



**REWRITE**

# D5.1 Plan for the dissemination and exploitation, including communication

---

Project acronym: **REWRITE**

Project title: **Rewilding and Restoration of Intertidal Sediment Ecosystems for Carbon Sequestration, Climate Adaptation and Biodiversity Support**

Call: **HORIZON-CL-2022-D1-02-05**



Funded by  
the European Union



Project no.	101081357
Project acronym:	REWRITE
Project title:	Rewilding and Restoration of Intertidal Sediment Ecosystems for Carbon Sequestration, Climate Adaptation and Biodiversity Support
Call:	HORIZON-CL5-2022-D1-02-05
Start date of project:	01.10.2023
Duration:	60M
Deliverable title:	D5.1 – Plan for the dissemination and exploitation, including communication
Due date of deliverable:	31.12.2023
Actual date of submission:	19.12.2023
Deliverable Lead Partner:	GEO
Dissemination level:	Public

#### Author list

Name	Organisation
Dóra Leitner, Zsuzsanna Selmeczy, Francesca Monaco	Geonardo

#### Document History

Version	Date	Note	Revised by
01	12.12.2023	Semi-final version for review	Tamiris Moreno, Vona Méléder
02	18.12.2023	Finalizing based on review comments	Dora Leitner

## Disclaimer

The content of the publication herein is the sole responsibility of the publishers, and it does not necessarily represent the views expressed by the European Commission or its services.

While REWRITE is funded by the European Union, views and opinions expressed are, however those of the author(s) only and do not necessarily reflect those of the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the European Climate, Infrastructure and Environment Executive Agency (CINEA) can be held responsible for them.

While the information contained in the documents is believed to be accurate, the authors(s) or any other participant in the REWRITE consortium make no warranty of any kind with regard to this material including, but not limited to the implied warranties of merchantability and fitness for a particular purpose.

Neither the REWRITE Consortium nor any of its members, their officers, employees or agents shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein.

Without derogating from the generality of the foregoing neither the REWRITE Consortium nor any of its members, their officers, employees or agents shall be liable for any direct or indirect or consequential loss or damage caused by or arising from any information advice or inaccuracy or omission herein.

### Copyright notice

© REWRITE Consortium, 2023-2028. This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both. Reproduction is authorized provided the source is acknowledged.

## Executive Summary

REWRITE consortium is fully aware that a plan for the dissemination and exploitation including communication activities (PDEC) is extremely important to create awareness about REWRITE actions and to maximise the impacts of the project by making the results publicly available to all relevant stakeholders and ensuring their future re-use after the end of the project. Within REWRITE, WP5 is dedicated to all activities dealing with dissemination, communication and exploitation measures. This WP is under the responsibility of Geonardo (GEO) who has significant expertise at EU level.

The PDEC will be regularly updated according to the progress and emerging results of the project (updates at M30, and M57).

REWRITE PDEC aims at structuring the strategy for communication, dissemination and exploitation to pursue the following objectives:

1. Raise awareness about REWRITE objectives, actions and results about rewilding coastal seascapes as a credible nature-based solution for rebuilding their key ecosystem functions (carbon storage, flood resilience and biodiversity enhancement).
2. Maximise the expected impacts of REWRITE along all stages of the project and boosting the long-term sustainability of the findings by creating the basis for future re-use (exploitation) of the results and outcomes for scientific, societal and political purposes.
3. Support the engagement of stakeholders involved in the Local-Multi-Actor Laboratories in each DM.
4. Promote exchange and synergies/collaborations with other European/international projects and initiatives.
5. Communicate about the importance of involving stakeholders for co-designing scenarios that help both environment and society and demonstrate how EU collaboration and beyond (USA, CA, UK) contributes to tackling societal and environmental challenges.

In this document, we will

- Define the objectives of the communication, dissemination and exploitation strategy;
- Identify the target groups;
- List the channels to be used to implement the strategy and meet the objectives;
- Present a schedule of the actions throughout the project duration;
- Define and monitor a series of Key Performance Indicators (KPIs) to assess the success of the implementation.

# Content

Abbreviations and Acronyms .....	6
1 Introduction .....	1
2 Audiences and Target Groups.....	3
3 Stakeholders and Networks .....	5
4 Key projects and initiatives .....	7
5 Communication and Dissemination Strategy .....	8
5.1 Key messages .....	8
5.2 Communication Channels and Tools.....	9
5.2.1 Visual Identity .....	9
5.2.2 Social Media Strategy.....	10
5.2.3 Intermediaries and Influencers.....	14
5.3 Dissemination Tools and Activities .....	14
5.3.1 Project Website.....	14
5.3.2 Scientific Publications, press releases and articles .....	16
5.3.3 European and National Events and Conferences .....	17
5.3.4 Exhibition of art.....	17
5.3.5 REWRITE Stories.....	18
5.3.6 Newsletter.....	19
5.3.7 Utilising EC Channels.....	19
5.4 Dissemination and Communication Materials.....	20
5.5 Timing for dissemination, communication and exploitation.....	20
6 Communication and Dissemination Action Plan.....	22
6.1 Communication and Dissemination Guidelines for partners.....	22
6.1.1 Guidelines for events .....	23
6.1.2 Archiving and Maintenance .....	23
6.1.3 Content Calendar .....	24
6.1.4 Requesting dissemination materials and visuals .....	24
6.1.5 Obligation and right to use the EU emblem .....	25

6.1.6 Communication & Dissemination Contact points.....	26
7 Exploitation of Results .....	28
7.1 Exploitation: What is it and why it is needed?.....	28
7.2 Preliminary Plan for Key Exploitable Results (KER).....	28
7.3 Management of Intellectual Property Rights.....	32
7.3.1 Protection of results.....	33
8 Monitoring and Evaluation .....	34
8.1 Key Performance Indicators (KPIs) for Communication and Dissemination.....	34
8.2 Monitoring of Engagement and Awareness .....	35
9 Reporting and Documentation .....	36
9.1 Regular Progress Reports and Documentation of Activities.....	36
9.2 Reporting to the European Commission.....	36
Annexes.....	37
Annex 1: Draft Content Calendar January - June.....	37

## Abbreviations and Acronyms

Abbreviations and Acronyms	
<b>AB</b>	Advisory Board
<b>CD</b>	Communication and Dissemination
<b>DM</b>	Demonstrator
<b>EU</b>	European Union
<b>GA</b>	Grant Agreement
<b>IP</b>	Intellectual Property
<b>IPR</b>	Intellectual Property Rights
<b>KER</b>	Key Exploitable Result
<b>KPI</b>	Key Performance Indicator
<b>PDEC</b>	Plan for the Dissemination and Exploitation, including Communication
<b>R&amp;D</b>	Research and Development
<b>R&amp;I</b>	Research and Innovation
<b>SSC</b>	Stakeholder Steering Committee
<b>WP</b>	Work Package

# 1 Introduction

## Terminology

**Dissemination** - The public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

Objective: Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.

Focus: Describe and ensure results available for others to USE→ focus on results only!

Target audiences: Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).

**Communication** - on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

Objective: Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.

Focus: Inform about and promote the project AND its results/success.

Target audiences: Multiple audiences beyond the project's own community including media and the broad public.

**Exploitation** — The use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.<sup>1</sup>

---

<sup>1</sup> [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf)



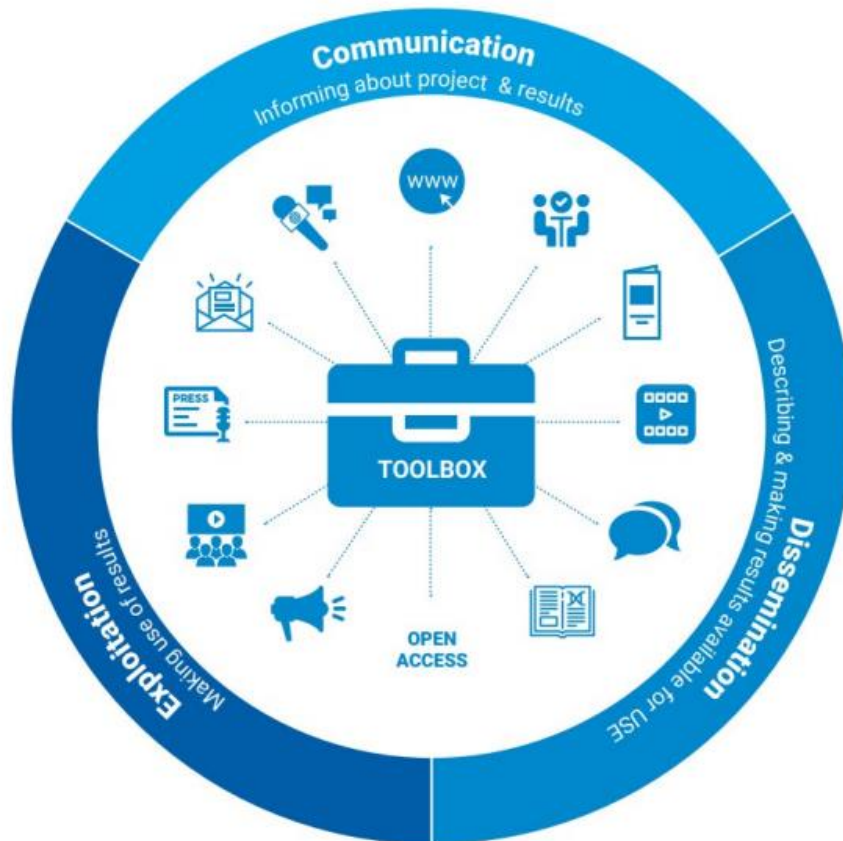


Figure 1. Difference between Communication, Dissemination and Exploitation<sup>2</sup>

For more on the differences between Communication, Dissemination and Exploitation, please see: [https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide\\_disexpl\\_en.pdf](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_disexpl_en.pdf) and [https://www.ecsel.eu/sites/default/files/2018-10/EU-IPR-Brochure-Boosting-ImpactC-D-E\\_0-1.pdf](https://www.ecsel.eu/sites/default/files/2018-10/EU-IPR-Brochure-Boosting-ImpactC-D-E_0-1.pdf)

<sup>2</sup> \*Taken from European IPR Helpdesk

## 2 Audiences and Target Groups

The consortium has identified several groups that have an interest in or are going to be affected by the REWRITE project (Table 1). These will be targeted by different communication and dissemination actions and networking/clustering activities, as detailed in Table 9. However, targeted audiences will be refined throughout the lifetime of the project in relation to the various activities developed within the different work packages.

