CrossGov

Coherent & Cross-compliant Ocean Governance for Delivering the EU Green Deal for European Seas

Deliverable 5.5

Plan for Dissemination and Exploitation
(incl. communication activities)

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Abstract	The Deliverable 5.5 PCDE presents the initial communication, dissemination and exploitation pathways and tools available to inform the multiple communities and establish dialogues with them. This strategy should contribute to an efficient and impactful implementation of the project's actions. It introduces the resources that will be available and the activities to be set up as the project produces and gathers results. It also serves as a guideline for project partners and defines the rights and obligations of the consortium related to exploitation, dissemination, and communication. It identifies target stakeholders, proposes dissemination and exploitation tools and channels, and outlines responsibilities and resources to carry out effective knowledge transfer.
Keywords	CrossGov, Communication, Dissemination, Exploitation, Co-creation, Stakeholders

HISTORY OF CHANGES		
Version	Publication Date	Changes
1.0	28.02.2023	Initial Version

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Acronyms

CrossGov	Coherent & Cross-compliant Ocean Governance for Delivering the EU Green Deal for European Seas
CDE	Communication, Dissemination & Exploitation
EC	European Commission
GA	Grant Agreement
GD	Green Deal
GIF	Graphics Interchange Formats
M	Month
MSFD	Marine Strategy Framework Directive
MSP	Maritime Spatial Planning
MSPD	Maritime Spatial Planning Directive
ND	Nature Directives
PCDE	Plan for Communication, Dissemination & Exploitation
PP	Project Partners
PU	Public
R&I	Research and Innovation
SBEP	Sustainable Blue Economy Partnership
SF	Stakeholder Forum
TRL	Technology Readiness Level
WFD	Water Framework Directive
WP	Work Package

Executive Summary

Communication, dissemination, and exploitation activities are an essential part of Horizon Europe projects to maximise the impacts of research and innovation funding. The Deliverable 5.5 Dissemination and Exploitation Plan (including communication activities) (PCDE) follows three phases of an efficient promotion before, during and beyond the project's lifetime.

The PCDE serves as a blueprint/guide for project partners to deliver targeted and consistent messages about the progress and actions of the CrossGov project.

The three-year CrossGov Research & Innovation (R&I) Horizon Europe project involves seven partners from six different countries to enhance knowledge on how coherence and cross-compliance of marine-related policies and legislation affect the ability to realise the EU Green Deal goals.

This deliverable presents the initial communication pathway, including the communication planning, activities, tools, materials, and media channels to be exploited. The definition of key stakeholder groups, messages, as well as objectives and scope are listed in order to spread the project's activities effectively. The PCDE will be further developed and updated throughout the project's lifetime to incorporate additional stakeholder groups, activities and exploitation measures. At the end of the project, a final version of the PCDE summarising the progress during the project duration will be delivered.

Introduction

The PCDE (Deliverable 5.5) was developed within task 5.3. Communication and Dissemination of WP5 are closely linked to co-creation and fostering dialogues with stakeholders. It encompasses the CrossGov projects' communication, dissemination, and exploitation (CDE) activities and results in which all partners in CrossGov will be involved.

The PCDE is a plan defining the strategy, target audiences, and key messages of project communication and how to deliver them. It identifies core issues, and a cross-section of topics that allow for strategic planning of information flows, application of dissemination protocols and Key Performance Indicators to measure and enhance high-quality performance both during and after the project. The PCDE is relevant to all WPs, as it defines the flow of information both between the partners themselves and with external stakeholders. This requires a continuous reciprocal feedback loop between all partners, especially between s.Pro as WP5 leader and leader of Tasks 5.2 (CrossGov Co-creation Events and the Stakeholder Forum), Task 5.3 (CD) as well as ACTeon as leader of Task 5.4 (Exploitation and Capacity building), with the projects' Core Group composed of the WP and task leaders. On the other hand, updates on project progress are provided, consolidated, and shared with relevant target groups to maximise the impact of those activities or results in the relevant sector or network.

The PDCE, in its initial version, is submitted in month (M)6 of the project and will be adapted to match project progress. It will be revised and updated in M12 and 24. The target users of this deliverable will be the CrossGov Consortium and the CrossGov project officer.

The objectives of WP 5 "Co-creation, Communication, Dissemination & Exploitation" are two-fold: 1) to develop the methodological approach to co-creation and to ensure its proper application through CrossGov R&I and close collaboration with the Stakeholder Forum (SF), 2) to increase awareness of CrossGov; develop a series of tools and activities to deliver and multiply CrossGov impacts with a focus on specific themes and actors across different policy and governance levels as well as timely identification and collection of CrossGov outputs to feed into outreach, dissemination and exploitation activities.

To support partners in the CDE of results, a portfolio of resources is developed under WP5. The CDE material will be designed in view of the needs of specific target groups. Strong and continuous co-creation among all stakeholders will be fostered to maximise project impacts.

The portfolio will be updated regularly throughout the project (M6-M36). CrossGov will use the latest state-of-the-art tools and communication channels to ensure cost-effectiveness and maximum impact.

Terminology

Activity[1] is any action that provides targeted and factually accurate targeted information to an audience in a strategic manner and possibly engages in a two-way exchange. The activities must be effective, proportionate, strategic and coherent.

Communication[23] includes any activity that promotes the project, its actions, and results to multiple audiences. It informs and engages with the project's stakeholders and the public society. It starts at the project's outset and continues throughout its lifespan.

Dissemination[23] covers any activity that makes the project's results available for others to use. It happens once results are available and usually targets specialist audiences.

Exploitation[23] describes any activity that makes concrete use of the project's results once available. It enables the uptake and the use of the results and targets specialist audiences. It covers the result phase of the project and beyond.

Capacity[3] building is the improvement of the skills and abilities of individuals, communities or organisations in a particular, defined area.

Impact[3] is the intended or unintended long-term effect of activities using the resources of a project or the work performed therein.

Knowledge transfer[3] is sharing knowledge, abilities, and ideas across one organisation. It seeks to organise, create, capture, or distribute knowledge and ensure its availability for future users.

Outcome[3] is a project's short- or long-term effect stemming from the stakeholder's uptake or interaction with the project's outputs.

Output[3] is the immediate direct results of the project.

Stakeholder[3] is an individual or community of individuals interested in or concerned about the project or its impacts.

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1 https://ri-paths-tool.eu/files/RI-PATHS_Guidebook.pdf [accessed:02.02.2023]

2 https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf [accessed: 31.01.2023]

3 https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf [accessed:31.01.2023]

Scope

The overall purpose of this document is to provide project PPs and the project officer with a reference and roadmap for the various strategies with which CrossGov objectives, activities, results, and outcomes are communicated to a wide range of target groups. The scope encompasses internal and external information flows, target groups, channels, performance monitoring, and post-project follow-up measures. The strategies are designed to achieve maximum impact among target groups from a local to an international scale. Together, the strategic actions and guidelines outlined in this document will facilitate and streamline the exchange of information between partners and externals in a uniform approach.

The overall strategy of the activities outlined in the PCDE is to maximise CrossGov's visibility among key target groups (especially policymakers and researchers) to facilitate smooth uptake of results into the policy-making processes.

