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SOS-ZEROPOL2030

D6.1 Communications and Exploitation Strategy and Dissemination Plan (Initial Plan)

Dissemination Level: Public

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Deliverable 6.1



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Executive Summary

The following report details the project's communication and exploitation strategy which has been designed with input from all work packages (WPs) to maximize project impact throughout the project lifecycle. This iterative document will focus on effective knowledge and information exchange between project audiences, stakeholders, and partners to support the project's extensive stakeholder engagement in WP2 and WP3 and to ensure that project findings and outputs reach relevant policy and decision makers, private sector organizations and industry and the public in an audience appropriate format.

The strategy includes a dedicated dissemination plan, which represents a live document that guides the communication and dissemination activities of the project, by identifying WP specific communication and dissemination opportunities to reach WP specific audiences (both general and specific), specifying guidelines and protocols for overall project dissemination and communication, and outlining methods that ensure the project communication is accessible for target audiences.

1. Introduction

One of the main factors in the success of projects is communications management and proper and timely distribution of information among all internal and external project stakeholders. The objective of this document is to make communication of the project clear for all consortium partners, enabling planning of the communication of all project activities and furthering the reach and impact of the project to external stakeholders. Furthermore, the document will also facilitate the dissemination and exploitation of project findings, outputs and results. This plan will be updated throughout the lifetime of the project. It will also clarify maintenance and end-of-life of diverse channels (e.g. website, social media).

The communication and exploitation strategy is an iterative support document that will be updated and adapted throughout on an ongoing basis, with direct input and cooperation from project partners and work package leads as project outputs and new information becomes available.

2. Target audiences

At the proposal stage, the project identified the below three key target groups which remain highly relevant, and correspond with the target audiences identified by the commission. In practice, some of the groups are diverse and will require some differentiation in how they are targeted by the project. As the project progresses there may also be other additional relevant target groups such as specific industry sectors and communication pathways will be adapted to engage with these as required.

Primary: Policy and decision-makers EU/Regional/National

SOS-ZEROPOL2030 seeks to target and inform EU policy focussed on the zero-pollution vision for 2050 aiming to reduce air, water and soil pollution to levels no longer considered harmful to health and natural ecosystems, that respect the boundaries with which our planet can cope, thereby creating a toxic-free environment. This vision is translated into key 2030 targets to speed up reducing pollution at source. The SOS-ZEROPOL2030 project will deliver a holistic framework to zero pollution governance that supports and facilitates a blue-green transition and to reach clean European seas. Key decision-makers in EU institutions, policy-makers in the EU parliament, and the associated stakeholders/lobbyists/influencers are therefore a primary target group. Within this group are also relevant regional and sub-regional bodies and institutions such as the regional seas conventions.

Secondary: Scientists and researchers on environmental management and chemicals

This group includes the scientific networks and communities of the partner institutions themselves as well as academics in all three project regions. It also includes other relevant regional and international research projects funded by the EU and others undertaking similar work in the field. It also includes the major scientific global and regional scientific assessment processes, as well as working groups and expert panels linked to these.

Several Horizon 2020 and Horizon Europe projects which are currently running are relevant to SOS-ZEROPOL2030, namely:

- EURION, a cluster of eight projects (ATHENA, EDCMET, ENDpoiNTs, ERGO, FREIA, GOLIATH, OBERON, and SCREENED) focusing on improved identification of endocrine disruptors, which started in 2019;
 - <https://eurion-cluster.eu/>
- CUSP, a cluster of five projects (AURORA, Imptox, Plasticheal, PlasticsFatE and POLYRISK) researching the impact of micro- and nanoplastics on human health, which started in 2021;
 - <https://cusp-research.eu/about/>
- ASPIS, a cluster of three projects (RISK-HUNT3R, PrecisionTox, and ONTOX) working on animal-free safety assessment of chemicals, which started in 2021;
 - <https://www.aspis-cluster.eu>
- EHEN, a cluster of nine projects (Athlete, EPHOR, Equal-Life, Eximious, Expanse, HEAP, HEDIMED, LongITools, and Remedia) focusing on the exposome and addressing issues such as exposures to air quality, noise, chemicals, urbanisation, etc., and health impacts, which started in 2020;
 - <https://www.humanexposome.eu/>
- PROMISCES, SCENARIOS, and ZeroPM, projects resulting from the 'Zero pollution, toxic-free environment' topic in the Horizon 2020 Green Deal call, addressing mobile and persistent chemicals and chemical mixtures, which started in 2021;
 - <https://cordis.europa.eu/project/id/101036449>
 - <https://cordis.europa.eu/project/id/101037509>
 - <https://cordis.europa.eu/project/id/101036756>
- TUBE and ULTRHAS, projects arising from the Horizon 2020 topic 'Reducing the health impact of transport emissions', addressing the impact of different transport modes, fuel technologies and the emission of ultrafine particles responsible for adverse health effects, which started in 2019 and 2021 respectively.
 - <https://cordis.europa.eu/project/id/814978>
 - <https://cordis.europa.eu/project/id/955390>
- CARES and NEMO, projects working on enforcing legislation by measuring real-world vehicle emissions in urban environments, detecting, for instance, vehicles whose pollution and noise control systems have been tampered with, which started in 2019 and 2020 respectively;
 - <https://cordis.europa.eu/project/id/814966>
 - <https://cordis.europa.eu/project/id/860441>
- MODALES project showing how driving behaviour affects emissions from different sources – engine, brakes and tyres – enabling cities to develop education and urbanistic programmes to reduce emissions, which started in 2019;
 - <https://cordis.europa.eu/project/id/815189>
- ECORISK2050 (Effects of global change on the emission, fate, effects and risks of chemicals in aquatic ecosystems) focuses on future conditions that will affect

emissions, environmental transport pathways and the environmental fate of chemicals, and thus affect the exposure of the natural environment to chemicals. It aims to assess how the transport and fate of chemicals will change, identify potential adaptation and mitigation strategies, and develop tools for industry and policymakers.

- <https://cordis.europa.eu/project/id/813124>
- SHARED GREEN DEAL, which will build a transnational network of policy stakeholders to shed light on the social and human factors necessary for achieving responsible and fair implementation of the European Green Deal. The project will incorporate lessons from six sets of social experiments on priority topics, each conducted across four Member States. Findings will address behavioural change, public trust and buy-in, and society's long-term commitment to the European Green Deal
 - <https://cordis.europa.eu/project/id/101036640>
- SYMBIOREM, which will develop 12 bio-based technologies and strategies as modular solutions to enhance bioremediation efficiency, use secondary inputs and valorise residues and contaminants. The solutions will target the four most common pollutants of soil and groundwater in Europe as well as mixed contamination, eutrophication, organic micropollutants and microplastics.
 - <https://cordis.europa.eu/project/id/101060361>
- BlueMissionBANOS The project will support Mission Ocean's implementation in the Baltic and North Sea by organising case study to identify pathways forward for the Mission objectives and engage with citizens on contributing to the transition towards the carbon-neutral, circular sustainable blue economy.
<https://cordis.europa.eu/project/id/101093845>
- PREP4BLUE, which aims to develop the co-creation and co-implementation R&I modalities required to achieve the objectives of the EU Mission 'Restore our Ocean and Waters' and to prepare the ground for inspiring and engaging citizens and stakeholders, and which started in 2022;
 - <https://cordis.europa.eu/project/id/101056957>

SOS-ZEROPOL2030 will also reach out to the working groups of the EU (Marine Strategy Framework Directive, Water Framework Directive and other relevant Directives) and Regional Seas Conventions (Convention for the Protection of the Marine Environment of the North-East Atlantic - OSPAR, Black Sea Commission – BSC, and the Programme for the Assessment and Control of Marine Pollution in the Mediterranean – MED POL) working on the topics of the SOS-ZEROPOL2030 (Eutrophication, Hazardous Substances, Marine Litter and Noise).