### A - Scientific community (Higher education and research)

This group targets all research communities interested in the project’s developments, results and innovation which can be beneficiary for their own research activities: (Geomorphologists, hydrodynamic and physical-biological modelers, seascape ecologists, population ecologists, ecophysiologicals, biochemists, biogeochemists, biogeomorphologists, geographers, anthropologists, environmental lawyers, political scientists, etc.)

<b>Objectives</b>	Transfer of knowledge, raise awareness, reuse of the scientific data, get support from the scientific community, boost the project sustainability through the development of new related research projects.
-------------------	---

<b>Main Channels</b>	Public deliverables, scientific publications, thesis, conferences and other scientific events, final conference
----------------------	---

### B - Policy and Decision - Makers

This group, that will be identified very early in the life of the project, will target all the important political and technical actors at EU, national, regional and local level in charge of regulation and public policy making on coastal management, nature conservation, natural risks management and climate adaptation as well as of managing territories and responsible for land use planning, urbanization, natural risks management, nature conservation. It will include:

- European coastal cities (and not only from DM location)
- Regional/national authorities
- European Commission (DG ENV and DG RTD), European Parliament (MEPs).

<b>Objectives</b>	Demonstrate the benefits of REWRITE concept and tools to reach the EU goals, raise awareness about proposed replicability of the demonstrators’ results obtained in the project to other coastal areas, transfer of knowledge and dissemination of the processes (including social innovation processes).
-------------------	---

<b>Main Channels</b>	Final recommendation in deliverables, press kit, general dissemination, participation to policy events, policy briefs, final conference.
----------------------	--

### C – European and International Networks

European Environment Agency (EEA), IPBES, IPCC, Biodiversa, International Union for the Conservation of Nature (IUCN), UN Environment Programme (UNEP). The participation of project partners in other relevant projects (identified under 1.2.10 from DoA) offers the opportunity to establish synergies among parties through joint actions.

<b>Objectives</b>	Coordinate dissemination activities in order to maximise their impact, exchange on R&D results to Dissemination events, presentation at conferences, participation to improve robustness of project results
<b>Main Channels</b>	Dissemination events, presentation at conferences, participation to workshops from other projects, joint actions, final conference

## D – Industry

Private companies (SMEs and bigger enterprises) in Blue and Green economy sectors (fisheries, aquaculture, offshore oil and gas, desalination, maritime Renewable Energy including wind power, refineries, shipyards, power stations, coastal tourism...)

<b>Objectives</b>	Demonstrate the benefits of REWRITE concept and tools to reach the EU goals, raise awareness about proposed replicability of the demonstrators' results
<b>Main Channels</b>	Public deliverables, scientific publications, participation in exhibitions

## E – Public

This group consists of a general audience having strong interest in the project: National and European Civil Society organisations (associations, NGOs, ...) in the field of nature conservation, rewilding, heritage or education and the general public (incl. coastal areas' landowners, users and inhabitants).

<b>Objectives</b>	Raise awareness about REWRITE actions/results and rewilding coastal landscapes as a credible nature-based solution for rebuilding key ecosystem functions. Demonstrate how EU collaboration contributes to tackling societal and environmental challenges.
<b>Main Channels</b>	Project website, brochure, press releases, social media, exhibition of art, videos, Other communication materials.

Table 1. REWRITE target groups and identified media channels

### 3 Stakeholders and Networks

To ensure the transparency of REWRITE activities, the protocols used, and results obtained in the previous 12 months will be presented at the annual Advisory Board (AB) and Stakeholder Steering Committee (SSC) meetings.

#### Advisory Board

Advisory Board is composed by the Science Cluster (WP and DM leaders) and external experts internationally recognized for their research activities directly connected to REWRITE’s objectives. Table 2 lists the preliminary list of potential AB members as the final composition of the AB will be known by M4.

Name	Organisation	Position, expertise	Country
<b>Tjeerd Bouma</b>	NIOZ	Ecological restoration	NL
<b>Karen Wiltshire</b>	AWI	Vice-Director of Alfred-Wegener-Institute, coastal and climate researcher	DE
<b>Mark Schuerch</b>	University of Lincoln	Physical Geography, and Co-I of the Horizon 2020 funded project REST-COAST	UK
<b>Roger Proudfoot</b>	Environment Agency	Estuary and Coast Planning Manager, Integrated Water Planning	UK
<b>Tom Spencer</b>	University of Cambridge	Marsh, coastal change aspects	UK
<b>Stijn Temmerman</b>	University of Antwerp	Saltmarsh specialist	BE
<b>Anne Laure Barillé</b>	Bio-Littoral	Mudflat functioning expert	FR
<b>Sophie Brehin</b>	Pays de la Loire Regional Council	Director of European affairs	FR
<b>Robert Wilkes</b>	Environmental Protection Agency Ireland	EPA activities, including the seagrass surveys and the UK/Ireland’s Saltmarsh Restoration Handbook	IE
<b>Enda Murphy</b>	National Research Council of Canada	Senior Research Engineer	CA-EXT
<b>Carlos M. Duarte</b>	King Abdullah University of Science and Technology	Executive Director, Global Coral Reef R&D Accelerator Platform	ES-EXT
<b>Kate Sherren</b>	Dalhousie University	Full Professor in environmental social sciences	CA-EXT
<b>Dennis Baldocchi</b>	University of California, Berkeley	Executive Associate Dean and Professor of Biometeorology	USA – EXT

Table 2. REWRITE Advisory Board members

### Stakeholder Steering Committee

SSC is composed by the SC and experts internationally recognized for their engagement and representatives of the stakeholders' categories at the European and/or national scale shown in Table 3. Table 3 shows the preliminary list of potential SSC members as the final composition of the SSC will be known by M4.

Name	Organisation	Position, expertise	Country
<b>Hanne Haack Larsen</b>	Aage V. Jensen Naturfond	Chief Executive Officer (CEO)	DK
<b>Alison Debney</b>	Zoological Society of London	Conservation Lead – Wetland Restoration	UK
<b>Mark Iley</b>	Essex Wildlife Trust	Landscape Conservation Development Manager	UK
<b>John Meehan</b>	Essex County Council	Head of Climate Adaptation & Mitigation	UK
<b>Aoife Delaney</b>	National Parks and Wildlife Service of Ireland	Coastal specialist	IE
<b>Sophie Brehin</b>	Pays de la Loire Regional Council	Director of European affairs	FR
<b>José Eduardo de Matos</b>	Intermunicipality Community of Aveiro Region	Executive secretary	PT
<b>Kate Sherren</b>	Dalhousie University (CA)	Full Professor in environmental social sciences	CA-EXT
<b>Patrick Hall</b>	Coastal - Office of Public Works	Head of Coastal - Office of Public Works	IE

Table 3. REWRITE Stakeholder Steering Committee

## 4 Key projects and initiatives

Cooperation, integration and synergies with other projects (See 1.2.10), initiatives and programmes (including Horizon 2020 and the LIFE Programme) will be used to enforce cross-linking of project goals and activities and to pave the way for future exploitation. REWRITE will notably make use and contribute to knowledge exchange and networking with European platforms (e.g. Climate-ADAPT, Network Nature, OPPLA, BiodivERsA).

Synergies will also be created with any relevant projects funded under the current Horizon Europe programme, and more specifically with projects funding within the following topics: HORIZON-CL6-2022-COMMUNITIES-01-05: Assessing the socio-politics of nature-based solutions for more inclusive and resilient communities; HORIZON-CL6-2022-BIODIV-01-03: Network for nature: multi-stakeholder dialogue platform to promote nature-based solutions; HORIZON-CL6-2022-COMMUNITIES-01-05: Assessing the socio-politics of nature-based solutions for more inclusive and resilient communities (HORIZON-CL6-2021-BIODIV-01-06: Nature-based solutions, prevention and reduction of risks and the insurance sector; HORIZON-CL6-2021-COMMUNITIES-01-06: Inside and outside: educational innovation with nature-based solutions; HORIZON-CL6-2021-BIODIV-01-03 - Understanding and valuing coastal and marine biodiversity and ecosystems services; HORIZON-CL6-2021-BIODIV-02-01 - Biodiversity Partnership, HORIZON-CL6-2021-BIODIV-01-19 Science Service.

