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SOS-ZEROPOL2030

D6.9 Communications and Exploitation Strategy and Dissemination Plan

Public

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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 four project regions: The Northeast Atlantic, Baltic, Black, and Mediterranean Seas. 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, LongTools, 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, The Baltic Marine Environment Protection Commission (Helsinki Commission, HELCOM) 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.

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 on Microsoft Teams, allowed project partners to collaborate and communicate via a secure common collaboration platform. Throughout the project it was continuously developed and populated to respond to the consortium needs.

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

The project consortium met 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 to monitor overall progress and to approve any relevant decisions (e.g. changes to the consortium or research direction).

Ad hoc consortium / WP meetings were 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 were made 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 adopted 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 was regularly updated 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.

The project website will remain online for two years after closure of the project. During this duration the website will not be updated, but project resources will remain accessible. Refer to section 3.2.12 on legacy of the project and how resources will remain available after closure of the website.

3.2.3. Social media presence

Social media was utilized 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.

SOS-ZEROPOL2030 has established and maintained a presence on leading social media channels and our strategy focused 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 already have. Many partner institutes have tens of thousands of loyal followers. Project partner accounts were therefore always tagged to ensure collaboration and reposting to increase reach and engagement with the content.

The success of SOS-ZEROPOL2030's social media strategy has been participation from partners. GRID-Arendal managed the development and content of SOS-ZEROPOL2030's social media accounts and messages. All partners participated 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 created a media package containing background information, key graphics and a press release template, all of which supported 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](#)

3.2.5. Participation in national, regional, and international fora

SOS-ZEROPOL2030 partners frequently participated in a variety of international fora and conferences. In presenting at these fora, the project partners used the SOS-ZEROPOL2030 visual identity (see section on visual identity for link to Logo and PPT template) and were encouraged 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 can be accessed on the project website.

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. Partners were requested to follow the these rules when it comes to communication and dissemination activities:

- Before engaging in a communication or dissemination activity expected to have a major media impact, the project partners must inform the EU, as well as the Project Coordinator at UCC.
- 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 is filed in 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, partners were directed to [this website](#). Partners were guided on the following:
 - 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 were developed to support outreach to broad target groups, e.g. conferences and exhibitions. The materials give a brief overview of the project, illustrate key aspects and were made available in other languages as required to support local engagement. 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) were developed to cover the four priority pollutants (nutrients, chemical contaminants, microplastics, underwater noise). The graphic uses the Drivers, Pressures, States, Impacts, Response (DPSIR) or Drivers, Pressure, State, Exposure, Effect, Action (DPSEEA) approach.

- SOS-ZEROPOL2030 interactive story maps were 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).
- A 2-3-page policy brief was produced with policy recommendations from other relevant deliverables (i.e. WP5)
- A Roadmap (D5.5) visualises the steps needed as well as related challenges, barriers and opportunities including major milestones towards reaching zero pollution in European Seas. This has been a close collaboration with WP6 utilizing the python-based open-source software Dash.

3.2.10. Newsletter

Throughout the SOS-ZEROPOL2030 project a newsletter distributed annually, informed about the project's highlights, achievements and news from the consortium. The newsletter was subscription-based, enabling distribution to a wide range of audiences from policy to general public. Multiple national and European policymakers subscribed and were therefore updated on the project's reports and publications. All the distributed newsletters are made available on the website, and [are accessible here](#).

3.2.11. Project videos

The SOS-ZEROPOL2030 project produced a project video, introducing the project in the early stages of the project. It is stored on the SOS-ZEROPOL2030 YouTube channel, as well as the project website.

3.2.12. Legacy of the project

All SOS-ZEROPOL2030 deliverables are made discoverable via the [Integrated Marine Information System \(IMIS\)](#) operated and managed by Vlaams Instituut voor de Zee (VLIZ). It related to their [Marine Data Archive](#), through which SOS-ZEROPOL2030 data management is facilitated through a task in Work Package 1, led by VLIZ.

After the review process by external reviewers, documents will also be accessible on [CORDIS](#).

The project website will live on for two years after closure of the project for accessing project resources. Social media channels will remain online, but will not be managed or updated after closure of the project.

3.2.13. Monitoring impact after project completion

The formal implementation period of SOS-ZEROPOL2030 concludes in August 2026. Following project closure, no dedicated Horizon Europe funding is available to support systematic impact monitoring or reporting by the consortium. Consequently, the consortium cannot commit to coordinated post-project monitoring activities beyond the funded project period.

Nevertheless, the long-term impact of SOS-ZEROPOL2030 can continue to be assessed through a combination of existing European Commission monitoring mechanisms, open repositories and voluntary contributions from project beneficiaries.