CDE Timing

CDE activities play a vital role within the CrossGov project to funnel the messages and outcomes to promote positive social and economic developments. An initial CDE plan was included in the project proposal to achieve effective outreach. In the first phase of the project, the emphasis for CDE lies on the awareness-raising of multiple audiences for the project in general by creating a unique project identity and establishing a working relationship with stakeholders and initiatives. In the second phase, funnelled messages will be distributed to specific interest groups to provide them with information giving a deeper understanding of the project's activities and results. A broad and immediate uptake of key recommendations and solutions to ultimately share and increase innovative results contributing to wider scientific, economic, and societal impacts will be managed through systematic exploitation. Figure 1[4] shows the timeline of CDE before the project, during the implementation phase and beyond the project's lifetime.

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[4] Introduction to the concepts of Communication, Dissemination & Exploitation Link [accessed 02.02.2023]
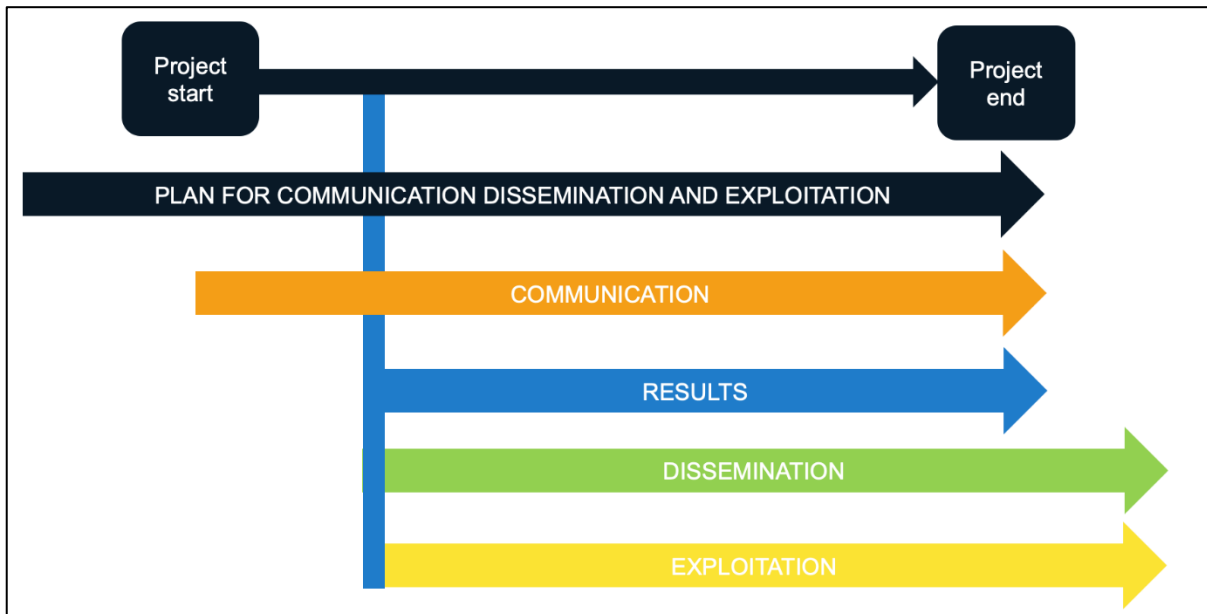
Figure 1 Timing CDE

CrossGov project

CrossGov Horizon enhances knowledge on how coherence and cross-compliance of marine-related policies and legislation affect the ability to realise the EU Green Deal goals. It contributes to reaching the targets of the EU Mission "Restore our Ocean and Waters" targets and those of the Sustainable Blue Economy Partnership[5] (SBEP). The goal is to facilitate cross-compliance within and across biodiversity, pollution and climate-related laws and policies and, therefore, to halt the degradation of the European seas more effectively. The core strength of the project represents the close collaboration with the policy-making community, enabling policymakers to effectively foster environmentally sustainable law and governance that fit the purpose of delivering the societal transformation called for in the Green Deal.

Objectives

The CrossGov project pursues eight specific objectives to reach the goal of enhancing knowledge on coherence and cross-compliance:

(1) **Concretise the various marine-related targets and objectives of the Green Deal and its related policies.** The project will develop future-oriented scenarios that visualise coherence and cross-compliance challenges for 2030 in the North, Baltic, and Mediterranean Seas regions.

(2) **Develop analytical and methodological guidelines for the study of coherence and cross-compliance.** Based on reviews of existing methodology, the project will develop draft guidelines for assessing coherence and cross-compliance towards several policies for assessing goal achievement towards the Green Deal, critically analysing science-policy-society interfaces.

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5 https://bluepartnership.eu/

(3) **Provide end-users with a methodological toolbox.** Guidelines will be produced and tested in research and evaluated in dialogue with stakeholders before final versions will be presented as a user-friendly digital tool to be applied by research and policy-making communities.

(4) **Analyse and explain (in-)coherence of marine EU policies.** Deliver analyses and explanations of the horizontal coherence of a broad set of marine EU and international policies and legislation and the vertical coherence of national policies in selected Member States versus these higher-level frameworks, including the Green Deal.

(5) **Study implementation in practice and the challenges of cross-compliance.** The project will provide analyses of potential weaknesses, trade-offs, and underexploited synergies in cross-compliance of marine policies through case studies, focusing on the implementation of the Marine Strategy Framework Directive (MSFD), Water Framework Directive (WFD), Maritime Spatial Planning Directive (MSPD) and Nature Directives (ND), and the integration of key Green Deal (GD) objectives into sectoral decisions.

(6) **Increase the understanding of the outcomes of decisions.** The project will analyse decisions on policies and regulations and their practical implementation to understand to what extent biodiversity, pollution or climate-related issues are considered and explain the results based on rational input from scientific advice and political processes.

(7) **Suggest improved science-policy-society interfaces.** Together with relevant policy-making and research communities active in selected policy sectors and case study areas, the project will co-develop proposals as blueprints fit to overcome identified challenges.

(8) **Develop guidance as digital roadmaps.** Based on the analyses of coherence and implementation in practice, the CrossGov project partners, in close collaboration with the Stakeholder Forum and the Scientific Advisory Board.

The Scientific Advisory Board will also develop recommendations for better-integrated policies towards implementing the Green Deal within the three marine regions.

Impacts

CrossGov aims to contribute significantly to scientific, societal, and economic aspects. The expected impacts in each field are listed below and will be supported by CDE during the project's lifetime and beyond.

Scientific

- Creating new high-quality knowledge
- Strengthening human capital in R&I
- Fostering diffusion of knowledge and open science

Societal

- Addressing EU policy priorities & global challenges
- Delivering benefits and impact via R&I missions
- Strengthening the uptake of R&I in society

Economic

- Generating innovation-based growth
- Creating more and better jobs
- Leveraging investments in R&I

CDE Activities

s.Pro leads WP5 "Co-creation, Communication, Dissemination & Exploitation", being the communication & dissemination manager and responsible for the communication activities and promotion of the project, as well as the event organisation, steering the co-creation process. ACTeon is the Task leader 5.4 "Exploitation & Capacity-building".

Table 1 gives an overview of the foreseen CDE activities, their specific objective and targeted stakeholder groups.