List of identified (sister) projects for cooperation activities:

- WildE
- NATURESCAPES
- ADAPTO
- REST-COAST
- ALFAWETLANDS
- WET HORIZONS
- REWET
- RESTORE4Cs
- FOREST PATHS
- FOREST NAVIGATOR
- PATHFINDER

## 5 Communication and Dissemination Strategy

### 5.1 Key messages

The Dissemination & Communication Plan encompasses three main phases: raising initial awareness, targeted dissemination of project outcomes, and leveraging project results for future exploitation through diverse communication and exploitation services. The strategy aims to utilise platforms like the Horizon Results Platform, Horizon Results Booster, and scientific journals and associations for effective dissemination and sustained impact.

#### Initial Awareness Phase (M1-6):

At the beginning of the project, the content will be highly informative and focus on the key concepts that build REWRITE. The purpose is spread those key ideas and scientific concepts to a lay audience. Here is a summary of the main concepts:

- **Global Crisis Awareness:** Highlighting the urgency, this phase aims to communicate the critical nature of the climate and biodiversity crises, emphasizing the potential catastrophic outcomes without proper mitigation.
- **Seascapes' Significance:** Emphasising the value of European intertidal areas, covering over 10,000 km<sup>2</sup>, and their pivotal role in providing multiple ecosystem services for climate resilience and biodiversity support.
- **Introducing Rewilding as a Solution:** Introducing rewilding as a Nature-Based Solution (NbS) to counteract the disappearance, fragmentation, and pollution of these seascapes, advocating for a climate-resilient Europe.
- **Consortium and Collaborative Expertise:** Highlighting the interdisciplinary consortium and its representation across eight European tidal coastal states, the UK, Canada, and the USA, showcasing expertise in natural, coastal, social sciences, and humanities for impactful rewilding. At the beginning of the project, we will introduce one partner at the time, showcasing their expertise and role within the project.

#### Targeted Dissemination Phase (M6-54):

The dissemination phase is where the core results and advancements of the project will be promoted.

- **Project Result Dissemination:** Focused on communicating project results and success stories to deepen stakeholder engagement and understanding of the project's outcomes.
- **Publication and Event Presence:** Communicating the project's preliminary results through open-access scientific publications and active participation in conferences and selected events.
- **Impact Assessment and Collaboration:** Stating the importance of impact assessment to monitor effectiveness and adapt strategies. Additionally, planning collaborative actions with relevant EU projects for broader impact. REWRITE identified the core projects and initiatives to cooperate with at proposal stage and will keep identifying them during the project implementation with the help of the partners.

### Valorisation of Results (M54-60):

In this phase we will focus on promoting and disseminating REWRITE's key results, while fully supporting exploitation activities. The overall goal is to guarantee a strong impact.

- **Project Finalisation and Impact:** Focusing on the period just before the project's end, highlighting the culmination of significant project outputs and the organization of a final conference for maximum impact and legacy.
- **Maximising Stakeholder Engagement:** Emphasising the goal of the final conference to engage representatives from all target groups, aiming to enhance further uptake and exploitation of project results post-project completion.
- **Using EC Tools and Platforms:** Mentioning plans to leverage tools offered by EC and scientific journals/associations for broader dissemination and increased impact.
- **Transitioning Results to Action:** Outlining the intention to transfer project results to operational programs like Copernicus and DestinE, ensuring practical implementation along the European shoreline for societal and environmental benefits.

## 5.2 Communication Channels and Tools

### 5.2.1 Visual Identity

A clear and consistent visual identity is crucial for effectively conveying the purpose, values, and message of any project. By incorporating thoughtful and strategic design elements, we strive to create a unique and memorable identity that resonates with our intended audience, communicates our key messages, and leaves a lasting impression.

For REWRITE (Annex x), GEO has developed Brand Identity Guidelines that encompass the logo, typography, colour scheme, visual elements, iconography, and photography. This document provides instructions on logo usage, including spacing requirements, as well as examples of logo misuse. In addition, it outlines the recommended fonts, colour palette, and various visual elements to ensure consistent and effective communication.

#### Logo





The logo has been carefully planned by GEO to showcase the core messages of REWRITE. The letter R is the initial of the project, while the curved lines in the logo symbolises satellites.

## Typography

The chosen typeface for display purposes in REWRITE is Lexend, while the text should be written in Space Grotesk. GEO has provided the fonts to the Partners for download and installation on their computers for consistent branding. If the font is not available Calibri should be used.



## Colours

The following colours should be used in REWRITE to ensure consistent branding:



## 5.2.2 Social Media Strategy

### Twitter (X)

Twitter's essence lies in brevity, limiting tweets to 280 characters. It's a space for quick updates, conversations, and sharing information with hashtags to categorise content. Engagement is key, encouraging retweets, replies, and interactions within a fast-paced environment. Visuals amplify

engagement, making tweets more eye-catching and shareable. Staying relevant to trending topics helps expand visibility and relevance.



*REWRITE Twitter (X) account*

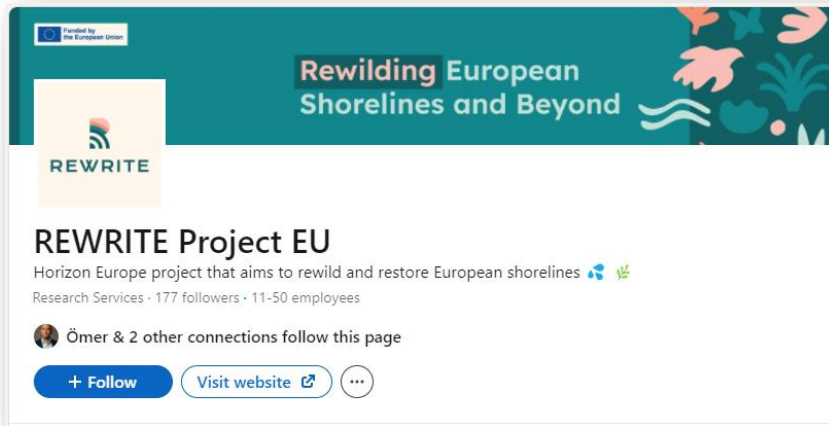
### Twitter Strategy:

- Hashtags: We have identified specific hashtags that link to REWRITE’s core areas, such as #naturebasedsolutions, #ForNature, #RestoreNature, to segment content.
- Live Conference Updates: Live tweet during major conferences, providing real-time insights, quotes, and highlights from presentations and discussions.
- Engagement Posts: Regularly post engaging content like polls, Q&A sessions, or quizzes related to rewilding, coastal management, and climate adaptation to encourage interaction.
- Retweet Stakeholder Content: Retweet and engage with content from stakeholders, project partners, and relevant scientific publications, fostering a collaborative atmosphere.

Follow REWRITE’s X account here: [https://twitter.com/REWRITE\\_EU](https://twitter.com/REWRITE_EU)

### LinkedIn

LinkedIn serves as a professional hub, fostering business and career-related interactions. Long-form content through articles allows for in-depth discussions, thought leadership, and industry insights. It’s a networking haven, where engaging with groups and industry leaders builds connections and industry presence. Company updates and personal achievements help strengthen brand identity and professional networking.



*REWRITE LinkedIn account*

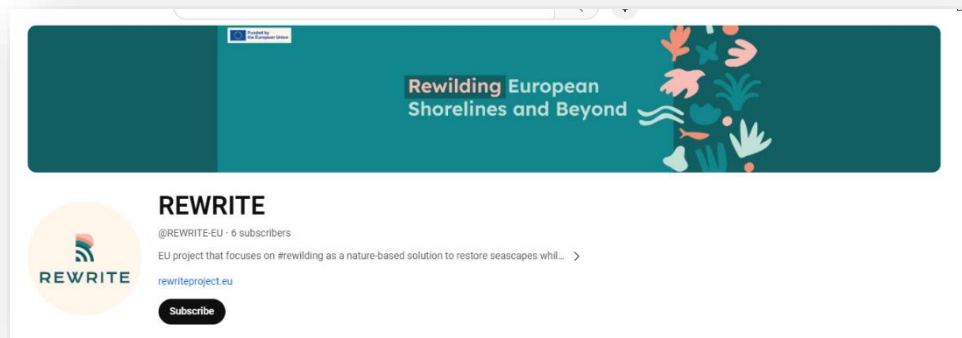
### LinkedIn Strategy:

- Comprehensive Article Series: Publish detailed LinkedIn articles discussing the objectives, milestones, and impact of REWRITE, targeting professionals, policymakers, and researchers.
- Policy Brief Showcase: Share condensed policy briefs or recommendations from the project, highlighting how REWRITE aligns with EU and national goals for coastal management and biodiversity.
- Expert Interviews: Conduct and share interviews with experts and consortium members, discussing their roles, insights, and the significance of rewilding in coastal ecosystems.
- Engagement with Networks: Join and actively participate in relevant LinkedIn groups and networks related to environmental conservation, climate adaptation, and research collaborations.
- Visual Content Creation: Share visually appealing infographics, charts, and videos showcasing project progress, success stories, and future plans.