Furthermore, the SOS-ZEROPOL2030 project will inform the EU chemicals legislation via newsletters to contacts in European Chemicals Agency¹, Joint Research Centre and the European Environment Agency and other relevant agencies to ensure a high level of protection of human health and the environment.

Tertiary: Interested non-academic public incl. consumers and younger audiences (8+)

As the project is focused on pollutants that are of concern to public health, several of the deliverables will be of public interest and, not least, benefit from consultation with relevant sectors and stakeholder groups (e.g. through the Living Labs). This includes consumer associations, homeowners (PFAS), car owners (TWP), and others. The project will benefit from engaged participants to ensure the proposed pathways for a blue-green transition are representative, just, fair, and balanced. Young populations (age 8+) will also be engaged through the Zero Pollution Online Hub.

Overall key message

Pollution harms our health and our environment. Most Europeans support action against pollution: protecting the environment is cited as very important and pollution as the most important environmental problem after climate change. It is the largest environmental cause of multiple mental and physical diseases and of premature deaths, especially among children, people with certain medical conditions, and the elderly. In the EU, every year, pollution causes 1 in 8 deaths. In addition to affecting people's health, pollution is one of the main contributors to biodiversity loss. It reduces the ability of ecosystems to provide services such as carbon sequestration and decontamination.

The public health, environmental, moral, and socio-economic case for the EU to lead the global fight against pollution is today stronger than ever. To build a Healthy Planet for All, the European Green Deal calls for the EU to better monitor, report, prevent and remedy air, water, soil and consumer products pollution, among other things. Now is the time to be ambitious, to deliver on people's legitimate aspirations to have their health, environment and livelihoods protected – and to make peace with our planet.

Let's get to zero pollution in European Seas, here is how!

¹ Particularly teams involved in the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) and Classification, Labelling and Packaging (CLP) regulation.

3. Communication tools and channels

3.1. Internal communication

3.1.1. Teams group

A collaborative space for the SOS-ZEROPOL2030 project has been set up on Microsoft Teams, allowing project partners to collaborate and communicate via a secure common collaboration platform. It will be developed and populated throughout the project to respond to the consortium needs.

The Teams group also serves as a document repository for the project. All documents related to the project, not open and intended for the public, will be uploaded into the filing structure of the Teams group, this includes the Grant Agreement, project deliverables, presentations from various meetings, and meeting minutes. The Work Package Leads are expected to ensure that their folders are up to date and navigable.

3.1.2. Email

For efficient intra-project communication, e-mail lists have been constructed by the University College Cork as follows:

- Partner list
- WP leads

The mailing lists are available in the Teams group via [Documents tab -> WP1 Project Coordination -> Consortium Contact List](#) and can be used by each partner to facilitate and communicate directly with members of each group.

3.1.3. Internal meetings

Steering Group meetings are attended by Work Package (WP) Leads to monitor the project progress and are organized every three months. Minutes of these meetings will be prepared and stored in the Teams group accessible to all project partners.

The project consortium will meet regularly once per year in General Assembly (held in September/October each year). The General Assembly is the decision-making body of the consortium formed by the Steering Group and at least one representative from each project partner. The General Assembly meets annually to monitor overall progress and to approve any relevant decisions (e.g. changes to the consortium or research direction).

Ad hoc consortium / WP meetings will be organized upon the initiation of the coordinator or a WP leader at the appropriate time and/or follow their own schedule. Minutes and presentations from these meetings will also be available to all project partners via the Teams channel and stored in subfolders for each WP.

