS methodology will be used for the relevant target markets. Economic value will be elaborated to assess the sustainability of business. For this future steps, strengths and threats for the business case will be identified to assess the commercial potential of the technologies, etc. The new business models inspired by nature driving the economy is an objective for DALIA. The business design transformation, from linear to circular and regenerative models, represents the project's challenge. All aspects of nature including the ecosystem services provided by the restored areas must be embraced into our new business opportunities. The above actions will be supported by WP3 (T3.3 from M19) and communicated by WP5 to the extent it complies with IPR.

Scalability of the solutions is foreseen regarding river restoration and water management harmonization, starting from the initial DPSs and continuing with the associated pilots according to the FAIR principles. Given, however, that for DALIA providing services is a higher priority than exploiting results, the GA declares that if no exploitation takes place, following Horizon Europe indications the consortium will use the Horizon Results Platform for making their exploitable results visible, during the first year after the end of the project.

## 5.6. Partners' role

Each partner in the DALIA consortium plays a crucial role in the exploitation of KERs, contributing their expertise to ensure that results are effectively utilized. The consortium will pay an effort in starting exploitation actions even during the project execution.

**Communicate results:** Leading communication and dissemination activities, engaging in stakeholder collaboration, and facilitating knowledge transfer to align the outcomes with market needs and policy frameworks. The collaborative effort ensures that the results not only meet scientific objectives but are also accessible and beneficial to end-users and policymakers.

**Demo Site input:** Demo Site owners are expected to provide input regarding the KERs (e.g. knowledge, products, technologies and results with potential for industrial or commercial application in R&D, creating or marketing the products and processes obtained) that will establish a baseline for the Exploitation Plan followed by the project partner companies in order to support and encourage market entry investments for the project's results.

**IP identification:** the PDEC will describe IP ownership and set a framework of foreground and background information based on the partners' definitions on relevant fields, results, and protection (see Chapter 6), that will enable all consortium members to take part in the commercialisation and exploitation of the results.

## 6. OPEN ACCESS, DATA MANAGEMENT, IPR AND ETHICS



The DALIA consortium is committed to implementing Open Science practices from the outset. Open Science is understood as collaborative work and the systematic sharing of knowledge and tools early and widely in the process. Key aspects of these practices include:

**Open Access:** All research activities emphasize openness and transparency, with a focus on early sharing and collaboration throughout the project's lifecycle. This aligns with Horizon Europe's Open Science policy, which supports the use of platforms like Open Research Europe (ORE) and open repositories. Whenever possible, project outputs (such as reports, toolkits, publications, and datasets) will be openly accessible on the project website. Additionally, minor publication costs have been allocated to support green open access when feasible.

**Early and Open Sharing:** DALIA supports green open access, allowing authors to deposit preprints, revised versions, or peer-reviewed publications in repositories that allow public access. Many materials will be freely available on the project website. DALIA also ensures that content is accessible to those with visual impairments and plans to release software tools under open-source licenses.

**Reproducibility:** To promote reproducibility, DALIA will use open-source software and leverage existing infrastructure for data storage. Code, code lists, and metadata will be published openly on platforms like GitHub. Publications will have open access licenses and utilize institutional repositories to maximize reuse and clarity in data citation.

**Open Peer Review:** Scientific publications will be published in venues that adhere to principles of transparency, including open peer review processes. Identified venues include the International Journal of Climate Change, WIT Transactions on Ecology and the Environment, Journal of Environmental Impacts, Hydrology Earth System Sciences, and Science of the Total Environment.

The DALIA project adheres to FAIR data principles and comprehensive management of research outputs, guided by best practices and ethical standards. Key components are:

## Data Management

**FAIR Principles:** Data management aligns with FAIR principles (Findable, Accessible, Interoperable, Reusable) and leverages additional guidelines like CARE (for inclusivity of indigenous and local communities) and TRUST (for high-quality and reliable repositories).

**Data Collection and Usage:** The project will generate limited data, mainly from the use of Research Infrastructure services by users. The results and Intellectual Property Rights (IPR) remain with the users. Outputs include standards, metadata models, and other interoperability tools.