Follow REWRITE on LinkedIn here: <https://www.linkedin.com/company/rewrite-eu>

### YouTube

YouTube is the visual storytelling platform, where videos convey compelling narratives, educate, entertain, or demonstrate concepts visually. Optimizing videos for search engines enhances discoverability, utilizing titles, descriptions, and tags strategically. Consistent uploads maintain audience engagement, encouraging likes, comments, and subscriptions to build a loyal community. Analysing viewer behaviour through analytics informs content strategy, shaping future video content for better audience engagement and growth.



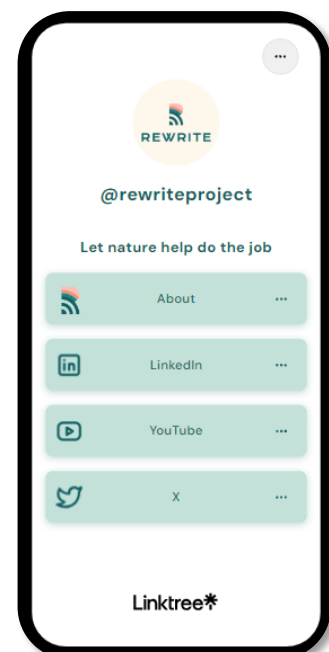
### REWRITE YouTube channel

YouTube will mainly be used to support **REWRITE project's stories**. These stories involve crafting engaging videos and story maps to showcase the practicality of developed methods and tools. The focus will be on creating a series of visually compelling episodes that delve into the narratives behind each case study. These videos will blend captivating imagery, such as location photos and fieldwork footage, with informative content, including figures, graphs, maps, and statistics derived from the case study analysis. Additionally, incorporating testimonials from local stakeholders will add authenticity and depth to the stories. Moreover, a set of explanatory videos will break down ecosystem dynamics, drawing comparisons between different cases to highlight what strategies work, where, and the underlying reasons. This strategy aims to immerse viewers in the real-world application of nature-based solutions, fostering a deeper understanding and appreciation for these initiatives.

### Linktree

Linktree emerged as a vital tool for social media, particularly on Instagram, where sharing web links outside Stories and the profile bio is restricted. It addresses this limitation by offering a simple landing page where multiple links can be housed, directing traffic to various areas of a user's site. Linktree's free version accommodates an array of features, allowing unlimited link embedding, spanning platforms like TikTok and YouTube. Customisation options, through built-in themes, enhance the visual appeal. Additionally, Linktree provides analytics, allowing users to track views and clicks on their Linktree landing page, offering valuable insights even within the free tier.

In REWRITE, our Linktree link is placed on all social media bios, and we created a QR code that links directly to Linktree making the navigation through REWRITE's content easier. It's also an excellent temporary solution while there is no website to connect the users with.



### 5.2.3 Intermediaries and Influencers

To expand its reach and influence, REWRITE intends to share news actively posted or reposted by important influencers and decision-makers at the local, national, and European levels. In partnership with project collaborators, GEO has already identified significant players from different sectors, who contribute to the development of policies and initiatives (Table 4).

Name	About
<a href="#"><u>WILD Foundation</u></a>	The WILD Foundation is dedicated to safeguarding global wilderness through a combination of policy interventions and activism, empowering individuals to combat the causes of biodiversity devastation.
<a href="#"><u>Rewild</u></a>	Founded by conservation scientists and Leonardo DiCaprio, Re:wild strives to protect wildlife, restore natural habitats, and address biodiversity and climate crises by uniting local communities, indigenous individuals, governments, and others to conserve millions of acres of land, fostering the thriving of thousands of species globally.
<a href="#"><u>Global Rewilding Alliance</u></a>	The Global Rewilding Alliance, comprising over 100 organizations worldwide, aims to restore biodiversity and nature, striving for a planet where future generations can appreciate the beauty of the natural world, advancing these goals through diverse global projects.
<a href="#"><u>The Rewilding Institute</u></a>	The Rewilding Institute works to protect natural species through programs like The Mogollon Wildway and the Heartland Rewilding initiative.
<a href="#"><u>IUCN</u></a>	The International Union for Conservation of Nature (IUCN) is the global authority on the state of the natural world and the necessary measures to protect it.
<a href="#"><u>Rewilding Europe</u></a>	Rewilding Europe aims to implement rewilding practices on a large scale across the continent, utilizing principles, models, and tools to achieve tangible and lasting benefits for both nature and people, fostering a more ecologically rich and climate-resilient Europe through collaborative efforts.

Table 4. Relevant platforms and initiatives

## 5.3 Dissemination Tools and Activities

### 5.3.1 Project Website

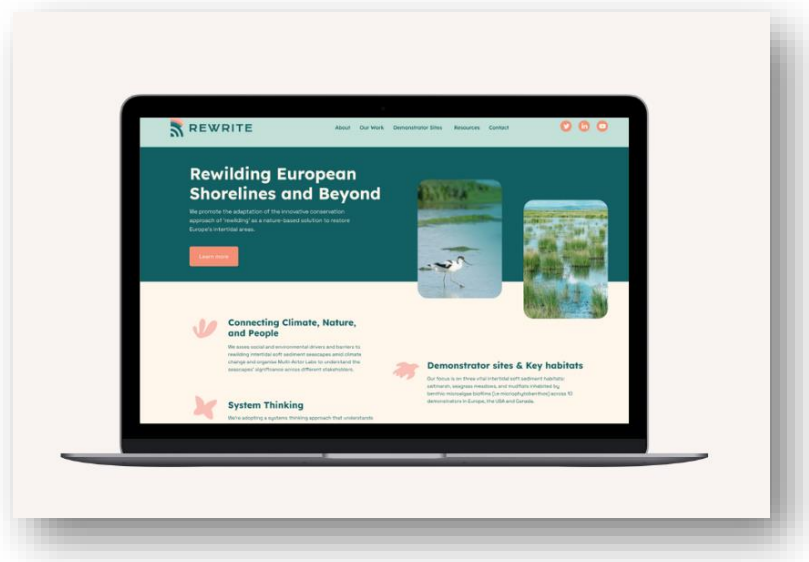
In crafting the REWRITE website, GEO started with a comprehensive website map that outlined the structure and interconnections between various pages. This blueprint guided the creation of **wireframes**, offering skeletal representations of each page's layout and content placement.

From these foundational steps emerged the full design, where the website's visual elements, functionality, and content were integrated cohesively.

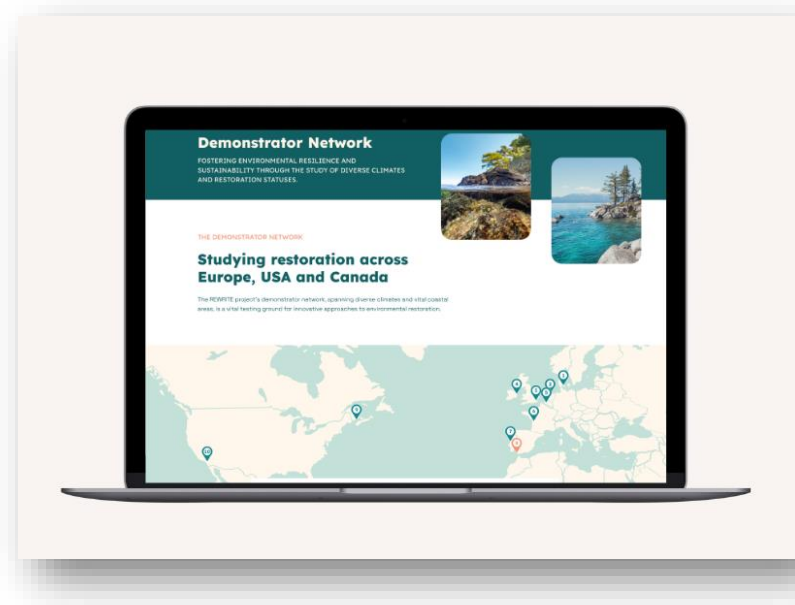
The website features several pivotal sections:

- a dynamic homepage, offering a compelling introduction;
- an informative 'About' section detailing the project's essence and mission;
- a comprehensive showcase of our work in the 'Our Work' segment;
- a seamless 'Contact' page facilitating easy communication.
- dedicated sections for 'Publications,' 'News and Blogs,' and 'Events' offer valuable resources and updates.

For demonstrator-specific content, we developed a landing page encompassing all sites and individual pages highlighting each demonstrator's unique features. This step-by-step process ensures a well-structured and informative platform to engage our audience effectively.



*Rewrite homepage*



*Rewrite Demonstrator Network main page*

### 5.3.2 Scientific Publications, press releases and articles

All partners will actively collaborate in producing 25 peer-reviewed publications for journals and conferences, along with 40 publications in conference proceedings, to be published in reputable journals within the field.

Research results will be also published on the [Open Research Europe](#) publishing platform and publications and related metadata will be deposited in trusted OA repositories, such as Zenodo, where a project community will be created.