3.2. External communication

3.2.1. Visual identity and templates

The logo, website, and all other products stemming from the project will adopt the visual identity that has been defined by GRID-Arendal from the onset and include the EU funding acknowledgement. Logo and PPT templates can be found in the Teams group via the [Documents tab -> WP6 Communication and Dissemination -> D6.3 Project Logo and PPT Template](#).

3.2.2. Project website

The project website is available at www.soszeropol2030.eu and serves to keep target audiences informed throughout the project lifecycle. The website is the central point of entry for information on the project and its outputs. The website features a high-level description of the project and will contain regular updates on the project outputs, such as resources and links to scientific publications, data products, public reports, general information, and news items. It features a number of static pages (i.e. Home, About, News) that provide an overview of the project aims, objectives, and administrative information and will be modified to include additional project outputs as they become available (i.e. Publications, Multimedia etc.). The website is managed by GRID-Arendal. All partners are responsible for delivering content to the website.

3.2.3. Social media presence

The project's goal of using social media is to reach out to different target groups and increase awareness of the project as well as to increase uptake of the project's results.

Channels: Twitter, LinkedIn, Facebook and YouTube

Target groups for social media:

- **Twitter** – policy makers and scientists in Europe and globally working on environmental issues. General public.
- **LinkedIn** – professionals working in the sectors relevant for pollution issues, including industry.
- **Facebook** – organizations working regionally on pollution issues; engaged citizens.
- **YouTube** – all interested groups.

The need for presence on other platforms (e.g. Mastodon) will be considered in due course.

SOS-ZEROPOL2030 has established and maintains a presence on leading social media channels and our strategy focuses on disseminating messages through pre-existing social media accounts of partner institutions and individual researchers. The best way to reach our target audiences is by taking advantage of the social media followings that SOS-ZEROPOL2030 partners have already built up. Many partner institutes have tens of thousands of loyal followers. A single project is unlikely to build up such an audience over a four-year timeframe, but we can still reach large audiences by collaborating with partners who can amplify our messages.

The success of SOS-ZEROPOL2030's social media strategy requires the active participation from partners. GRID-Arendal will take the lead on developing social media accounts and messages. All partners will participate in dissemination.

To ensure that partner institutions and others share the SOS-ZEROPOL2030 messages, the strategy will be to make high-quality products for social media rather than daily updates. This will also increase the chance of wide sharing by the targeted groups.

3.2.4. Media package

GRID-Arendal has produced a media package containing background information, key graphics and a press release template, all of which is meant for the use by project partners when engaging with the media. The media package is available in the Teams group via the [Documents tab -> WP6 Communication and Dissemination -> D6.4 Media Package](#) and will be continuously updated so that it reflects the most current information about the project.

3.2.5. Participation in national, regional, and international fora

SOS-ZEROPOL2030 partners are frequently involved in a variety of international fora and conferences. In presenting at these fora, the project partners are encouraged to use the SOS-ZEROPOL2030 visual identity (see section on visual identity for link to Logo and PPT template) and to communicate on the project as a whole.

3.2.6. Guidelines for peer-reviewed publications and authorship

Modern research builds on extensive scientific dialogue and advances by improving earlier work. The EU 2019-2024 strategic agenda and the Horizon Europe Strategic Plan 2021-2024 underlines the central role of knowledge and innovation in generating growth. To achieve both uptake of results and recommendations, and also increasing use of data collected from citizens, the SOS-ZEROPOL2030 project aims to publish a number of research articles, ensuring that the knowledge is preserved in the long term.

Building on the open access policy of Horizon 2020 projects, the Horizon Europe programme goes further in mandating open access to research data by default, yet according to the principle 'as open as possible, as closed as necessary'. Horizon Europe requires immediate open access to all scientific publications and responsible research data management so that data are **Findable, Accessible, Interoperable and Re-usable (FAIR)** (see [Factsheet on Horizon Europe open science](#)).