	Activities	Objectives and Scope	Target Stakeholders
Phase I **Awareness Raising**	• Visual Identity • Communication Strategy • Website • Social Media Promotion (Twitter, LinkedIn) • E-Newsletters • Promotional materials (e.g., flyers, posters)	• Presenting CrossGov objectives, activities, results • Building and promoting CrossGov identity • Establishing contact with targeted stakeholder groups Increased project awareness	• Wider public • European Youth • Case Study participants • Researchers • Policymakers on all levels • Existing networks • NGOs, media, and others
Phase II **Dissemination & Capacity Building**	• Stakeholder Forum, • Co-Creation and Case Studies • WP Events and Conference • Dissemination materials (e.g., videos, infographics) • Clustering with other EU projects and networks • External events participation • Co-created toolbox • International Conference	• Disseminating project activities and deliverables • Provide stakeholders with a deeper understanding • Active engagement of stakeholders	• Wider public • Case Study participants • Key EU representatives • National policymakers • Local policymakers • Regional Seas Mechanisms • European Youth • Research community (universities, research institutes, academia) • Existing networks (e.g., MSP Platform) • NGOs
Phase III **Exploitation**	• Call to action campaigns (incl. stakeholder-specific webinars) • Booklet of project publications, packed according to stakeholder groups with specific summaries and key messages • Integration into existing networks and processes • Stakeholder Forum and Co-Creation	• Equipping key stakeholders with skills, knowledge and understanding of results to achieve change(s) • Actors, projects, processes and initiatives integrating solutions, recommendations, tools, methods, and CrossGov outputs • Facilitate for and max. uptake of project results	• Case Study participants • Key high-level EU representatives/EU-level policymakers • Regional Seas Mechanisms • National policymakers • Local policymakers

Table 1 CrossGov PCDE phases

Communication and Dissemination

Internal Communication Governance

To ensure that all partners undertake CrossGov communication and dissemination activities consistently and uniformly, s.Pro, as WP5 lead, will monthly inform about all ongoing CDE-related issues at the monthly Core Group meeting organised by the project Coordinator. Each PP nominates a dedicated communication contact person and a deputy and ensures that one of them attends the monthly Core Group meeting. The contact details for each WP communication responsible will be listed in an Excel file available under the WP5 folder of the CrossGov Teams channel. The Core Group meetings will always have a WP5 agenda point, which will be prepared by s.Pro. If deemed necessary, especially for preparing specific CDE activities linked to the work in WPs 1-4, s.Pro will convene online meetings with the communication contact persons of the respective WP. Meetings related to CDE activities in WP 1-4 are counted as work within those WPs and co-organised by s.Pro and the task leader of the relevant WP.

Moreover, PPs adhere to all rules related to CDE set out in this plan, considering the project handbook elaborated by the project coordinator NIVA. They also adhere to the internal guidelines for mobilising stakeholders and co-creation with stakeholders established within Task 5.1. The obligations of partners regarding reporting their activities via the continuous reporting log are described in the section 'Reporting'.

Key messages

This section summarises the key messages developed either in the pre-project phase or during the project until today. The tagline and boilerplate facilitate a consistent presentation of the project through PP communication. The stakeholder-specific messages will be continuously amended based on the development in the implementation phase of the project and included in the next version of the PCDE in M12.

Project Tagline

A tagline is a short, memorable description that succinctly and clearly communicates the project message. This brief description acts as the project's catchphrase and supports building the project's identity.

Coherent & Cross-compliant Ocean Governance for Delivering the EU Green Deal for European Seas

Boilerplate

PPs can reuse a boilerplate text with slight changes to the original. The text should be used whenever the project needs to be concisely presented (policy briefs, press releases, project presentations, etc.). Therefore, it should only include the essential details of the project. The list of objectives can also be added to the text in case a more detailed description is required.

The CrossGov project aims to enhance knowledge on how coherence and cross-compliance of marine-related policies and legislation affect the ability to realise the EU Green Deal goals. It contributes to the targets of the EU Mission "Restore our Ocean and Waters" as well as those of the SBEP. The goal is to facilitate cross-compliance within and across biodiversity, pollution and climate-related laws and policies and, therefore, to halt the degradation of the European seas more effectively.

Messages

The key messages in Table 2 refer to the specific stakeholder groups that will be involved in the co-creation process and will be active in the Stakeholder Forum. More specific key messages referring to the specific stakeholders to whom the CrossGov project reaches out within targeted communication, dissemination and exploitation activities will be developed in parallel with the stakeholder list/database. Furthermore, the key messages relevant to the stakeholders of the case study areas will be developed with the respective work package/case study leads.

Stakeholder	Key message
Policymakers	Delivery of an analytical governance model, incl. orientations to ensure international, EU, national or regional marine/maritime policies coherence and cross-compliance
Scientific Community	Improved understanding of the role of coherence and cross-compliance in implementing Green Deal visions and objectives
Wider Public	More coherent and cross-compliant policies will foster socioeconomic development, social and policy innovation, and growth

Table 2 Key Messages Stakeholder Forum

Media Channels and Tools

Visual Identity

s.Pro developed the following project communication and dissemination resources:

- Logo (2 versions)
- Branding Guideline
- Word and PPT Templates
- Related communication by-products, including a project poster and flyer

The resources are shared with partners on the WP5 Teams channel, and relevant resources will be published on the website (https://crossgov.eu/outcomes).

Partners must comply with project branding and logo described in Deliverable 5.1 (Website & Visual Identity Package) when communicating about CrossGov.

The project logo is an integral part of the brand, as it is included in all project's promotional material. It reflects the project's identity.

The CrossGov project logo consists of three elements. The project acronym "CrossGov" and two additional "v's". The three "v's" are displayed visually with a checkmark and three different colours. The green checkmark stands for halting biodiversity decline, and the yellow checkmark for progress towards zero pollution and nature-based climate adaptation and mitigation. The blue checkmark represents the focus on marine resources.

Guidance on properly utilise the different versions of the CrossGov logo, and the rules about how and where to place them, can be found in the Brand Guidelines, which are available in the project partner repository on Teams (Annex of Deliverable 5.1 - Website & Visual Identity Package).

Use of CrossGov Branding

While all partners should use CrossGov branded resources when disseminating the project's results, we recognise that some institutions will require partners to use their own institutional branding for conferences and various presentations. To balance the interests of CrossGov,

and our contractual obligations to the European Commission (EC), with different institutional requirements, we require the following requirements to be included at a minimum:

I. The EU emblem and disclaimer must be visible on the first and last slide. More specific information is available in the Brand Guidelines (Annex of Deliverable 5.1 Visual Identity Pack).

II. Partners should use the CrossGov PowerPoint or Word template when promoting the project's objectives or presenting project results, respecting the template format (background, font, and layout) and always ensuring the correct EU Emblem, acknowledgement, and disclaimer is present on any CrossGov presentations. In other institutional presentations which partly include information about the CrossGov project, the CrossGov logo must be included on the relevant slide, or at least the title page and conclusion/thank you slide. However, usage on all slides would be preferred.

Visibility EU Emblem

PPs must use the EU emblem when publishing and/or presenting work carried out under the CrossGov project (GA Article 17.2). Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, and information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

The CrossGov project is funded by the European Union under Grant agreement ID 101060958. Views and options expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

If project partners have any queries about this disclaimer, they can either use the project guidelines, which refer to the official guidelines[6] or contact media[at]crossgov.eu.