The consortium will provide immediate open access to all its scientific publications generated by REWRITE (peer-reviewed or not), and under Creative Commons licenses CC BY or equivalent. The publications will include the relevant research outputs to validate the findings (e.g. data, models, software, etc.)

List of identified journals:

- Nature
- Climate Change
- IPBES reports
- Biogeochemistry
- Global Change Biology
- Limnology and Oceanography
- Estuarine and Coastal Shelf Science
- Frontiers in Marine science
- Ecosystems

- Wetlands
- Science of the Total Environment
- Ocean & Coastal Management
- Marine Policy

### 5.3.3 European and National Events and Conferences

Consortium partners will participate in conferences and workshops to present REWRITE’s approach, results and to enlarge the stakeholders’ basis. The project will be presented by one or more partners to directly interact with key targets of the project. Below a shortlist of events, interesting for partners at both national and European level:

Event	About	Date	Location
<b>EGU 2024</b>	The General Assembly 2024 of the European Geosciences Union (EGU) Blue Carbon session	14-19 April 2024	Vienna, Austria
<b>EC-ESA Joint Earth System Science Initiative</b>	Science for a Green and Sustainable Society	22-24 November 2023	Frascati, Italy
<b>Nature-based Solutions Conference</b>	The conference aims to create an action plan for scaling nature-based solutions ethically, promoting positive change and supporting social-ecological flourishing.	18-20 June 2024	Oxford, UK/online
<b>COASTAL DYNAMICS 2025</b>		7-11th April 2025	Aveiro Portugal
<b>ASLO Aquatic Sciences Meeting</b>		Unknown	Unknown
<b>EGU General Assembly</b>		Unknown	Vienna
<b>International Symposium Monitoring of Mediterranean Coastal Areas</b>		Unknown	Italy
<b>AGU Annual Meeting</b>		Unknown	USA

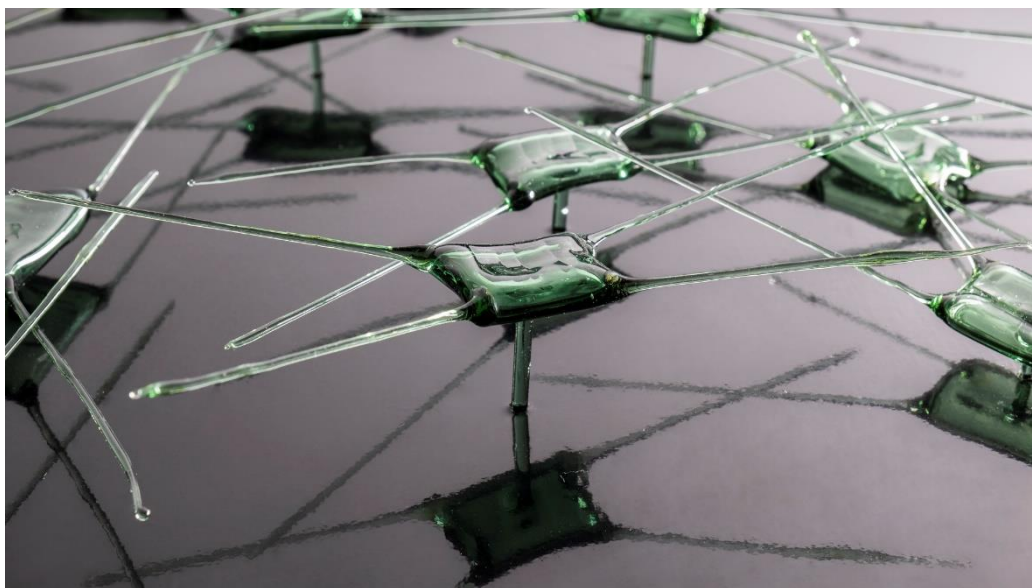
Table 5. Relevant events and conferences

### 5.3.4 Exhibition of art



The REWRITE project aims to engage with **local artists**, continuing the impactful narrative initiated by the coordinator's prior **Diatoms exhibition** (available at <https://atelierlucileviaud.com/verre-marin-glaz/#diatomees>).

Through collaboration with artists, we intend to curate an **immersive art exhibition** centered on the significance of **tidal flats**. The exhibition will blend scientific insights with artistic interpretations, fostering a unique space that communicates the beauty, importance, and vulnerability of these coastal ecosystems. Artistic creations will transcend conventional boundaries, capturing the essence of tidal flats through diverse mediums such as visual art, sculptures, multimedia installations, and potentially interactive displays. This collaboration aims to evoke emotions, provoke thought, and inspire action, inviting attendees to appreciate, understand, and champion the preservation of these vital natural habitats. The image below shows an example of such an art piece.



Additionally, the exhibition will serve as a **bridge between scientific knowledge and artistic expression**, offering a platform for dialogue and **community engagement** on the crucial role of tidal flats in environmental conservation and sustainability.

### 5.3.5 REWRITE Stories

Through engaging videos and interactive story maps, we aim to captivate audiences by delving into the narratives behind each case study. These episodic videos will intricately blend captivating visuals, including location photos and fieldwork footage, with insightful content like figures, graphs, maps, and data derived from rigorous case study analyses. To enrich these stories further, we plan to incorporate testimonials from local stakeholders, offering authenticity and depth to our narratives.

Additionally, our strategy includes a series of explanatory videos that dissect ecosystem dynamics, drawing insightful comparisons between different cases to elucidate successful strategies and their underlying principles.

Our objective is to immerse viewers in the practical application of nature-based solutions, fostering a deeper comprehension and appreciation for these impactful initiatives.

### 5.3.6 Newsletter

- A newsletter serves as an important tool for effective communication and dissemination. It provides a platform to share updates, highlight achievements and engage with the intended audience. Our plan is to create a short, visually appealing e-newsletter that will be issued every four months via LinkedIn. The newsletter will contain the latest news from the field, with external links, project progress, and results. In addition to this, we will dedicate a section to our sister project, WildE, and other related initiatives such as NATURSCAPES, REST-COAST which will foster collaboration and synergy between the two projects. This section will share insights and updates from WildE's activities.

### 5.3.7 Utilising EC Channels

To ensure widespread awareness of the project's progress, REWRITE plans to work closely with the project officer and make use of the European Commission's various communication channels. In addition, REWRITE will actively engage with relevant online platforms for efficient dissemination of project news, results, and achievements. It's worth noting that specific social media accounts maintained by the European Commission can also be utilized to promote the latest happenings related to REWRITE.

Furthermore, to amplify its dissemination and exploitation efforts, REWRITE will explore the possibility of seeking support from Horizon Dissemination and/or Exploitation Booster services, as well as the Innovation Radar Initiative.

Some of the EC social media accounts that could help us spread the news about REWRITE include, but are not limited to:

- EC accounts:
  - CINEA: @cinea\_eu
  - European Commission: @EU\_Commission
- EU hashtags:
  - #CINEA\_EU

- #EUGreenDeal
- #CircularEconomy
- #EUBiodiversity
- #ClimateAction

We will continuously monitor the European Commission channels to identify and promote relevant events and encourage partners' participation.

## 5.4 Dissemination and Communication Materials

Materials will be mainly produced for online and offline dissemination. REWRITE project partners will take part in multiple events, such as training sessions, scientific workshops, conferences, exhibitions and much more.

For each type of event, we will produce a diverse range of materials aimed at different audiences. The main types of materials include:

- Journals and peer-reviewed publications
- Clustering/Joint actions with other EU projects
- Policy briefs
- Social Media
- Digital/print flyer
- E-newsletters

## 5.5 Timing for dissemination, communication and exploitation

1) Initial awareness phase (M0-6): to ensure the project is known to all relevant stakeholders and the public in general. In this phase, we will develop the project website and different communication and dissemination materials, including the project visual identity (i.e. project logo, branding guidelines, templates for project documents and presentations). In this phase, we will also map stakeholders, define key messages to be conveyed and constitute the stakeholder database to optimize targeted communication and dissemination.

2) Targeted dissemination phase (M6-54): to encourage a better understanding of the project results leading to greater engagement of external stakeholders and better future uptake of the project outcomes. To do so, we will not only disseminate project results but also success stories. In this phase, the consortium will enrich the website with new content, publish a project brochure and attend selected events. Preliminary project results will be presented to the target audiences through open access scientific publications and participation in conferences and workshops. Joint actions with other EU projects will be planned when relevant. Impact assessment is crucial at this stage to monitor and reorientate the strategy if necessary.

3) Valorisation of results (M54-60): This represents the period closely before the end of the project when the project reaches its most significant outputs. This will be the more active period in the whole PEDR strategy, matching with the finalization of the project and the publications of the final project results. It will notably include the organization of a final conference gathering REWRITE participants together with representatives from all target group. This will contribute to maximising the project's impact and legacy on a large range of stakeholders and enhance further uptake and exploitation of these results after the end of the project. We also plan to make use of the tools offered by EC services such as Horizon Results Platform and Horizon Results Booster as well as the Research and Innovation success stories.

## 6 Communication and Dissemination Action Plan

The aim of the Communication and Dissemination action plan is to outline the planned communication and dissemination strategy, with a focus on raising awareness of the project results. This plan is shared with the consortium and serves as a guideline and list of actions to be taken. The draft plan was proposed in the Grant Agreement (GA) and serves as a basis for this more detailed document.