The policy on open access is translated into specific requirements in the Model Grant Agreement. Therefore all publications will be made available via Open-Access in various leading scientific journals (Gold OA). The bibliographic metadata will be included to make it easier to find publications and ensure that EU funding is acknowledged. Information on EU funding will therefore be included as part of bibliographic metadata so that Horizon Europe can be properly monitored, statistics produced, and the programme's impact assessed.

The full list of SOS-ZEROPOL2030-derived scientific publications, including research papers and conference abstracts, will be made available on the project website.

Target group: Academia

3.2.7. European Union standards for acknowledgement of funding mechanism

Article 17 in the Grant Agreement stipulates requirements for Communication and Dissemination activities to promote the project. The following is of utmost importance when planning any such activities:

- Before engaging in a communication or dissemination activity expected to have a major media impact, the project partners must inform the EU. Please contact the Project Coordinator at UCC in such cases.
- Any communication activities related to the project, dissemination activities or major results funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). The most used logo and funding statement can be found in the Teams group under the Documents tab -> WP6 Communication and Dissemination -> D6.1 Communication and Exploitation Strategy and Dissemination Plan -> EU Funding Acknowledgement. Applicable logos are found here. In case of need for other versions of the logo and funding statement, they can be found on [this website](#). Please note the following guidance:
 - 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 communication or dissemination of project activities, the emblem may be used without first obtaining approval from the EU. However, please consult the Project Coordinator to ensure that the funding acknowledgement is in line with the appropriate standards.
- Any communication or dissemination activity 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. The European Union cannot be held responsible for them."*

3.2.8. Promotional materials

A suite of selected promotional materials to include posters, flyers, brochures and/or roll-ups will be developed to support outreach to broad target groups, e.g. conferences and exhibitions. The materials will give brief overview of the project, illustrate key aspects and be made available in other languages as required in order to support local engagement. Target group: all. Selected items may be tailored to specific groups. Where relevant, promotional materials will be made available on the project website.

3.2.9. Visual products and story maps/policy briefs

- SOS-ZEROPOL2030 visual products (infographics and project fact sheets) will be developed to cover the four priority pollutants (nutrients, chemical contaminants,

microplastics, underwater noise). We will develop the graphic using Drivers, Pressures, States, Impacts, Response (DPSIR) or Drivers, Pressure, State, Exposure, Effect, Action (DPSEEA) approach. Target group: all

- SOS-ZEROPOL2030 interactive story maps will be developed to support work in the regions (Mediterranean, North East Atlantic & Black Sea) with a focus on the two case studies (PFAS and/or TWP). Target group: all
- A 2-3-page policy brief will be produced that will include policy recommendations from other relevant deliverables (i.e. WP5)
- A Roadmap is planned (D5.5) that should visualise the steps needed as well as related challenges, barriers and opportunities including major milestones towards reaching zero pollution in European Seas. This will be developed in close collaboration with WP6 utilizing TimelineJS open-source software. Target groups: all.

3.2.10. Newsletter

SOS-ZEROPOL2030 will be distributing an electronic newsletter on an annual basis. The newsletter informs about the project's highlights, achievements and news from the consortium. It will be subscription-based, thus it is being distributed to a wide range of audiences from policy to general public. The SOS-ZEROPOL2030 newsletter will be specifically designed to align with the project visual identity, while the content will be structured consequently and presented in an engaging way. All the distributed newsletters will be made available on the website. Target group: all

3.2.11. Project videos

The SOS-ZEROPOL2030 YouTube channel, as well as the video section on the project's website, store all produced materials featuring various workshop recordings, attendance at TV interviews and specifically tailored footage. All the materials public. Target group: all interested groups.

3.3. Dissemination responsibilities per work package

Annex 1 provides an overview of all dissemination responsibilities per work package, incl. their target audiences and communication channels.

4. Measuring success

GRID-Arendal will take the overall lead in collecting important statistics and key performance indicators on Communication and Dissemination, while partners are all responsible for tracking information and providing input on their own activities.