Project Website

The project website (https://crossgov.eu) was developed by s.Pro. The language is English. The website structure was designed to showcase the CrossGov project to all stakeholders easily. In the "About" section, a summary of the project, the duration, partners, work package description and funding programme will be available. The "News & Events" section will display, i.e., events that the consortium will organise and external events relevant to stakeholders. It will be connected to the Twitter social media channel and display recent project posts.

All project deliverables marked as public (PU) will be made available on the project website (https://crossgov.eu/outcomes) upon completion and approval by the European Commission. As such, the website will serve as an open-access repository of project results. The section "Case studies" will show the description and contact points of the five project case study areas and create a specific entry point required by the personal interest of the website visitor. The entry point via the case studies is also considered important because of specific C&D campaigns for each of them and better promotion in social media etc. Some parts of the section "Case studies" could be available in more languages to increase stakeholder outreach.

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[6] https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf [accessed 20.01.2023].

A description of the CrossGov Stakeholder Forum will also be included in the header menu and regularly updated with relevant information. The social media icons are placed on the homepage, on other relevant pages as well as in the footer to engage visitors to follow the project's development and to inspire them to actively start conversations/comment with project partners, participate in CrossGov events or share and promote the project in their networks. The footer comprises the EU emblem and the disclaimer serving as an information point about the "imprint" and the "privacy policy", and it contains a section with a "contact form".

The website content will be maintained, continuously updated, and populated with the latest information throughout the project's lifetime to ensure the successful promotion of the project and sustain the interest of the target audience and attract new users. The website will be accessible online for five years after the end of the project, serving as a valuable public resource of information on the subject and promoting the outputs of this publicly funded project. The website is compliant with the General Data Protection Regulation (https://crossgov.eu/privacypolicy).

Partners are requested to include a link to the CrossGov website on their own institution's/ company website where possible (CrossGov website link for partners: https://crossgov.eu/)

Any partners who wish to upload materials, news or events to the website should contact media[at]crossgov.eu or use the specific channel in the WP5 channel on Teams.

Newsletter and Press Releases

S.Pro as WP5 leader, will share project news through external channels (press releases, social media, project newsletter, website), ensuring a broad awareness of the project across the spectrum of relevant stakeholders. Partners are encouraged to publish their own articles and press releases at regional, national, and international levels, using their own communication networks and channels. s.Pro can support partners in these activities.

The project newsletter will include information about the project findings, publications, and upcoming events. The purpose of the newsletter is to ensure impacts such that stakeholders are up to date on the progress of the project and main results. Moreover, it will inform stakeholders and the interested public about the participation of the PPs in events relevant to CrossGov. It will also contain important information on upcoming events and publications which are interesting for CrossGov.

The newsletter is created based on input collected by s.Pro from the project partners. The information collection will be ensured through timely requests, and a dedicated sub-folder will be available in the WP5 Teams folder.

Once ready, the draft Newsletter will be edited by NIVA as project coordinator and disseminated to the subscriber list by s.Pro. The PPs are encouraged to actively engage their PR departments and distribute them to relevant national and regional press outlets. For this purpose, the PP can translate newsletter content and customise it, if suitable, to specific audiences.

Press releases may be issued to ensure media coverage at local, regional, European, and international levels, whenever deemed appropriate by the consortium or one of the PP: These will be channelled to relevant media outlets (press, journals, web portals) to ensure that policymakers, networks, the research community, relevant civil society organisations etc. are aware of the CrossGov project, its objectives, and its later outcomes. S.Pro, as WP5 lead, will ensure the dialogue on this aspect within the consortium.

IMPORTANT: Partners should notify s.Pro if about any possible news item suitable for an official project press release.

s.Pro will develop press releases and articles on behalf of the consortium in collaboration with relevant project partners and upload them to the project website for all partners to distribute at national or regional levels. Where necessary, the partners can adapt the press releases to customise them to their audience and, if needed, translate the articles.

NOTE: Partners may also initiate writing press releases (e.g., local, national). s.Pro can then support writing and editing if required. Partners are asked to provide a summary in English if the original communication is in another language. Partners who publish any article/press release at a regional or national level must send a copy to s.Pro and, where possible, provide metrics to demonstrate uptake by other news channels/readership.

Social Media

CrossGov is present on two social media platforms: LinkedIn and Twitter. These are used to communicate easily and quickly with a broad audience to share short news and announcements. Social media is also a tool to foster engagement and discussions and to increase expertise recognition.

General Rules

- ensuring that the content is yours to share (pictures, research, or opinions) or acknowledge the source accordingly

- ensuring that there are no IP issues

- using appropriate tags and hashtags to acknowledge funding (Table 3)

- no use of offensive language, argumentative or illegal content

- disclosing one's role within the project when communicating publicly about CrossGov or CrossGov-related matters

- being professional, using good judgement and being accurate and honest in one's communication as unprofessional language or behaviour reflect poorly on the project and may result in liability

- being mindful of controversial subjects where emotions may run high, e.g., politics. It is essential to show respect for others' opinions

On Twitter, partners can refer to CrossGov by tagging the project using @CrossGovproject (see Table 3 Social media tags and hashtags) in their own tweets/posts; s.Pro will always aim to retweet/share such posts.

In all posts, there are handles and hashtags which should be included where possible (i.e., @HorizonEU, see Table 3 Social media tags and hashtags).

On either Twitter or LinkedIn, partners are encouraged to retweet/share CrossGov posts through their personal and institutional social media accounts.

Tips for social media usage:

- Social media is becoming increasingly visual: post pictures, videos, Graphics Interchange Formats (GIFs), or data visualisations;

- Engage with your audience using replies, likes, retweets/reposts, or tags;

- Ask questions instead of making statements to drive the conversation;

- Leverage existing social media presence, e.g., the host institution, researchers, team members or other relevant organisations and tag and follow relevant accounts, particularly EC accounts (i.e., @HorizonEU, Table 3 Social media tags and hashtags);

- Follow the news and use trending hashtags where appropriate;

- Content could include announcing milestones, results, scientific publications, press releases, newsletters or when the project is featured at a conference or event.

Table 3 summarises the information about Twitter and LinkedIn posts, the difference between posting on both social media platforms and the most important tags and hashtags:

TWITTER https://twitter.com/crossgovproject		LinkedIn https://www.linkedin.com/company/crossgovproject	
You are allowed to use max. 280 character		You are allowed to use max. 500-600 words	
Guideline: Short and very specific headlines, use emojis, place 2-3 Hashtags		Guideline: The post should contain min. Five lines ("see more" option should appear), use emojis, place max—two hashtags in the text and the rest at the end of the post.	
HASHTAGS | #	Tags | @	HASHTAGS | #	Tags | @
Crossgovproject	CrossGovProject	crossgovproject	CrossGov Project
HorizonEU	HorizonEU	horizoneu	HorizonEU
REAResearch	REA_research	REA_research	European Research Executive Agency (REA)
MissionOcean	eumissionocean	missionOcean	MissionOcean
BlueEconomyEU	ACTeon_Env	BlueEconomyEU	ACTeon environment
Blueeconomy	CnrIsmar	Blueeconomy	CNR-ISMAR Institute of Marine Sciences
Startups	RIFS_Potsdam	Startups	Research Institute for Sustainability (RIFS)
Innovation	NIVAforskning	Innovation	Norsk institutt for vannforskning (NIVA)
bluestartupeurope	UniUtrecht	Bluestartupeurope	Utrecht University
entrepreneurship	uefcceel	Entrepreneurship	The Center for Climate Change, Energy and Environmental Law - CCEEL
GreenDeal	UniEastFinland	greendeal	University of Eastern Finland
sustainability	sPro_Berlin	sustainability	s.Pro – sustainable projects GmbH
Euresearch		euresearch	
Coherence			
CrossCompliance			

Table 3 Social Media Tags and Hashtags

Web-based tools

The following paragraphs list the web-based tools that will be developed during the project. They are one of the main key exploitable results and require targeted dissemination and communication. They will be developed through the active involvement of key stakeholder groups during the co-creation process, including dialogue-oriented workshops at the national and regional levels in the five case study areas. The outreach to stakeholders will be co-developed by internal workshops where the key messages will also be defined.