**Data Management Plan (DMP):** An evolving DMP will be established, based on an "Initial DMP" using DMPonline, following OpenAIRE and Horizon Europe recommendations. The results will be made immediately open access through platforms like Zenodo and Open Research Europe.



For GDPR reasons a document referring to Personal Data Protection was shared with partners. This is to be disclosed for example in DALIA organised webinars. (Annex 3)

## **Intellectual Property Management**

The DALIA consortium will actively seek IP opportunities, particularly for scientific publications or for protectable results (patents, utility models, etc.). Although DALIA is focused on providing services rather than exploiting results, potential agreements (e.g., joint patents or agreements for commercial use) will be explored with interested stakeholders.

The management of **Intellectual Property Rights (IPR)** is a fundamental part of the DALIA project's exploitation strategy.

- **IP in Communication:** Partners are required to ensure that any content shared publicly respects intellectual property (IP) rights, in line with GA Article 17, which covers communication and dissemination obligations. It emphasizes that all materials must adhere to proper IP protections, particularly when shared on public platforms such as the project website. Furthermore, any dissemination should safeguard the IP rights of third parties.
- **IP in Exploitation:** The Exploitation Plan outlines how project results (foreground IP) can be commercially used by partners. It also describes access rights for background IP (pre-existing knowledge) that may be necessary for exploiting project outcomes. The terms for joint ownership are covered under Article 16, which sets out the rules for accessing, protecting, and jointly exploiting the results.
- **IP in Dissemination:** Results intended for dissemination must be cleared of any IP restrictions to avoid hindering publication. Article 17 mandates that partners planning to disseminate must notify other beneficiaries in advance to allow them to protect their IP if needed. Additionally, open access to scientific results is encouraged, following Horizon Europe's Open Science principles, ensuring results are publicly available.

## **Ethics and Privacy**

**Ethics Self-Assessment:** The Data Management Plan DMP will outline procedures for managing personal data (collection, storage, protection, retention, destruction) in compliance with EU and national legislation. A special effort will be made to collect minimal personal data, primarily related to participants' identification, profession, and survey responses.

**Personal Data Protection:** All personal data will be managed by qualified researchers under strict confidentiality, adhering to privacy standards compliant with EU regulations. Informed consent will be obtained, and any sensitive data will be anonymized and securely handled throughout the project lifecycle. If any ethical issues arise, they will be reviewed in line with GDPR principles, with national legal requirements observed.

## **Do No Significant Harm Principle (DNSH)**

**Environmental Compliance:** The project's methodology aligns with the DNSH principle, ensuring adherence to the EU Taxonomy Regulation's six environmental objectives. DALIA aims to enhance monitoring and understanding of environmental processes without causing significant harm to sustainability goals. The project's impact will contribute positively to technological innovations and environmental sustainability.

## CONCLUSIONS

The DALIA Communication, Dissemination and Exploitation (PDEC) Plan is a comprehensive strategy designed to promote the project's visibility, ensure stakeholder engagement, and maximize the impact of its outcomes. By leveraging various communication channels, coordinating with partners, and adhering to EU branding requirements, the plan effectively targets diverse audiences, from policymakers to the general public. The strategic identification of Key Exploitable Results (KERs) further supports the project's sustainability and long-term goals. Continuous evaluation and adaptation of communication activities will ensure that the plan remains relevant and effective throughout the project lifespan. Ultimately, the PDEC lays the groundwork for the successful dissemination, exploitation, and societal integration of DALIA's results. Partners contribution to the activities described in PDEC is crucial for the success of the project.