Key Performance Indicator	Specific Indicator	Responsibilities
KPI 1: Policy impact	Appearance or mention of SOS-ZEROPOL2030 results or recommendations in policy documents and/or documents informing policy processes at the EU level	All partners responsible for monitoring where relevant, GRID-Arendal will collate
KPI 2: Collaboration and synergies	Number of partners external to the consortium engaged in activities led by or co-organized by SOS-ZEROPOL2030 Collaboration with other EU projects/ Horizon Europe	All partners responsible for monitoring where relevant, GRID-Arendal will collate
KPI 3: Online communication reach and social media footprint	Number of website pageviews over a given time period Most read news items Location of users	GRID-Arendal
	Number of downloads of information products, estimated readership	GRID-Arendal
	Number of posts, their engagement rate, impressions, link clicks for social media	GRID-Arendal
KPI 4: Events/conferences	Number of people attending events where presentations on SOS-ZEROPOL2030 are given, broken down by target audiences	All partners responsible for gathering estimates of number of people attending events (in person or online), collated by GRID-Arendal

Annexes

Annex 1: Project DEC deliverables and channels

Deliverable type	Audience to be reached	Responsible	Planned date	Channel
Work Package 2: Zero Pollution Governance				
In-depth overview of gaps between the current and desired environmental state (report)	Scientific and Research Community, environmental decision makers, environmental monitoring community	VLIZ (D2.1)	30 Apr 2023	Website, social media, EU research projects
Overview (report) of the existing governance landscape and the constraints and best practices of current governance efforts to achieve zero pollution for the selected priority pollutants	Scientific and Research Community, environmental decision makers,	WU (D2.2)	30 Nov 2023	Website, social media
Stakeholder survey results	Scientific and research community, stakeholders and policy makers	Univie (D2.3)	30 Nov 2023	Website, social media, scientific journals
Work Package 3: Zero Pollution Living Labs				
“Living Labs”: reporting on a regional set of challenges, best practices and future opportunities on integrated case study assessments	Scientific and Research Community. Mediterranean, North East Atlantic, Black Sea policymakers, Relevant sectors and stakeholder groups.	WU (D3.1)	30 Nov 2024	Website, social media, news
SWOT analysis of 3 regional living labs based on	Scientific and Research Community.	WU (D3.2)	31 Aug 2025	Website, social media, news

Deliverable type	Audience to be reached	Responsible	Planned date	Channel
exploratory scenarios and the integrated case study assessment in the first round of the regional living labs.	Mediterranean, North East Atlantic, Black Sea policymakers, relevant sectors and stakeholder groups.			
Peer Reviewed Publication on the Living Lab methodology	Scientific and Research Community	WU (D3.3)	31 Aug 2025	Scientific journal, social media, European Commission free services
Work Package 4: Integrated Case Study Pollutant Assessments				
Knowledge and outcomes from T4.1-T4.4 summarised in the 'integrated analysis' section of the individual case study pollutant template	Internal use primarily as a way of transferring summarised knowledge from WP4 to end users within the project. Can be made publicly available in this form to interested parties and could be included as annexes to documents utilising the content for other dissemination and communication activities (e.g. reports).	SO (D4.1)	30 Jun 2024	Internal documents (most likely word)
Peer Reviewed Publication(s) on the Analysis (PFAS/TWP)	Scientific and Research Community	SO – GRIDA – VLIZ - WUR	31 Aug 2025	Scientific journal, social media, European