Digital Roadmaps

The co-created, web-based, and fit-for-purpose roadmaps aim to stimulate enhanced cross-compliant and environmentally sustainable decision-making in European seas. The roadmaps comprise recommendations for better-integrated policies towards implementing the Green Deal within the three marine regions developed and verified during the CrossGov Stakeholder Forum activities and by the Scientific Advisory Board.

Methodological Toolbox

One of the main objectives of the CrossGov project is to provide end-users with a verified methodological toolbox. It aims at fostering systematic and influential studies of coherence and cross-compliance of marine policies. It will be developed and tested by PP and verified within targeted stakeholder activities in the case study process in three different sea basins. Research and policy-making communities are the target group for the interactive web-based toolbox, including the methodological toolbox for assessing policy coherence.

Both digital tools will be developed further from Technology Readiness Level (TRL) 3 Experimental proof of concept to TRL 6, which requires a demonstration in a relevant environment. This will be reached through co-creation and outreach to stakeholders.

	Start TRL	End TRL[7]	Means of verification
Methodological toolbox	3	6	Toolbox applied by partners and tested out and verified by stakeholders
Web-based roadmaps	3	6	Roadmaps co-developed and verified by Stakeholder Forum

Table 4 CrossGov's R&I maturity level

Other Resources and Tools

Other promotional material can be developed as required, depending on budget availability and considering sustainability. PP are asked to contact s.Pro (media[at]crossgov.eu) at any moment with other promotional material ideas to support their communication and dissemination activities.

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[7]   https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/wp-call/2021-2022/wp-13-general-annexes_horizon-2021-2022_en.pdf [accessed: 15.01.2023].

Table 5 lists the communication activities and tools which have been described in the former sections. It includes and defines the outreach targets per media channel:

Media channel	Description	Target
Project Website	The project website will constitute the main communication tool as it provides easy access to a broad audience worldwide. The website will be designed following the best practice guidelines for EU project websites.	*Visits over the 3-year project duration: Minimum: 15.000 | Target: 30.000* **50 downloads of 3 stories and three factsheets**
Social Media and Campaign	The project has a Twitter and LinkedIn account, targeting the general audience and specifically targeted stakeholders. All pp's social media outlets will share content and point out the relevance for their specific target groups and thus direct their audience to CrossGovs' channels and website. (Social media posts with 10 key EU Actors)	*Followers over the 3-year project duration: Minimum: 1.000 | Target: 2.000*
Publications	Scientific Publication(s) means documents, posters, manuscripts, abstracts or the like of a scientific or medical nature, which include any data or results of the project. One Booklet (M30) of the CrossGov publications and deliverables will be published, presenting the lessons learned and recommendations of CrossGov.	*Six policy briefs/Infographics* *Six publications in journals* *One booklet*
Events, Workshops, Webinars & Networks	At least three local workshops will be organised, each with a different target audience (academic stakeholders, policymakers, and general public), one international workshop, and one international conference targeting the scientific research community. The consortium will participate in at least six conferences with different target audiences. Several national, European, and international events will be targeted for dissemination activities, including side events, webinars, and online campaigns. At least eight projects will be networked, and at least six relevant networks will be contacted. The following information will be shared: Six presentations on external events Eight projects networked Six relevant networks contacted Four webinars with 50 participants	*CrossGov's events will target > 4,000 people, while attendance at "external" events will reach > 3,000 people*
Newsletter	Newsletters will be published to inform external stakeholders about the project's progress and related events. The information will include key announcements such as webinars, workshops, and publication of documents (e.g., policy briefs). Additionally, case study area-specific news can be added. | 7 Newsletters	*150 stakeholders will subscribe to the project newsletter*
Videos, Promotion Material &Campaigns	CrossGov project flyers will be distributed before and at events to develop a more sustainable promotion (paperless). The following media will be designed: Three online stories Three videos presenting CrossGov's activities, deliverables, and progress, Five professional portraits from different sectors, countries, and regions	*200 viewers will watch CrossGov's videos (3)*
Stakeholder Forum	The development of the SF increases the number of stakeholders. It strongly represents the CrossGov policy-making community with a high degree of contribution and consultation to project tasks and activities.	*CrossGov's SF will engage 50 actors*

Table 5 Communication Activities and Tools with Targets

Stakeholders

A stakeholder mapping and analysis exercise will occur during the whole project duration by all PP, resulting in a detailed stakeholder database. The collected data will feed into all CDE exploitation activities of CrossGov to engage all targeted stakeholders with tailored key messages. It will also allow the implementation of tailored activities to specific stakeholder groups to maximise their impact, considering the interests and motives of each stakeholder group.

Stakeholder Forum

The Stakeholder Forum is based on developing the stakeholder database, which will serve as a regularly updated collection of stakeholders clustered in key target groups. It is expected to be broad, encompassing the key relevant entities and policy institutions involved in decision-making and planning at multiple international and local levels. A gender balance will be ensured in the Stakeholder Forum with some institutions and actors that have already expressed interest in joining the Stakeholder Forum (marked in purple and * in tables 6 & 7). The activities to take place under the forum framework will be concretised in the next months and incorporated into the next version of the PCDE.

Stakeholder database

The Stakeholder database serves as a supporting tool for co-creation. It facilitates the adequate adaption of project outcomes and specific deliverables to the needs of key target groups, such as the roadmap or the toolbox. Besides the feedback gathering, the data will also be used to steer the project CDE to specific target groups. Thus, the CrossGov co-creation events will also be developed based on the project's relevant stakeholders. The database will be built progressively and regularly complemented and updated by CrossGov researchers under the guidance and monitoring of WP5. The Deliverable "5.2 Stakeholder List" provides more information about the Stakeholder database and its usage.

Tables 6 and 7 of this document list relevant stakeholders by category that will be included in the CDE activities and be contacted for an active contribution to the CrossGov Stakeholder Forum. The institutions and actors highlighted in purple (footnote 5) have already expressed interest in supporting the CrossGov project and joining the Stakeholder Forum. Additional stakeholders will be contacted to pursue collaboration, and the respective repositories and messages will be amended respectively.