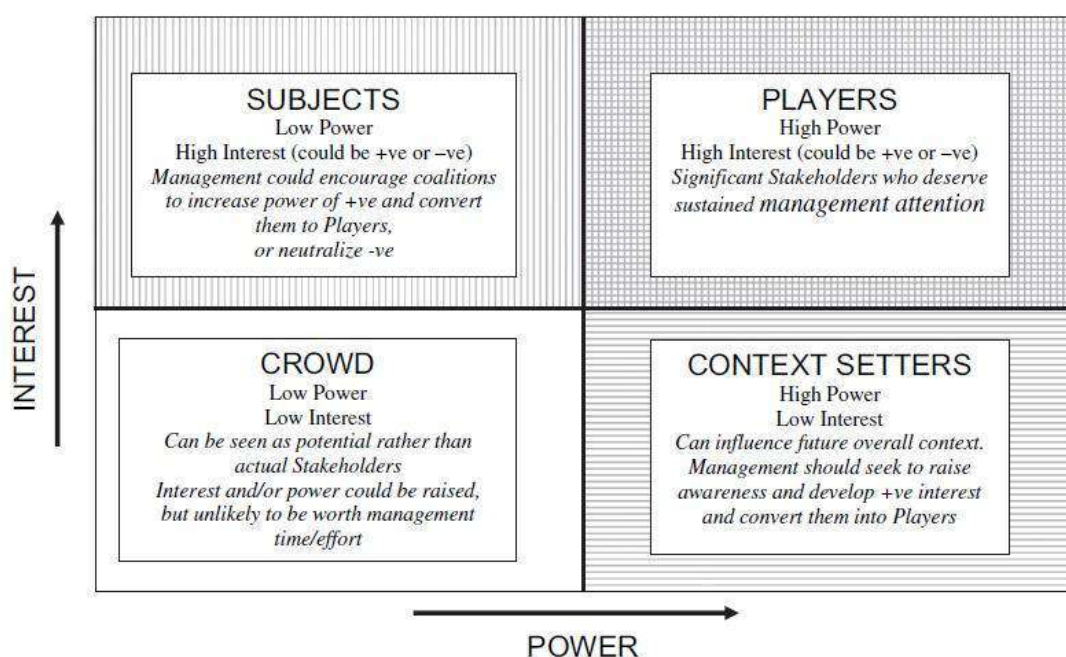
## ANNEX NO.1 STAKEHOLDER REACH & ENGAGEMENT THROUGH COMMUNICATION

One of the earliest definitions describes stakeholders as groups “without whose support the organization would cease to exist” (Freeman and Reed, 1983, p. 89). The term was later extended to all groups or individuals who are affected by the organization as well as those who can affect it (Bryson et al., 2002; Freeman and McVea, 2001). Wellens & Jegers (2014) provided a list of seven crucial stakeholders: governments, beneficiaries, private donors, board members, management, volunteers working at the grassroots level, and non-managerial staff members.

### Classification of Stakeholders

Ackermann & Eden (2011) classified stakeholders into four groups according to power and interest, see Fig. 1 below.

Figure 14: Outline stakeholder power – interest grid (Source: Ackermann, F., Eden, C. (2011) Strategic Management of Stakeholders: Theory and Practice. Long Range Planning 44, 179- 196)



Ackermann & Eden (2011) gather in the upper two categories stakeholders with the most stake (i.e., most ‘interest’) in the organization. While Players’ are those interested stakeholders who also have a high degree of power to support (or to sabotage) firms’ strategies, ‘Subjects’ are interested but have less influence. Ackermann & Eden (2011) classify ‘potential’ stakeholders, as those groups, who have not (yet) displayed much interest in the organization and create two lower categories for them. ‘Context setters may have a high degree of power over the future of the organization, while the last quadrant the ‘Crowd’ (currently) exhibits neither interest nor power to influence strategy outcomes.