Deliverable type	Audience to be reached	Responsible	Planned date	Channel
				Commission free services
Reports for each region on obstacles and best practices, case studies	Policymakers, Mediterranean, North East Atlantic, Black Sea policymakers, relevant sectors and stakeholder groups.	SO (D4.2)		Website, events, news
Knowledge and outcomes from T4.5 (scenarios)	Regional scientific and research communities, regional policy makers, regional stakeholders	WU (D4.3)	31 Aug 2025	Living Labs
Case study pollutant factsheets (Integrated Analysis and Scenario Development)	Policymakers, scientists, researchers, media.	SO (D4.4)	31 Aug 2025	Website, social media, news, events
Work Package 5: Zero Pollution Accelerator				
Strategic Zero Pollution Framework report	Policy-makers & decision-makers at EU level, at Regional Seas level and national level, scientists & researchers, civil society organizations, the business sector, the media.	RIFS (D5.1)	28 Feb 2026	Website, events, social media, news
Tyre wear particles specific guidance to zero pollution in our seas report	Policy-makers & decision-makers at EU level, at Regional Seas level and national level,	MIO-ECSDE (D5.2)	30 Jun 2026	Website, events, social media, news

Deliverable type	Audience to be reached	Responsible	Planned date	Channel
	scientists &, researchers, civil society organizations, the business sector, the media.			
Perfluoroalkyl and Polyfluoroalkyl Substances (PFAS) specific guidance to zero pollution in our seas	Policy-makers & decision-makers at EU level, at Regional Seas level and national level, scientists &, researchers, civil society organizations, the business sector, the media.	MIO-ECSDE (D5.3)	30 Jun 2026	
Practical Guidance towards zero pollution in our seas for different types of pollutants	Policy-makers & decision-makers at EU level, at Regional Seas level and national level, scientists &, researchers, civil society organizations, the business sector, the media.	MIO-ECSDE (D5.4)	31 Aug 2026	
SOS-ZEROPOL2030 Roadmap	Policy-makers & decision-makers at EU level, at Regional Seas level and national level, scientists &, researchers, civil society organizations, the business	MIO-ECSDE (D5.5)	30 Jun 2026	Website, social media

Deliverable type	Audience to be reached	Responsible	Planned date	Channel
	sector, the media.			
Zero-pollution parliament outlining the EU scenario to achieve zero pollution	Policy-makers & decision-makers at EU level, at Regional Seas level and national level, scientists &, researchers, civil society organizations, the business sector, the media.	WU (D5.6)	28 Feb 2026	Meetings, website, news
Work Package 6: Communication and Dissemination				
Project video	All	GRID-Arendal (D6.3)	30 Apr 2023	Website, social media
Media Package	Project partners and Media	GRID-Arendal (D6.4)	31 Dec 2022	
Promotional materials	All	GRID-Arendal	31 Aug 2023	TBC
Yearly newsletters	Project partners and collaborators, participants at meetings (living labs)	GRID-Arendal (D6.5)	31 Aug 2023/4/5/6	Mailing list, website
SOS-ZEROPOL Visual Products (infographics and project fact sheets) will be developed to cover the four priority pollutants (nutrients, contaminants, microplastics, underwater noise).	all relevant segments of the public, industry, policy makers	GRID-Arendal (D6.6)	31 Aug 2023/4, 31 Oct 2025	Website, social media, meetings (living labs)
SOS-ZEROPOL Interactive story maps will be developed for each region	all relevant segments of the public, industry, policy makers	GRID-Arendal (D6.7)	31 Aug 2023/4, 31 Oct 2025	Website, social media, meetings (living labs)

Deliverable 6.1

Deliverable type	Audience to be reached	Responsible	Planned date	Channel
(Mediterranean, North East Atlantic & Black Sea) with a focus on the 2 case studies (PFAS and/or TWP)				
2-3-page policy brief to include policy recommendations from other relevant deliverables (i.e. WP5)	Policy makers	GRID-Arendal (D6.7)	28 Feb 2026	Website, social media, zero-pollution parliament
Zero-Pollution online Hub	Young populations (age 8+)	UCC (D6.8)	28 Feb 2025	Website