Category	Case study	National level	Regional level	EU-level	Other
Policymakers	**Southern North Sea**	Ministry of Infrastructure and Water Management NL*			
		Federal Maritime and Hydrographic Agency DE*			
		German Federal Ministry of the Interior, Building and Community (MSP authority)			
		Ministry for the Environment DE			
				European Wind Energy Association*	
		Maritime Authority DK*			
		Federal Public Service Health, Food Chain Safety and Environment BE*			
			Wadden Sea Secretariat*		
			North Sea Foundation*		
			Rich North Sea project*		
			TNO / North Sea Policy Project		
	Finnish Archipelago		Regional Council South West Finland*		
			Centre for Economic Development*, Transport and Environment*		
		Ministry of Environment FI (MSP authority)			
		Ministry of Agriculture and Forestry FI			
			HELCOM*		
	Oslofjord	Norwegian Environment Agency			
			The Oslofjord Council of municipalities		
			Vestfold and Telemark county council NO*		NGO's

		Viken county council NO*		
	French Mediterranean	The Rhone-Mediterranean and Corsica Water Agency (AERMC)*		
			Plan Blue - Regional Activity Centre of Mediterranean Action Plan*	
			Regions (environment & EU funds)	
				Key representatives Fisheries/Tourism/Energy sectors
		Representatives IT & ES MSP, WFD & MSFD ministries		
		French Biodiversity Agency		
Policymakers	**Italian Adriatic Sea**		The Priority Actions Programme/Regional Activity Centre (PAP/RAC) *	
			Adriatic Regional Authorities in Italy, such as Friuli Venezia Giulia, Veneto, Emilia Romagna, Marche*	
			Municipality of Izola - EUSAIR (EU Strategy for the Adriatic and Ionian Region: pillars 1 (Blue Growth) and 3 (Environmental quality)) *	
			UNEP Mediterranean Action Plan - Barcelona Convention Secretariat*	
		Ministry of Infrastructure and Sustainable Mobility Italy (MSP authority)		
		Ministry of Ecological Transition - Italy (MSP, MSFD, WFD)		
		Ministry of the Environment and Spatial Planning - Slovenia (MSP, MSFD authorities)		

∗ Before the project started, this institutions and actors have already expressed interest in supporting the CrossGov project and joining the Stakeholder Forum.

Policymakers	All Case Study Areas		OSPAR*	
				DG MARE*
				DG CLIMA
				DG ENER
				DG ENV
				European Environment Agency
				European Parliament
				Searica Intergroup
				CIS WFD / MSFD process

Table 6 Stakeholder Target Groups | Policy Makers

Category	Regional level	EU-level	Other
Networks, NGOs & IGOs	WWF DE*		UNEP
	WWF Mediterranean*		Mission for Oceans and Water
	WWF North Sea/Atlantic		BirdLife International*
	WWF Baltic		MSP Challenge
			IOC UNESCO – Ocean Decade
			IOC UNESCO – MSP Platform
			BlueMed initiative
			Private sectoral associations, e.g. wind, agriculture, aquaculture and fisheries - on a national and international level
			European Partnerships Water, Agriculture, Blue Economy

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* Before the project started, this institutions and actors have already expressed interest in supporting the CrossGov project and joining the Stakeholder Forum.

			Industry associations
Scientific Community		European Research Council	World Maritime University of IMO*
			Research institutes
			Universities
			NIOZ Institute NL
			Finnish Environment Institute*
			Wageningen University NL*
			Academia
			Stockholm Environment Institute*
			Royal Institute of Technology SE*
Wider Public		European Youth	

Table 7 Stakeholder Target Groups | Networks, NGOs & IGOs | Scientific Community | Wider Public

Stakeholder Engagement

PPs will be encouraged to use project communications resources and brand identity to design promotional material and presentations for internal and external events and activities. The main aim is to ensure coherent project dissemination during key project outreach and engagement activities,

Figure 2 shows the interlinkage of the planned events by WP with the respective outcomes/deliverables. It incorporates co-creation events, which support the key stakeholder-oriented development of scientific project outcomes.

Furthermore, a list of relevant events (table 8) was developed. This list serves as an event overview where several key stakeholder groups will be engaged through CrossGov project messages, and key exploitable results will be disseminated. This list will be updated during the project's lifetime.

∗ Before the project started, this institutions and actors have already expressed interest in supporting the CrossGov project and joining the Stakeholder Forum.

s.Pro will provide ad-hoc support to project partners to ensure effective communication around the project activities.
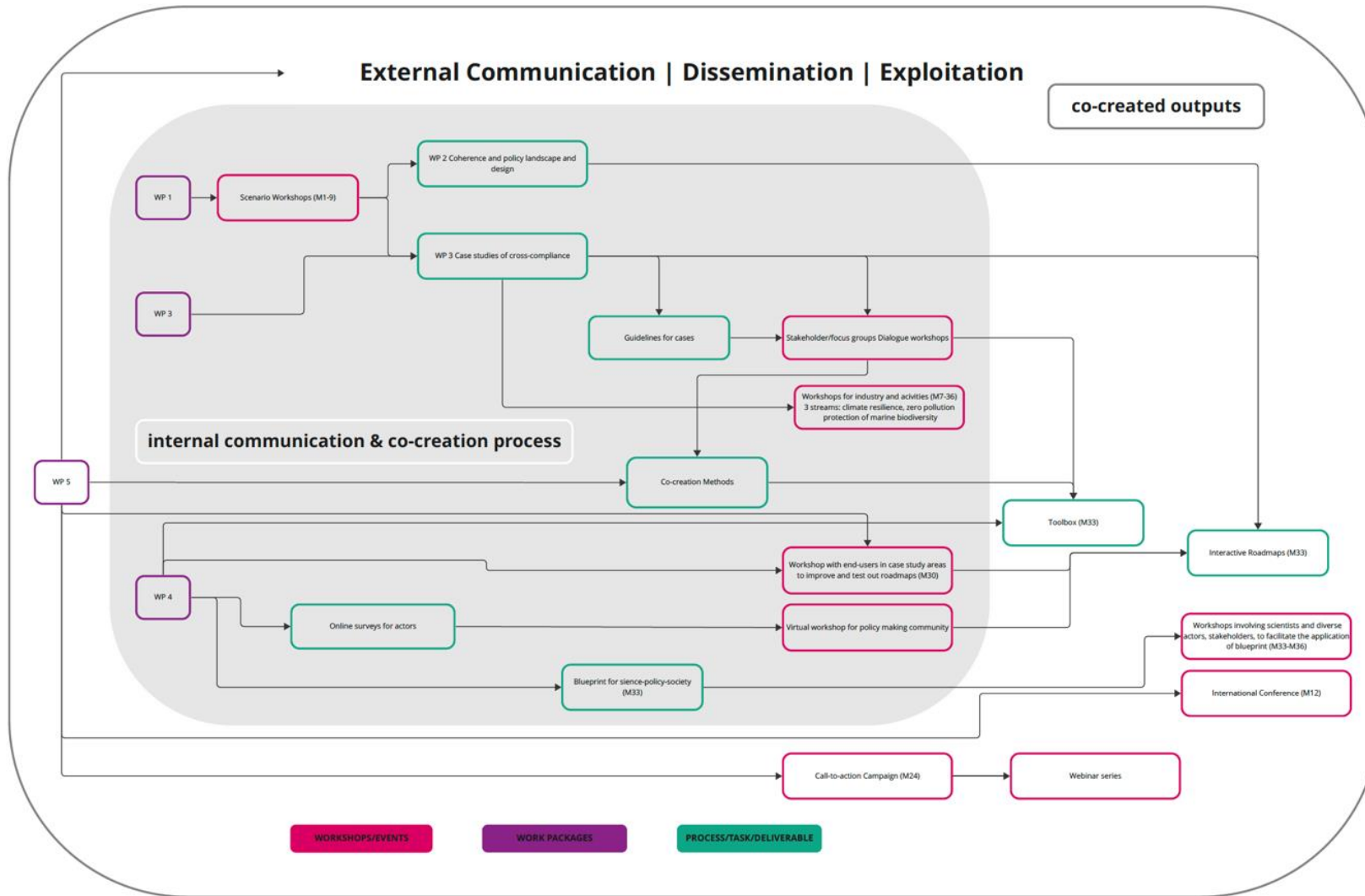