## ANNEX NO.2 CI SAMPLES

Figure 15: Document sample – PPT presentation

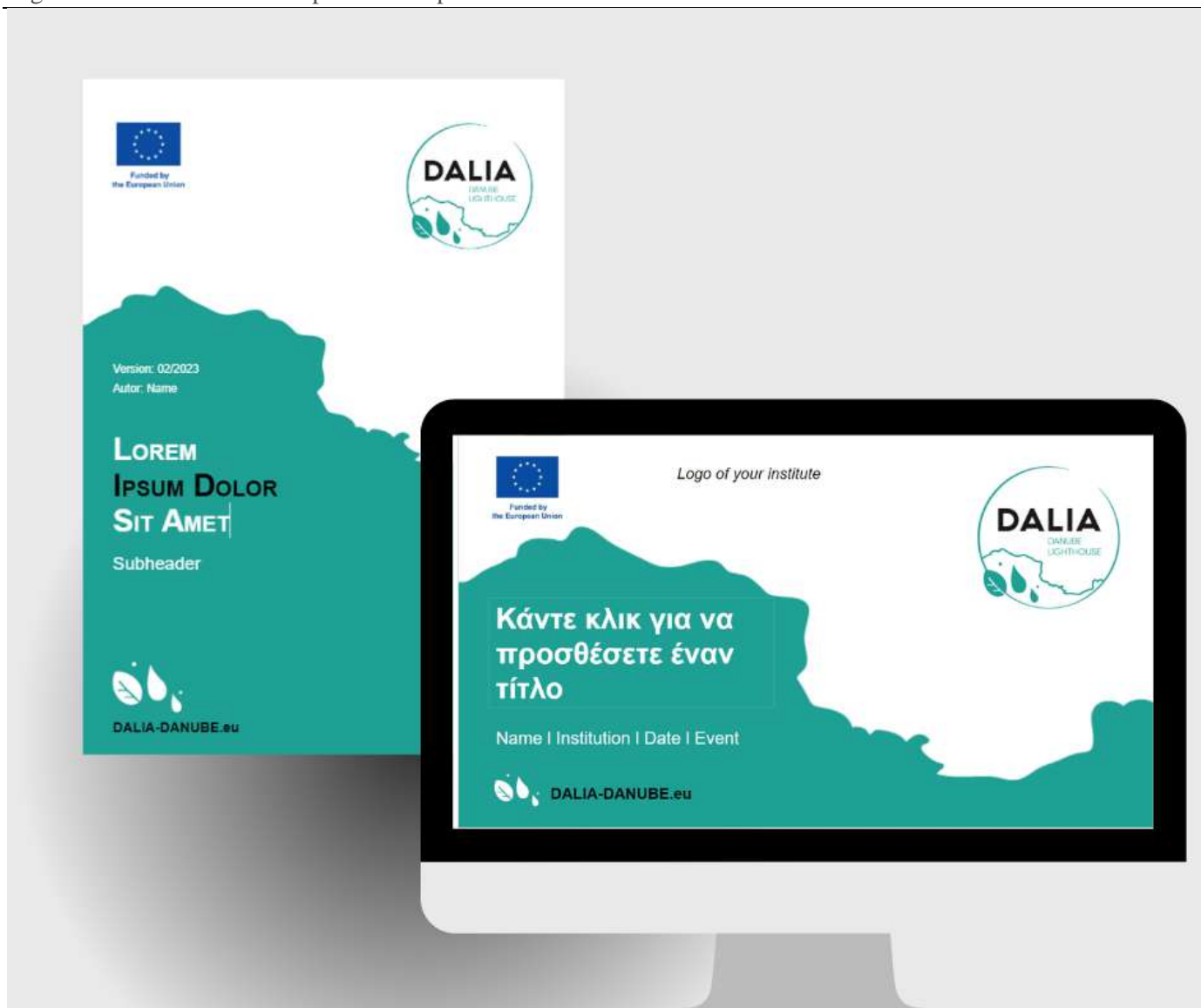


Figure 16: Brand Guide



# BRAND GUIDELINE

## GRAPHIC (MINI) MANUAL



### LOGOTYPE



### TYPOGRAPHY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**GONTSERRAT**

font cut BOLD

Garet book

### COLORS



## ANNEX NO.3 DATA PROTECTION

### Definitions

Privacy policy and use of personal data pursuant to the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

### Introduction

There are communication and dissemination activities planned in the scope of the DALIA project that is supported by the HORIZON-MISS-2021-OCEAN-02 program (GA No. 101094070) supporting the Danube Lighthouse and funded under the Food, Bioeconomy Natural Resources, Agriculture and Environment Innovation Program. The system of personal data process and management is described in this Privacy Policy that fully complies with the General Data Protection Regulation (GDPR) that took effect on May 25, 2018. The protection of your personal data is of a crucial importance for the DALIA project, therefore the below mentioned technical and organizational measures are in place ensure that data protection regulations.

On our website, personal data are collected and stored only to the extent that it is technically necessary and otherwise only if you are a member of the DALIA consortium, subscribe to a newsletter mailing list, register for events or news or are involved in the thematic working groups or contributing to the strategic research and innovation agenda or are a member of any funded projects and submitted proposals provided in a cooperation with the DALIA consortium.