Where feasible, consortium partners are encouraged to:

- Maintain public access to project outputs through Zenodo, institutional repositories and project websites;
- Continue promoting project results through ongoing research, policy engagement, scientific publications, teachings and university courses, and participation in relevant Member State, European and international initiatives;
- Reference SOS-ZEROPOL2030 outputs in follow-up projects and policy processes where appropriate;
- Notify the project coordinator of significant post-project impacts, such as policy uptake, major follow-on projects or notable implementation of project recommendations.

Many indicators of long-term impact can also be monitored independently through existing platforms, including:

- Scientific citations and publication metrics;
- Downloads and reuse statistics from Zenodo and other repositories;
- References to project outputs in policy documents, standards, teachings, and guidance;
- Follow-on Horizon Europe and other funded projects building upon SOS-ZEROPOL2030 results;
- Uptake of project tools, guidance and datasets by stakeholders.

Should additional funding become available through future European or national programmes, the consortium may consider establishing a dedicated post-project impact assessment, including a consolidated impact report approximately four years after project completion. Such activities would be subject to separate funding and governance arrangements.

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 channel.

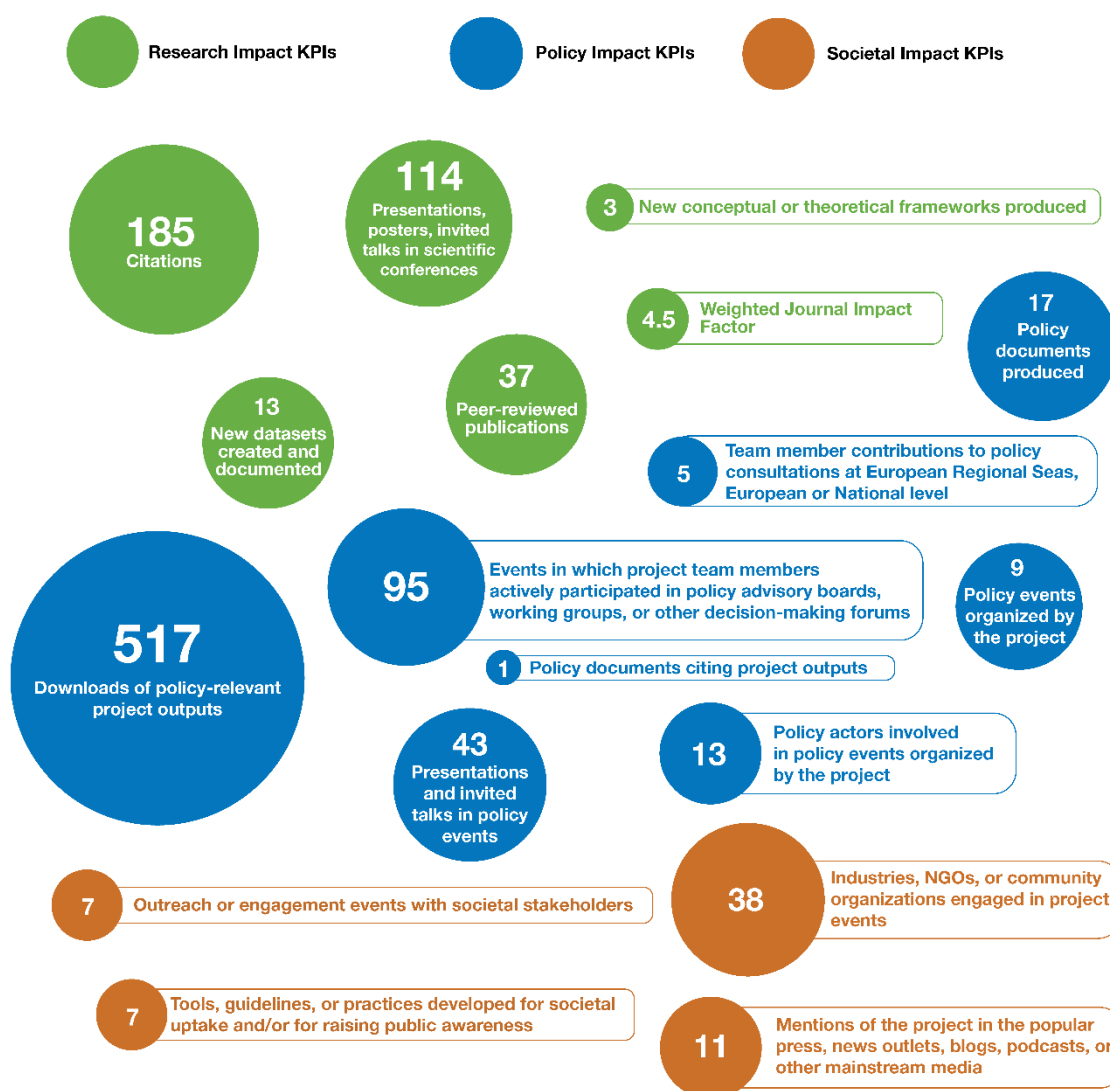
4. Measuring success

GRID-Arendal will take the overall lead in collecting important statistics and key performance indicators (KPIs) on Communication and Dissemination, while partners are all responsible for tracking information and providing input on their own activities. See Annex 3 for a log of the key performance indicators captured in table below.