This is a "living" document that will be updated throughout the project to address its needs based on interim results in months 30 and 57.

Table 6 below displays the communication and dissemination actions planned for the first six months of the project. All partners will be actively involved in disseminating and communicating the project messages and results.

Timeline	Actions	Progress
<b>M1</b>	Create a project logo and visual identity	Done
<b>M1-2</b>	Launch social media channels	Done
<b>M1-M3</b>	Development of a CD Plan (First version)	Done
<b>from M1</b>	Develop multimedia content and dissemination materials	Continuous
<b>from M1</b>	Participation in relevant events	Continuous
<b>from M1</b>	Collecting the communication representatives of each organisation	In progress
<b>from M1</b>	Coordination of social media campaigns	Continuous
<b>from M1</b>	Sharing project updates, news, and engaging content	Continuous
<b>M1-M3</b>	Start the communication with WildE	Continuous
<b>from M3</b>	Coordinate joint campaigns with WildE	Continuous
<b>M2-M3</b>	Establishing a Content calendar for the blogs	In progress
<b>M1-M3</b>	Website Development	In progress
<b>31.12.2023</b>	Website launch	Scheduled
<b>from M4</b>	Collaborate with other related projects and initiatives	Scheduled
<b>from M4</b>	Website updates, news, maintenance	Scheduled
<b>from M4</b>	Monitor and analyse communication efforts	Scheduled
<b>M4-M5</b>	First CD meeting	Scheduled
<b>M4-6</b>	Development of the first LinkedIn newsletter	Scheduled

Table 6. Planned communication and dissemination actions until M6

### 6.1 Communication and Dissemination Guidelines for partners

The budget and person-months allocated to partners in WP5 are intended to support communication, exploitation, and dissemination activities. Partners are expected to actively contribute to various dissemination and communication actions, including sharing and commenting on REWRITE's blog and

social media posts, attending events, disseminating project results within their networks, contributing to scientific articles, promoting the project on social media, and, when feasible, participating in events. The following points offer specific guidance on partners' expected contributions to REWRITE's dissemination, communication, and exploitation activities:

- Provide input for the Communication and Dissemination Plan.
- Contribute to and participate in approving communication action plans and social media messages.
- Translate messages and publish them on social media in relevant languages.
- Complete quarterly reporting sheets before the 3-monthly meetings.
- Document and archive all dissemination actions, including screenshots, social media statistics, pictures, links, attendance sheets, etc.
- Keep the core COMM team and GEO informed about events, news, and national campaigns for real-time support.
- Regularly update network members for extended outreach.
- Encourage team members to write blog posts and remain active on social media.
- Engage with press and media contacts when possible.
- Share best practices that can be implemented.
- Provide pictures, visual ideas, and infographics for use in COMM activities.

### 6.1.1 Guidelines for events

All partners are dedicated to showcasing REWRITE's objectives, partnership, activities, and anticipated outcomes at every available opportunity. This includes dissemination within their networks, through their respective websites, social media platforms, and newsletters, as well as to new contacts established at events, conferences, and workshops.

**Attending events:** Partners are encouraged to inform GEO well in advance about their participation in conferences or workshops related to the project. This proactive approach allows GEO to effectively promote their presence, maximising visibility and impact.

To facilitate coordination:

- Please inform us well in advance of your attendance at any event.
- Notify us if you require additional materials and contribute to content creation.
- Capture high-quality pictures during events, actively engage on social media, provide reports on your activities, and share your overall experience.

### 6.1.2 Archiving and Maintenance

All communication and dissemination materials produced within the framework of the REWRITE project will be stored and archived in a shared drive or platform (OpenProject), in specific folders,

ensuring easy access and uniformity in material availability during project implementation. Only the latest version of the documents and files will be uploaded to avoid confusion amongst files while outdated or obsolete materials will be clearly marked as no longer in use. GEO will keep a backup copy of such files to prevent loss or accidental deletion.

Internally, Dora Leitner ([dora.leitner@geonardo.com](mailto:dora.leitner@geonardo.com)) and Zsuzsanna Selmeczy ([zsuzsanna.selmeczy@geonardo.com](mailto:zsuzsanna.selmeczy@geonardo.com)) are assigned as Communication Contact Points. They are responsible for managing and disseminating the latest project materials and will guide partners on where to find specific documents or materials.

### 6.1.3 Content Calendar

A content calendar (**Annex 2**) for online and offline communications is a useful tool because it helps us plan and organise content in advance. A content calendar can help us be consistent, efficient, ensure we are aligned with our objectives and also makes sure the whole team is on the same page and working towards the same goals.

Some of the actions GEO will coordinate and perform are the following:

- Establish connections with similar initiatives, events and influencers.
- Involve partners in the creation of content on their respective tasks within the project.
- Follow and build upon important international days such as:
  - 20 March: World Rewilding Day
  - 22 May: World Biodiversity Day
  - 1 June: World Environment Day
  - 16 September: International Coast Day

And many more.

The content calendar will be systematically revised and updated. One of the goals is to link the project's objectives, KPIs and overall goals with informative and thought-provoking content.

### 6.1.4 Requesting dissemination materials and visuals

To achieve a compelling and far-reaching promotion of the REWRITE project, collaboration among all partners is paramount.

**Content from partners:** Each partner's active involvement is crucial in providing diverse content, whether in the form of blogs, articles, or other engaging formats. Partners will be asked to support REWRITE's visibility efforts by GEO on a regular basis.

**Printed and Digital Material:** in case partners need specific printed or digital material (e.g. a poster, a flyer, merchandise, a brochure, a PPT, etc) they should make these requests to GEO with multiple weeks' notice if possible. Specifically for printed materials GEO would need to consider printing and

sending time (e.g. four weeks can be considered a safe timeline). Digital materials take indeed less time, but we need to consider the editing, formatting and creation of those materials in order to keep the quality as high as possible (e.g. two weeks could be considered a safe timeline) as shown in Table 7.

Product	Content	Design
Brochure	1-2 weeks	1-2 weeks
Leaflet	1 week	1-2 weeks
Flyer	1 week	1-2 weeks
Social Media visuals	1 day	2 days
Videos	1-2 weeks	2-3 weeks
Templates	n/a	1-2 weeks
Infographic	1-2 weeks	1-2 weeks
Roll up	2-3 days	2-3 days

Table 7. Approximate timeline for printed and digital material

### 6.1.5 Obligation and right to use the EU emblem

Recipients of EU funding, whichever programme that may be, have the legal obligation to acknowledge it. Article 17 of the Horizon Europe Grant Agreement specifies that all beneficiaries, managing authorities and implementing partners have to display prominently the EU emblem and funding statement on all the communication materials, dissemination activities and any equipment, infrastructure, vehicle, supply or result financed by the grant.

#### Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, 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):



EU Emblem



The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

### Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate @Fran Information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): *“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”*

### Specific communication, dissemination and visibility rules

Specific communication, dissemination and visibility rules (if any) are set out in Annex 5 of the Grant Agreement.

## 6.1.6 Communication & Dissemination Contact points

In order to effectively communicate and spread awareness about the project, it's crucial for all project partners to take an active role in CD (Communication and Dissemination) activities. To make this possible, all partners have been asked to appoint CD personnel who will be the main point of contact for CD activities and will attend quarterly CD meetings organized by GEO, the contacts are listed in Table 8.

Partner	Primary contact	Secondary contact
NANTESU	Tamiris Moreno	Vona Méléder
UM	Vincent Andreu-Boussut	Léticia Loiseau
UNIMES	Oscar Navarro	Carine Moulin
UA	Stéphanie Beaunay	Edouard Metzger
UNICAEN	n/a	n/a
LRUNIV	Axelle Cottreau	Vincent Le Fouest
CNRS	n/a	n/a
CEA	n/a	n/a
SDU	n/a	n/a
NIOZ	n/a	n/a
UT	Daphne van der Wal	n/a
UGent	Koen Sabbe	n/a

<b>UAveiro</b>	Ana Sousa	n/a
<b>UCA</b>	Sokratis Papaspyrou	n/a
<b>CSIC</b>	Gabriel Navarro	Emma Huertas
<b>UBREMEN</b>	n/a	n/a
<b>TCD</b>	Iris Moeller	n/a
<b>GEO</b>	Dóra Leitner, Zsuzsanna Selmeczy	Francesca Monaco
<b>HUA</b>	Evangelia Drakou	n/a
<b>PER</b>	Umberto Pernice	n/a
<b>SMU</b>	n/a	n/a
<b>MAU</b>	n/a	n/a
<b>CSU</b>	n/a	n/a
<b>UESSEX</b>	Charlotte Worrall	Graham Underwood
<b>UHULL</b>	n/a	n/a

Table 8. CD so far identified contact points

## 7 Exploitation of Results

### 7.1 Exploitation: What is it and why it is needed?

The term “exploitation” is defined under the Horizon Europe Rules for Participation as follows: “Beneficiaries which have received funding under the grant must adequately protect their results — for an appropriate period and with appropriate territorial coverage — if protection is possible and justified, taking into account all relevant considerations, including the prospects for commercial exploitation, the legitimate interests of the other beneficiaries and any other legitimate interests.”<sup>3</sup>

Beneficiaries must — up to four years after the end of the action — use their best efforts to exploit their results directly or to have them exploited indirectly by another entity, in particular through transfer or licensing.<sup>4</sup>

In REWRITE all project partners are involved in dissemination and exploitation in order to foster and ensure awareness and transfer results for the highest possible impact. A set of **10 preliminary Key Exploitable Results** has been compiled. REWRITE partners have prepared a preliminary exploitation plan and strategy, outlining both how the project results can be exploited by the different end-users, and their individual exploitation intentions. These set out their approaches on how to transform public good research into impacts for the public (e.g. improved policy delivery) and private benefit (e.g. commercial gain). D5.1 will be followed by an adapted tentative exploitation outline in D5.2 (Mid-term report on dissemination and exploitation including communication) and the final operational Exploitation Plan in D5.3 (Final report on dissemination and exploitation including communication). At that stage, the preliminary Key Exploitable Results will have been reviewed, updated, refined and finalised, accompanied by the overall project and partner level exploitation strategies and plans.