The following privacy policy provides you with a complete overview of how DALIA guarantees the protection of your data, what kind of data are collected and how they will be used. Your personal data will only be publicly available/visible if you have previously agreed to this.

### WHAT WE COLLECT

We fully respect your right to privacy in relation to your interactions with DALIA and endeavor to guarantee to be transparent in our dealings with you as to what information we will collect and how we will use your information. Also, we only collect and use personal information where we are legally entitled to do so.

### WHAT WE DO WITH THE INFORMATION WE GATHER

#### Data for newsletter distribution

If you subscribe to the DALIA newsletter mailing list, we will store your email address on a cloud environment and/or on a protected client computer at one of our partner institutions. Data records are used to analyze system performance for statistical purposes. To provide you with the latest news via our newsletter we may have to share your personal data with our partners from DALIA. We will not forward your personal data to any other third parties. You can cancel your subscription to the newsletter at any time by a direct link inserted in each issue of the NL.

#### Data for event registration

If you submit personal data to us via a website to register for a DALIA event this data will be treated as confidential and will only be shared with our partners involved in the organization and for the sole purpose of the event.

## **Dynamic Web-based search engine of stakeholder database**

DALIA project will deliver a web – based search engine that is a great opportunity for all stakeholders involved in the bioeconomy from the BIOEAST countries. Stakeholders database is an inventory of all relevant national experts in the national bioeconomy value chains in the BIOEAST countries contacting, information sharing and data searching can be assured. The tool will be accessible via registration.

If you are interested to be included in this web base tool, please fulfill the questionnaire. By fulfilling the questionnaire, you give us the permission to collect, store and displayed the data for the purpose of the web-based searching engine. The data may also be used for impact assessment studies and quality surveys.

## **Data for surveys**

DALIA may use from time-to-time external survey software tools. Personal data collected for the sole purpose of surveys will be deleted at the end of the surveys.

## **Data of funded projects**

Individual/organizational profiles, project data and consortium data collected from projects funded by DALIA may be publicly available/visible if you have previously agreed to this.

## **Data processing on the DALIA website**

Data are collected and exchanged during each visit to the website. The DALIA website automatically collects and stores data transmitted from your browser to our server. This includes:

- the page visited,
- time of the server inquiry,
- client IP address.

DALIA may analyze data solely for statistical purposes in order to measure the demand for web content. It is not possible to trace this data back to a specific individual. This data is not merged with other data sources. Data collected from visits to the DALIA website is transmitted to third parties only when required by law or court order or in cases when attacks on the infrastructure of DALIA make it necessary to forward such data for the purposes of legal action or criminal prosecution. Data will not be transferred for any other reason.

## **Security**



We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **Duration of the storage of personal data**

DALIA will store the personal data for the shortest time compatible with each specific use.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **CONTROLLING YOUR PERSONAL INFORMATION**

As a data subject, you have the following rights:

- the right of access to personal data relating to you;
- the right to correct any mistakes in your personal data;
- the right to ask us to stop contacting you;
- rights in relation to automated decision taking;
- the right to restrict or prevent your personal data being processed;
- the right to have your personal data ported to another data controller;
- the right to erasure; and
- the right to complain to the DALIA Consortium if you believe we have not handled your personal data in accordance with the Legislation.

### **Right to information**

At any time, you have the right to obtain information on the data stored about you, its origin and recipients and the purpose of the storage. You may also all times revoke your consent. If you would like a copy of the information held on you or if you want to revoke your consent to the use of your personal data, please write to Project Coordinator.

If you believe that any information we are holding on you is incorrect or incomplete, please email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect

## **CHANGES TO POLICY**

This Policy may be updated or changed from time to time. The most recent revisions will appear on this page; therefore, you should check this page from time to time to ensure that you are happy with any changes. We will not process your personal data in a manner not contemplated by this Policy without your consent.

This policy is effective from the 1st January 2023.

## ANNEX NO.4 BASIC COMMUNICATION STRATEGY

There is a need to inform stakeholders with low interest and low influence, stakeholders with low interest and high influence shall be engaged more in the project providing, and they should be regularly consulted in the Quadruple Helix Model of innovation. This strategy is designed to support the multi-actor involvement of all major actors in the innovation system: science, policy, industry, and society.