Annex 2: Register of outreach activities undertaken by partners

Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
PAST ACTIVITIES						
Press Release	September 2022	Online	Press release promoting the launch of the SOS-ZEROPOL2030 project <u>Link</u> https://www.marei.ie/sos-zeropol2030-seeks-to-guide-the-process-towards-achieving-zero-pollution/	Public, Scientific Community, funders etc.	UCC	NA
Press Release	September 2022	Online	Press release promoting the launch of the SOS-ZEROPOL2030 project <u>Link</u> https://mio-ecsde.org/project/sos-zeropol2030/	Public, Scientific Community, funders etc.	MIO-ECSDE	NA
Press Release	28 th September 2022	Online	Press release promoting the launch of the SOS-ZEROPOL2030 project <u>Link</u> https://www.sintef.no/en/projects/2022/source-to-seas-zero-pollution-2030/	Public, Scientific Community, funders etc.	SINTEF	NA
Social Media Launch	September 2022	Online	- Twitter - LinkedIn - Facebook	Public, Scientific Community, funders etc.	GRID-Arendal	NA
Web-story	4 th October 2022	Online	Web-story promoting the launch of the SOS-ZEROPOL2030 project <u>Link</u> https://www.grida.no/news/98	Public, Scientific Community, funders etc.	GRID-Arendal	NA
Website Launch	16 January 2023	Online	https://soszeropol2030.eu/	Public, Scientific Community, funders etc.	GRID-Arendal	NA
Conference attendance	15 th November 2022	Online	Black Sea Connect Marine Litter Action Forum – Kathrin Kopke was invited to present on the SOS-ZEROPOL2030 project.	Scientific Community, Policy and decision	UCC, BSNN	100

Deliverable 6.1

Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
			BSNN partners also in attendance.	Makers and Funding Bodies		
Conference attendance	25 th November 2022	Cork, NMCI	Mission “ Restore our Oceans and Waters by 2030 ” Atlantic-Arctic Lighthouse event.	Scientific Community, Policy Makers, Government	UCC	100
FUTURE ACTIVITIES						
Conference attendance	22-23 November 2023	Reykjavik, Iceland	Arctic Plastic Symposium	Scientific Community, Policy and decision makers	GRID-Arendal (Thomas Maes), SO (Andy Booth)	
Conference attendance and presentation	30 April to 4 May 2023	Dublin, Ireland	SETAC	Scientific Community	GRID-Arendal (Thomas Maes), SO (Andy Booth)	
Conference attendance	20 May 2023	Brest, France	EU Maritime Day	Professionals from businesses, governments, public institutions, NGOs and academia	GRID-Arendal (Thomas Maes)	
Expert group	05-09 June 2023	Faial, Azores, Portugal	ICES working group on marine litter (WGML)	Pollution experts	GRID-Arendal (Thomas Maes); VLIZ (Lisa Devriese); SO (Andy Booth)	30
Invited key note at conference	23-26 April 2023	Cheshire, UK	HPRG 2023 Conference: Polymers and Water	Industry	SO (Andy Booth)	
Conference attendance	25/26 th April 2023	Hamburg, Germany	Mission “ Restore our Oceans and Waters by 2030 ” Baltic and North Sea Lighthouse event.	Funding bodies, Scientific community,	SO (Emily Cowan)	200

Deliverable 6.1



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
				Policy makers		

Deliverable 6.1



Annex 3: Log of posts on digital platforms

Date posted	Account	Link to post	Engagement rate	Impressions	Link clicks
Twitter					
26/09/2022	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1574333557358608385	5.5%	6071	108
18/11/2022	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1593569777246691329/photo/1	10%	2072	77
23/11/2022	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1595324761860702209	6,4%	884	28
02/12/2022	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1598629066512424961	7,9%	539	21
15/12/2022	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1603359372167581696/	5%	110	1
16/01/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1614914209816485888/	7.2%	1207	19
LinkedIn					
12/15/2022	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7009126125549314048	18.14%	204	24
1/16/2023	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7020676320594399232	13.04%	437	20
Facebook					