Figure 2 Overview Workshops and Outcomes

CrossGov

Table 8 External Events

Event name	Sector	Organisor	Theme/ topic
Algal europe	**Fisheries and Aquaculture**	EABA - European Algae Biomass Association and DLG Benelux.	Development in the field of algae
Aquaculture Europe	**Fisheries and Aquaculture**	European Aquaculture Society	sustainable development of the Blue economy and aquaculture
CommOCEAN	**Ocean Literacy - Communication**	European Marine Board Communications Panel	Ocean Literacy 5th International Marine Science Communication Conference
Cop 28	**Conservation**	Conference of the Parties of the UNFCCC (COP27)	Climate Change
EU Maritime Day 2023	**Maritime**	DG MARE	Blue Economy
EurOCEAN 2023 conference - One Ocean, One Voice	**Mission Ocean**	European Commission Mission Ocean Secretariat - Eurocean	This high-level event is planned to take place in **Vigo.** The aim of the EurOCEAN 2023 conference is to highlight the synergies between the EU Mission: Restore our Ocean and Waters, other EU research and management initiatives, and the UN Decade of Ocean Science for Sustainable Development, in order to align priorities to work with one voice to achieve the one ocean we want to nurture in a sustainable way
Eurofishing-World Maritime Week	**Fisheries**	SINAVAL, eurofishing, future port Bilbao, OEC, Oil & Gas Conference	Fishing
Euromaritime	**Maritime**	Sogena	Marine industry and blue growth
ICES conference	**Fisheries**	ICES	Fisheries
International Conference on Marine Biodiversity	**Conservation**		
International Marine Debris Conference	**Marine waste management**	Ministry of Oceans and Fisheries of the Republic of Korea (MOF) and the United Nations Environment Programme (UNEP)	Marine litter and plastic pollution
Mission Ocean - Baltic and North Sea lighthouse	**Mission Ocean**	European Commission Mission Ocean Secretariat	: The high-level event in Hamburg. The event will focus on concrete actions from Countries, regions and local partners of this basin aimed to making the blue economy carbon-neutral and circular.
Mission Ocean - Mediterranean Lighthouse	**Mission Ocean**	European Commission Mission Ocean Secretariat	present several case studies and initiatives which contribute to the Mission objectives that may be scaled up and replicated in other sea basins to help set measures for the coming decade. Palermo, island of Salina

Mission Ocean - Ocean race	**Mission Ocean**	European Commission Mission Ocean Secretariat	Will visit nine iconic international cities over a six-month period, with leg one starting from Alicante, Spain, and passing through Genova, Italy – The Grand Finale – on 25-26 June 2023. This year the Ocean Race will set a link with the Mission Ocean & Waters.
MSP Forum	**MSP**	IOC UNESCO - DG MARE	
MSP International conférence	**MSP**	IOC UNESCO - DG MARE	
Ocean week	**Conservation**	Birdlife International, ClientEarth, Oceana, Seas at Risk, Surfrider Foundation Europe and WWF European Policy Office.	
People and the Sea	**Social dimension**	MARE (Center for Maritime research)	Blue Fear – navigating ecological, social and existential anxieties during the Anthropocene
Small scale fisheries congress Europe	**Fisheries**	Ministry for Agriculture, Fisheries, Food and Animal Rights of Malta in partnership with TBTI Global	SSF
Sustainable Ocean Summit	**Conservation**	World Ocean Council	Develop a global Blue Economy hub
UN biodiversity conference	**Conservation**	UNEP	conservation, protection, restoration and sustainable management of biodiversity and ecosystems for the next decade
Under the Mediterranean	**Maritime Cultural Heritage**	Honor Frost Foundation	Marine archaeology
WISTA International AGM and Conference	**Maritime**	WISTA	Women in Shipping/Trading Sectors
World Conference on Marine Biodiversity	**Conservation**		
World Maritime Week	**Maritime**	SINAVAL, eurofishing, future port Bilbao, OEC, Oil & Gas Conference	Maritime sector
World Ocean Day	**Conservation**	Multiple	
World ocean tech and innovation summit	**Robotics and technology**	Economist Impact's World Ocean Initiative	engage with the latest "blue economy" innovators and technologies, and identify solutions that will form the roadmap to a sustainable, thriving ocean economy.

CrossGov Case Study Areas

The five case study areas are in the Baltic, North, and Mediterranean Sea regions. They cover a diversity of ecological, institutional, socioeconomic and cultural contexts from the North of Europe to its South. The specific cases will be selected from the Finish Archipelago, the Southern North Sea, the Oslofjord, the Adriatic Sea and the French Mediterranean. The investigations in each case study are connected to a substantial contribution and participation of targeted stakeholders.

CrossGov PP uses a four-step approach to analyse the following five issues:

- Delivery mechanisms or use of policy instruments
- Organisations in charge of or contributing to implementation, or the target groups of implemented policies
- Governance arrangements are set to share information and knowledge, consult, collaborate and cooperate
- Multi-functional (nature-based) and multi-use solutions
- Resources, as well as their external partnerships and roles in different policy processes

The general understanding of the target stakeholders will be collected in Dialogue forums in the first phase. Key participants involved in the process or users of the results will be interviewed to define barriers and enablers. The results will be discussed in targeted open dialogue stakeholder workshops to collect needs and requirements for better solutions. The evaluation of the applied methods and the results will feed the project outcomes, such as the methodological toolbox.

Exploitable Results

Besides the already defined key exploitable results, each work package will define the respective outcomes and be funnelled for specific stakeholder groups. The CrossGov exploitation activities will gain momentum from Month 24 through the launch of a call-to-action campaign targeting the main stakeholder groups. The campaign will build on the project deliverables for each target group, complemented by tailored summaries, key messages, and recommendations on how CrossGov results could be taken up into future practices and processes of each.

Reporting

To successfully manage the communication and dissemination activities, all partners must update the "CrossGov Continuous Reporting Log" every three months, which will be located on the CrossGov TEAMS channel. S.Pro will cooperate with NIVA and regularly collect and remind PPs. The document will be developed further and is also attached in the annex of this document.

Continuous Reporting Log

More specifically, CrossGov partners are requested to collect and report the following information about every published scientific publication that represents the project's outcome and regarding all communication and dissemination activities. This is done for the purpose of the continuous reporting foreseen under Horizon Europe (in the Funding & Tenders Portal). The key scientific publications will also be published on the relevant portals (CORDIS, Horizon Results Booster etc.) and the project website.

CrossGov partners are asked to nominate each a communication contact person and a backup to ensure a smooth internal communication flow regarding CDE activities.

NOTE: Data on all Dissemination & Communication activities will be collated by s.Pro and uploaded to the EC Funding and Tender Opportunities Portal by NIVA.

Beneficiaries do NOT need to upload this information to the Portal.