Stakeholders who dispose with low power but who are very interested should be also involved in the consultation procedure. And finally, stakeholders with high interest and high power should be engaged in close collaboration. The figure below displays the basic communication strategy targeted to different stakeholders with some explanatory tools.

Table 11 Basic Communication Strategy

SUBJECTS	PLAYER
Show consideration – inform + consult  e.f.: capacity building workshops, analysis reporting, discussion forums, formal e-consultation, message moderation, outline surveys, ideation, quick pools	Work together – inform + consult + collaborate  f.e.: task assignment, document co-authoring, team management,
CROWD	CONTEXT SETTERS
Minimal Effort – inform  f.e. LinkedIn, Tweets, Webpage, YouTube, Newsletter	Keep satisfied – inform + consult  f.e. issue registers, document review, targeted alerts, links to articles, project blogs, secured file sharing

## ANNEX NO.5 LIST OF PUBLIC DELIVERABLES



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In order to establish a tentative Dissemination and Communication plan for the duration of the project, a Table of Deliverables was compiled, referencing all Public Deliverables to be produced by the DALIA Consortium. The Table (based on the Description of Action at the beginning of the project) is as follows:

Table 12 List of Deliverables by Month

MONTH	DATE	NR.	WP	NAME	PARTNER	DISSEMINATION LEVEL
9	Sept. 2023	D1.1	1	Detailed analysis of demonstrators' ecosystems	7-KUEI	PU-Public
12	Dec. 2023	D3.1	3	Multi-actor process and validation framework	5-BIOEAST HUB	PU-Public
12	Dec. 2023	D3.2	3	Consultation Expert Panel	5-BIOEAST HUB	PU-Public
15	Mar. 2024	D1.2	1	Action plans co-design, schedule, execution, and validation	3-THU	PU-Public
15	Mar. 2024	D4.3	4	DALIA Knowledge Hub initial	2 - CCSS	PU-Public
18	June 2024	D2.1	2	DALIA tool: Database of associated regions and tools for analysis	13 - UNSFA	PU-Public
21	Sept. 2024	D2.2	2	Open call documents Kit & third-party financing rules	2 - CCSS	PU-Public
24	Dec. 2024	D1.3	1	Local Technology implementation	2 - CCSS	PU-Public
24	Dec. 2024	D2.3	2	Results of the call	2 - CCSS	PU-Public
36	Dec. 2025	D1.4	1	Pilot Validation Report and Knowledge Transfer Roadmap	4-CZU	PU-Public
36	Dec. 2025	D2.4	2	Associated Pilots plan	4-CZU	PU-Public
36	Dec. 2025	D5.4	5	Stakeholder workshop 1	2 - CCSS	PU-Public
36	Dec. 2025	D5.5	5	Stakeholder workshop 2	2 - CCSS	PU-Public

36	Dec. 2025	D5.6	5	Stakeholder workshop 3	2 - CCSS	PU-Public
42	June 2026	D2.6	2	Associated Pilot Progress Report	1 - OVF	PU-Public
44	Aug. 2026	D4.1	4	Report from Mission Cooperation	4 - CZU	PU-Public
48	Dec. 2026	D2.5	2	Associated Demonstration Pilot	1 - OVF	PU-Public
48	Dec. 2026	D3.3	3	Multi-actor community directory, representativeness and balance	2 - CCSS	PU-Public
48	Dec. 2026	D4.4	4	A collection of technical solutions from pilots	9 - TGM WRI	PU-Public
48	Dec. 2026	D4.5	4	Clustering report	9 - TGM WRI	PU-Public
48	Dec. 2026	D4.6	4	DALIA Knowledge Hub final	2 - CCSS	PU-Public
48	Dec. 2026	D5.2	5	Knowledge pull	13 - UNSFA	PU-Public
48	Dec. 2026	D5.3	5	Hand Book summary of training materials and peer reports	2 - CCSS	PU-Public
48	Dec. 2026	D5.7	5	PDEC – Plan for the dissemination, exploitation and communication activities (final)	5-BIOEAST HUB	PU-Public



# PARTNERS



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