### 7.2 Preliminary Plan for Key Exploitable Results (KER)

The first step for developing the appropriate and comprehensive Exploitation Plan was to identify the list of Key Exploitable Results (KERs) being developed in the REWRITE project. An indicative set of generic questions were used to guide the thinking of what constitutes a key exploitable result:

- What exploitable results are the project participants hoping to generate?
- What forms, if relevant, can the exploitation of these results take (industrial use, patenting, technology transfer, publication, etc.)?

---

<sup>3</sup> For further information, see GA Article 16.

<sup>4</sup> [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf)

- What conditions will need to be fulfilled to enable exploitation of the results (cost of implementation and ease of obtaining)?
- What each participant is hoping to gain from the project? Are the expectations of all participants compatible and coherent?

Some examples of types of key exploitable results include:

- New technology or methodologies;
- New technical/scientific/societal knowledge and data (in the form of software, new process, scientific result, evidence of successful pilot, new design, educational resource, evidence-based recommendation for action);
- New collaboration platform/mechanism.

An overview of the preliminary KER and their potential uses identified as of 31 December 2023 is given in Table 9.

KER N°	Key Exploitable Result (KER)	Description	How results can be used (Exploitation route)	Potential Users	Foreseen protection measure\IPR\Ownership	Lead partner	Contributors	WP
1	REWRITE Database	An open platform, like ZENODO, that will give access to all data resulting from the project, following the approach "FAIR" as defined by the EC ("findable, accessible, interoperable, and reusable").	Data will be accessible and downloadable	<b>Who?</b> - Scientific communities - Policy and decision-makers - European and International networks <b>How?</b> - Advancement of knowledge - Evidence-based policymaking	Open access	NANTESU	All	WP1
2	Tools designed to determine changes in ecosystem function	A set of tools designed to determine appropriate ecosystem services provision and tools for maximising the potential for beneficial social engagement in different governance landscapes.	Demonstrator, pilot and prototype for a suite of rapid measurement tools as Rapid Ecosystem Assessment (REA) techniques	<b>Who?</b> - Scientific communities - Policy and decision-makers - European and International networks <b>How?</b> - Advancement of knowledge - Evidence-based policymaking	Public	UHULL	All	WP2
3	Toolkit of exploratory scenarios	Practical report on final results of ecosystem services, co-benefits and cost-effectiveness of intertidal rewilding.	Dissemination and communication of the report	<b>Who?</b> - Scientific communities - Policy and decision-makers - European and International networks - Industry - Public <b>How?</b> - Advancement of knowledge - Service-based commercialization	Public	HUA	UAVR	WP4

				- Evidence-based policymaking - Internal use				
4	Field campaigns and laboratory methodology	Reports describing methods and results of the field work and laboratory work on mitigation and adaptation and protection from coastal flooding, in the context of rewilding and climate change.	Dissemination and communication of the report	<p><b>Who?</b></p> <ul style="list-style-type: none"> <li>- Scientific communities</li> <li>- Policy and decision-makers</li> <li>- European and International networks</li> </ul> <p><b>How?</b></p> <ul style="list-style-type: none"> <li>- Advancement of knowledge</li> <li>- Evidence-based policymaking</li> </ul>	Public	CNRS, NIOZ, TCD	All	WP3
5	Hydrodynamics-based Projecting results (models) and methodology	Report describing the models, methods, and results to Projecting Ecosystem Services (hydrodynamics-based projecting) of intertidal areas in a rewilding and climate change context.	Dissemination and communication of the report	<p><b>Who?</b></p> <ul style="list-style-type: none"> <li>- Scientific communities</li> <li>- Policy and decision-makers</li> <li>- European and International networks</li> </ul> <p><b>How?</b></p> <ul style="list-style-type: none"> <li>- Advancement of knowledge</li> <li>- Evidence-based policymaking</li> </ul>	Public	UAveiro	UCA CEA LRUniv CNRS	WP3
6	Physical-biogeochemical Projecting results (models) and methodology	Report describing the models, methods, and results to Projecting Ecosystem Services (physical-biogeochemical projecting) of ecosystem areas in a rewilding and climate change context.	Dissemination and communication of the report	<p><b>Who?</b></p> <ul style="list-style-type: none"> <li>- Scientific communities</li> <li>- Policy and decision-makers</li> <li>- European and International networks</li> </ul> <p><b>How?</b></p> <ul style="list-style-type: none"> <li>- Advancement of knowledge</li> <li>- Evidence-based policymaking</li> </ul>	Public	CNRS	UCA CEA LRUniv UAveiro	WP3
7	MALS methodology and results	Methodology for managing multi-actor-labs aimed at co-designing desired scenarios for ISS rewilding.	Using the methodology with policy makers, ISS rewilding planners, all	Advancement of knowledge (new publications, books, new courses, new R&I projects)	- Public - Public knowledge	SDU/PER	At least, SDU, PER, ...	WP4

			public private organizations involved in ISS rewilding					
8	Remote sensing	Development and use of innovative tools and techniques to rapidly quantify and map the ES supply, by coupling remote sensing images with modelling approach.	Report describing the methods and results of upscaling (from field scale to satellite scale) of Ecosystem Services in ISS rewilding and climate change context.	<p><b>Who?</b></p> <ul style="list-style-type: none"> <li>- Scientific communities</li> <li>- Policy and decision-makers</li> <li>- European and International networks</li> </ul> <p><b>How?</b></p> <ul style="list-style-type: none"> <li>- Advancement of knowledge</li> <li>- Evidence-based policymaking</li> </ul>	Public	NANTESU, UT	UAVR, UCA, CSIC, TCD, CNRS, CEA, LRUUniv, UA	WP3
9	Decision-supporting tool	The tool mainly consists on a Report explaining how to handle trade-offs between ecologic and socio-economic from multiple stakeholders and target social innovation	Showing the tool to policy makers, ISS rewilding planners, all public private organizations involved in ISS rewilding	<p>Advancement of knowledge (new publications, books, new courses, new R&amp;I projects)</p> <p>Evidence-based policymaking (white papers, policy recommendations, guidelines)</p>	<ul style="list-style-type: none"> <li>- Public</li> <li>- Public knowledge</li> </ul>	SDU/PER	At least, SDU, PER, ...	WP4
10	3D visualization/animation maps and material	3D visualization/animations of scenarios of coastal rewilding 3-D material used for outreach, dissemination	Using the map for producing synthesis and validation of scenarios of intertidal rewilding by engaging stakeholders	<p>Advancement of knowledge (new publications, books, new courses, new R&amp;I projects)</p> <p>Evidence-based policymaking (white papers, policy recommendations, guidelines)</p>	<ul style="list-style-type: none"> <li>- Public</li> <li>- Public knowledge</li> </ul>	SDU/PER	At least, SDU, PER, ...	WP4

Table 9. Overview of the preliminary key exploitable results and their potential uses

Beyond the project lifetime, each partner will implement measures which will be defined to ensure the exploitation of its results (either directly or indirectly) by one or more of the following methods:

- Using them in further research activities (outside the action);
- Developing, creating or marketing a product or process;
- Creating and providing a service.

Further details will be added to the Draft Individual Exploitation Plans and the partners' exploitation pathways to be developed. The final exploitation routes and detailed descriptions will be provided in D5.3 at M57.

Partners will also utilize the European Commission's exploitation and dissemination services if necessary. Examples of these include:

- Open Research Europe Platform
- Horizon Dashboard
- Horizon results platform
- Horizon results booster
- Innovation radar

## 7.3 Management of Intellectual Property Rights

The overall IP approach of the project builds on the principles described in the EC Recommendations on the management of IP in knowledge transfer activities and Code of Practice - along three main aspects, (i) internal IP management; (ii) knowledge transfer activities; (iii) collaborative and contract research.

IP will be the property of the partners that have contributed to the creation of the knowledge. The degree of ownership will depend on the degree of contribution to the IP. For partners that have jointly carried out work generating foreground and where their respective share of work cannot be ascertained, they shall have joint ownership of that foreground and may establish appropriate joint ownership agreements or license agreements.