Dissemination Reporting

1. Dissemination reporting (Feeds the "Dissemination activities" in the Portal)	
What	Name of the activity: xxxx
How	Select the <u>best matching</u> option: *"Conferences"; "Education and training events"; "Meetings"; "Clustering activities"; "Collaboration with EU-funded projects"; "Other scientific collaboration"; "Other scientific cooperation"; "Other (specify: xxxx)."*
Why	Describe the objective(s) with reference to a specific project output (max 200 characters): xxx
	Target audience reached: Select the best matching option(s): *"Research communities"; "Industry, business partners"; "Innovators"; "Investors"; "International oorganisations(UN body, OECD, etc)"; "EU Institutions"; "National authorities"; "Regional authorities"; "Local authorities"; "Civil society"; "Citizens"; "Specific end user communities"; "Other (specify: xxxx)*
Status	Select the best matching option: *"Cancelled"; "Delivered"; "Ongoing"; or "Postponed."*
Additional information	*link to the event; pictures* *Empirical data collected needs to be reported according to the* CrossGov DMP

1a. Publications, articles, books (Feeds the "Publications" in the Portal)
Describe the type of PID (repository:) *"DOI"; "Handle"; "ARK"; "URI"; "pURL"; "Other"; "None"*
PID of deposited publication: xxx
PID (publisher version of record): xxx
Type of publication: *"Article in journal"; "Publication in a conference proceeding, workshop"; "Books, monographs"; "Chapters in books"; "Thesis, dissertation"; "Other"*
Link to publication: xxx
Title of the scientific publication (*for a book chapter, the title of the chapter, not the book)*: xxx
Book title: xxx
Authors: xxx
Title of the journal or equivalent: xxx
Number: xxx
ISSN or eISSN: xxx
Publisher: xxx
Month and Year of publication: xxx
Was the publication available in open access through the repository at the time of publication? *Select one:* yes / no
Peer-reviewed: *Select one:* yes / no
Did you charge OA publishing fees to the project? *Select one:* yes / no

Communication Activities

CrossGov partners are encouraged to disseminate and communicate their findings to targeted stakeholders. For every communication and dissemination activity, partners are requested to collect and report the following information:

2. Communication activities (Feeds the "Communication activities" in the Portal)	
What	Name and description of the activity: xxx
How	Communication channel *Select the best matching option*: "Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.,.)"; "Exhibition"; "Interview"; "Media article"; "Newsletter"; "Press release"; "Print materials (brochure, leaflet, posters, stickers, banners, etc.)"; "Social media"; "TV/Radio campaign"; "Video"; "Website"; "Other (specify: xxx)."*
	For Press release / media article: *Select the best matching option(s):* TV / Radio / Newspaper / Magazine / Media briefing / Press release / Blog
Why	Describe the objective(s) with reference to a specific project output (max 200 characters): xxx
	Target audience: *Select the best matching option*: "Citizens"; "Civil society"; "EU Institutions"; "Industry, business partners"; "Innovators"; "International organisations (UN body, OECD, etc.)"; "Investors"; "Local authorities"; "National authorities"; "Regional authorities"; "Research communities"; "Specific end-user communities."*
Outcome	Key performance indicators
Status	Select the best matching option: *"Cancelled"; "Delivered"; "Ongoing"; "Postponed"*
Additional information	*link to the event; pictures; screenshot* *Empirical data collected needs to be reported according to the* CrossGov DMP

References

1: H2020 Programme Guidance– Social media guide for EU-funded R&I projects
https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

2: Quick guide and tools for Communication, Dissemination and Exploitation
https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf

3: Guidebook for socioeconomic impact assessment of research infrastructures
https://ri-paths-tool.eu/files/RI-PATHS_Guidebook.pdf

4: Introduction to the concepts of Communication, Dissemination & Exploitation, Link

Annex

Annex I – 3-monthly Reporting Log Document

General objective: Collect information that will assist the reporting requirements in the EC Portal. The report is expected to be submitted to the WP5 leader (pb@sustainable-projects.eu) within 14 days after notification

Partner Institution reporting:	
Completed by:	

Reporting is to be done for two overarching topics organised in the next three tables. Copy-paste the original table(s) as required

1. Dissemination reporting (Feeds the "Dissemination activities" in the Portal)	
What	Name of the activity: xxxx
How	Select the best matching option: *"Conferences"; "Education and training events"; "Meetings"; "Clustering activities"; "Collaboration with EU-funded projects"; "Other scientific collaboration"; "Other scientific cooperation"; "Other (specify: xxxx)."*
Why	Describe the objective(s) with reference to a specific project output (max 200 characters): xxx
	Target audience reached: Select the best matching option(s): *"Research communities"; "Industry, business partners"; "Innovators"; "Investors"; "International oorganisations(UN body, OECD, etc)"; "EU Institutions"; "National authorities"; "Regional authorities"; "Local authorities"; "Civil society"; "Citizens"; "Specific end user communities"; "Other (specify: xxxx)"*
Status	Select the best matching option: *"Cancelled"; "Delivered"; "Ongoing"; "Postponed"*
Additional information	*link to the event; pictures* *Empirical data collected needs to be reported according to the* CrossGov DMP

1a. Publications, articles, books (Feeds the "Publications" in the Portal)
Describe the type of PID (repository:) *"DOI"; "Handle"; "ARK"; "URI"; "pURL"; "Other"; "None"*
PID of deposited publication: xxx
PID (publisher version of record): xxx
Type of publication: *"Article in journal"; "Publication in a conference proceeding, workshop"; "Books, monographs"; "Chapters in books"; "Thesis, dissertation"; "Other"*
Link to publication: xxx
Title of the scientific publication (*for a book chapter, the title of the chapter, not the book)*: xxx
Book title: xxx
Authors: xxx
Title of the journal or equivalent: xxx
Number: xxx
ISSN or eISSN: xxx
Publisher: xxx
Month and Year of publication: xxx
Was the publication available in open access through the repository at the time of publication? *Select one:* yes / no
Peer-reviewed: *Select one:* yes / no

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Did you charge OA publishing fees to the project? *Select one:* yes / no

2. Communication activities (Feeds the "Communication activities" in the Portal)	
What	Name and description of the activity: xxx
How	Communication channel *Select the best matching option*: *"Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.,.)"; "Exhibition"; "Interview"; "Media article"; "Newsletter"; "Press release"; "Print materials (brochure, leaflet, posters, stickers, banners, etc.)"; "Social media"; "TV/Radio campaign"; "Video"; "Website"; "Other (specify: xxx)."*
	For Press release / media article: *Select the best matching option(s):* TV / Radio / Newspaper / Magazine / Media briefing / Press release / Blog
Why	Describe the objective(s) with reference to a specific project output (max 200 characters): xxx
	Target audience: *Select the best matching option*: *"Citizens"; "Civil society"; "EU Institutions"; "Industry, business partners"; "Innovators"; "International organisations(UN body, OECD, etc.)"; "Investors"; "Local authorities"; "National authorities"; "Regional authorities"; "Research communities"; "Specific end-user communities."*
Outcome	Key performance indicators
Status	Select the best matching option: *"Cancelled"; "Delivered"; "Ongoing"; "Postponed"*
Additional information	*link to the event; pictures; screenshot*
	Empirical data collected needs to be reported according to the CrossGov DMP