Each partner has an obligation to protect its results and must adequately protect them for an appropriate period and with appropriate territorial coverage. This is if the results can reasonably be expected to be commercially or industrially exploited, and any other possible, reasonable and justified circumstance. When deciding on protection, the beneficiary must consider its own legitimate interests and the legitimate interests (especially commercial) of the other beneficiaries. Effective exploitation of the exploitable results depends upon, amongst other issues, the proper management of intellectual property, which should be part of the overall management of knowledge in the project. Throughout the REWRITE project, specific actions have been, and will continue to be, undertaken for addressing the issues related to intellectual property rights. These include the pre-existing knowledge (Background) of the project partners, an assessment of the results generated during the project,



proposals for the optimal protection of IPR, and ownership and proper implementation of IPR protection measures. The framework of the IPR management is set out within the Consortium Agreement, which stipulates the rules related to the following IP issues:

- Identification of the Background and the specific limitations and conditions for its implementation;
- Ownership of the results;
- Transfer of the results;
- Access rights to the Background and the results;
- Non-disclosure of the information.

IP management at partner level: there will be a periodical review of the results created by each partner and all partners will be encouraged to protect any knowledge that has potential commercial applications. Questionnaires will be sent to all partners to assess the knowledge created and their opinions on the potential exploitation plan to adopt and how to protect the knowledge.

### 7.3.1 Protection of results

Participants will assess the possibility of protecting their results once these are generated. Beneficiaries are free to choose any available form of protection of intellectual property. Standard forms of protection which will be considered include patent, trademark, industrial design, copyright, trade-secret, confidentiality agreement. The choice of the most suitable form of IP protection, as well as the duration and geographical coverage, depends upon the results (e.g. if it is an invention, software or a database), and the business plans for their exploitation and legitimate interests of consortium partners. Although not mandatory for one organisation to inform other partners about actions to protect Intellectual Property, it is considered good practice to consult before deciding whether to protect results, particularly if dealing with potentially joint Intellectual Property. Examples of the protection of Intellectual Property are listed in Table 10.

Subject	Patent	Utility design	New (industrial) design	Copyright	Tradem ark	Confidential Information
Invention	X	X				
Know-how						X
Software	X					
Scientific article				X		
Website			X	X	X	
Design of the products			X	X	X	

Table 10. Examples of the protection of Intellectual Property

## 8 Monitoring and Evaluation

### 8.1 Key Performance Indicators (KPIs) for Communication and Dissemination

The following table (Table 11.) provides a preliminary overview of the key performance indicators (KPIs) for communication, dissemination and exploitation that will be used to monitor the activities and assess the impact of the PDEC.

Channels	KPIs	KPIs
Journal and conferences peer-reviewed publications	No. Publications	25
Publications in conference proceedings	No. Publications	40
Thesis	No. of thesis	4
DATA	No. of downloads	100
Participation in scientific conferences/workshops	No. Participants	20
Training	No. Training	4
Clustering/Joint actions with others EU projects	No. Actions	3
Policy brief (incl. decision-support tool)	No. Papers	2
Final REWRITE conference	No. Participants	100
Website	No. Visitors/News	1000/50
Social Media	No. Followers/Posts	150/30
Participation in exhibitions	No. Participations	4
Digital/print flyer	No. Flyers	2
Rewrite Stories (Videos)	No. Video/Viewers	5/300
E-Newsletters	No. Newsletter/Readers	15
Press releases	No. Press release	5
Press media, non-scientific articles	No. Articles	5
Exhibition of Art	No. Press release	1

Table 11. Overview of the key performance indicators (KPIs) for communication, dissemination and exploitation

## 8.2 Monitoring of Engagement and Awareness

### **Website and Social Media Analytics:**

- Google Analytics: Tracking website traffic, user behaviour, and engagement metrics.
- Social Media Metrics: Monitoring follower growth, engagement rates, and content performance on platforms like LinkedIn, Twitter, or YouTube.

### **Event Participation and Feedback:**

- Template for Event Attendees: The project will create a structured template for attendees to ensure consistent information collection during events or conferences.
- Feedback Form Template (e.g., Typeform): The project will craft a standardized feedback form to gather post-event feedback from participants, evaluating satisfaction, suggestions, and areas for improvement.

### **Media Coverage and Mentions:**

- Google Alerts: Setting up alerts to monitor mentions of the REWRITE project across online publications, news articles, and websites.
- Press Clippings: Regularly compiling and archiving media coverage related to the project for reference and assessment.

### **Collaboration and Partnerships:**

- Email Correspondence Monitoring: Tracking and archiving emails related to collaborations, partnerships, or outreach efforts.

### **Content Performance and Dissemination:**

- Content Metrics: Evaluating content performance, such as the number of downloads for reports, views for videos, or reads for blog posts.
- Dissemination Tracking: Monitoring the distribution of content across channels to ensure it reaches the intended audience and assessing its impact.

# 9 Reporting and Documentation

## 9.1 Regular Progress Reports and Documentation of Activities

GEO will organise 3-monthly communication meetings with the communication contact points of the organisations within the consortium. There should be at least one person attending in each meeting. The meeting will cover information such as past and upcoming events, information the consortium needs to be aware of, and how to deliver efficient reporting.

A	B	C	D	E	F	G	H	I	
1	Partner organisation (PLEASE SELECT your org from the list)	Anyone else?	Website Link	Author / Presenter	Dissemination activity name	WHAT? (Dropdown menu)	WHO? Target audience reached	WHY? Description of the objective(s) with reference to a specific project output (max 200 characters) (in the case of EVENTS pls add: Audience size, date DD/MM/YY, venue and location)	Status of the dissemination activity
2									
3									
4									
5									
6									

A	B	C	D	E	F	G	H	I		
1	Partner organisation (PLEASE SELECT your org from the list)	Others involved	Website Link	Author / Presenter	Communication activity name (short label, as included in Tab HOW TO)	Describe the activity (in the case of EVENTS pls add: Audience size, date DD/MM/YY, venue and location)	WHO? Target audience (dropdown menu)	HOW? Communication channel (dropdown menu)	Outcome (insert key performance indicators)	Status (PLEASE SELECT from the list)
2										
3										
4										
5										
6										

## 9.2 Reporting to the European Commission

All partners must regularly report their CD activities on a joint Excel table immediately after an activity or every 3 months at the latest. Events and activities to put in the Excel in a form provided by GEO.

Based on the partners' D&C reports, GEO will make regular updates on the Funding and Tenders Portal.

**Dissemination Activities** SAVE

There is no dissemination activity for this project yet

List the dissemination activities carried out in the context of the project. Include dissemination activities mentioned in the proposal and new ones.

Dissemination Activity Name	What? Type of dissemination activity	Who? Target audience Reached	Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	Status of the dissemination activity	Actions
					<a href="#">Add Dissemination Activity</a>

**Events and Trainings** SAVE

There is no event and training for this project yet

Participant name	Description Name	Description Type	Description Area	Description Location	Description Duration (Days)	Male attendees	Female attendees	Non-binary attendees	Total attendees	Actions
										<a href="#">Add Event or Training</a>

# Annexes

## Annex 1: Draft Content Calendar January - June

### Content Calendar: Jan – June 2024, an initial draft

#### January:

1. Week 1: Introduce the REWRITE project - overview, objectives, and partners
2. Week 2: Spotlight on the intertidal soft sediment seascapes and their ecological significance.
3. Week 3: "Meet the Partners" series - Highlight a partner institution and their role in the project.
4. Week 4: Discussion on the current challenges faced by European coastal zones.

#### February:

1. Week 1: Case study of successful rewilding projects worldwide for biodiversity support.
2. Week 2: Dive into the socio-cultural aspects influencing the rewilding initiatives.
3. Week 3: Celebrate World Wetlands Day - Highlight the importance of wetlands in the context of REWRITE.
4. Week 4: Showcase testimonials from local stakeholders involved in the project.

#### March:

1. Week 1: Highlight the technological innovations utilized in the project for ecosystem restoration.
2. Week 2: Discuss the impact of climate change on European seascapes and proposed adaptation strategies.
3. Week 3: "Behind the Scenes" - Feature fieldwork and research methods used by the project.
4. Week 4: Engage the audience with a quiz or poll related to coastal ecosystems.

#### April:

1. Week 1: Focus on the role of policy and decision-makers in implementing rewilding strategies.
2. Week 2: Feature an infographic showcasing the potential benefits of rewilding for climate resilience.
3. Week 3: Highlight International Day for Biological Diversity, relating it to the project's goals.
4. Week 4: Discuss the economic aspects and benefits of nature-based solutions in coastal areas.

#### May:

1. Week 1: Present an interview or Q&A session with project leaders or researchers.

2. Week 2: Showcase art or visual representations related to intertidal soft sediment seascapes.
3. Week 3: Share success stories or milestones achieved within the project.
4. Week 4: Engage the audience with a live Q&A or webinar session about the project's progress.

**June:**

1. Week 1: Highlight the significance of community involvement and engagement in rewilding efforts.
2. Week 2: Recap of key findings or discoveries made during the project.
3. Week 3: Share a video series or short clips depicting the impact of rewilding efforts on local communities.
4. Week 4: Tease upcoming initiatives or future plans related to the project's continuation or next steps.