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

5. Additional tracking of impact the project

At the request of the EU Project Officer during the RP2 review process, it was decided to gather impact reporting KPIs beyond what was planned for outreach. The following key performance indicators were developed by project partners to capture the project's impact. It is important to note that some metrics will only be able to be captured after the project has officially closed.



See Annex 4 for a log of the research, policy and societal impact KPI details.

6. 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	WU (D3.1)	30 Nov 2024	Website, social media, news

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Deliverable type	Audience to be reached	Responsible	Planned date	Channel
	stakeholder groups.			
SWOT analysis of 3 regional living labs based on exploratory scenarios and the integrated case study assessment in the first round of the regional living labs.	Scientific and Research Community. Mediterranean, North East Atlantic, Black Sea policymakers, relevant sectors and stakeholder groups.	WU (D3.2)	31 Aug 2025	Website, social media, news
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	SO (D4.1)	30 Jun 2024	Internal documents (most likely word)

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Deliverable type	Audience to be reached	Responsible	Planned date	Channel
	activities (e.g. reports).			
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 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

Deliverable 6.9

Deliverable type	Audience to be reached	Responsible	Planned date	Channel
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, scientists &, researchers, civil society organizations, the business sector, the media.	MIO-ECSDE (D5.2)	30 Jun 2026	Website, events, social media, news
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	MIO-ECSDE (D5.5)	30 Jun 2026	Website, social media

Deliverable 6.9

Deliverable type	Audience to be reached	Responsible	Planned date	Channel
	level and national level, scientists &, researchers, civil society organizations, the business 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	All
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,	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)

Deliverable 6.9

Deliverable type	Audience to be reached	Responsible	Planned date	Channel
microplastics, underwater noise).				
SOS-ZEROPOL Interactive story maps will be developed for each region (Mediterranean, North East Atlantic & Black Sea) with a focus on the 2 case studies (PFAS and/or TWP)	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)
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

Deliverable 6.9



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 - C	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 C	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 - C	September 2022	Online	Press release promoting launch of the SOS-SEROPOL2030 project and the GRID-A research and communications contribution to it. <u>Link</u> https://www.grida.no/activities/870	Public, Scientific Community, funders etc.	GRID-A	NA
Press Release - C	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

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
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
Conference attendance – D & C	15 th November 2022	Online	Black Sea Connect Marine Litter Action Forum – Kathrin Kopke was invited to present on the SOS-ZEROPOL2030 project. BSNN partners also in attendance.	Scientific Community, Policy and decision Makers and Funding Bodies	UCC, BSNN	100
Conference attendance - C	25 th November 2022	Cork, NMCI	Mission “ Restore our Oceans and Waters by 2030 ” Atlantic-Arctic Lighthouse event.		UCC	100
Website Launch	16 January 2023	Online	https://soszeropol2030.eu/	Public, Scientific Community, funders etc.	GRID-Arendal	1,300
Guest Lecture - C	2 February, 2023	Trondheim, Norway	Guest Lecture for Norwegian University of Science and Technology (NTNU) Polymer Chemistry Course	Scientific Community	Andy Booth (SO)	25
Presentation at - C	11 April, 2023	Switzerland	“Microplastic fibres from textiles: emission routes, transport and environmental fate processes”. 82nd LCA Discussion Forum - Addressing the issue of plastic pollution: status quo and the way forward	Scientific Community	Andy Booth (SO)	100
Invited key note at conference - C	23-27 April 2023	Manchester, UK	Degradation of plastic materials in the natural environment: mechanisms, importance and implications. High Polymer Research Group 61st Conference: Polymers in Water	Industry	SO (Andy Booth)	200
Conference attendance - C	25/26 th April 2023	Hamburg, Germany	Mission “ Restore our Oceans and Waters by 2030 ” Baltic and North Sea Lighthouse event.	Funding bodies, Scientific	SO (Emily Cowan)	200

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
				community, Policy makers		
Conference attendance	30 April to 4 May 2023	Dublin, Ireland	SETAC	Scientific Community	SO (Andy Booth)	
Publication - P	May 2023	Online	Sørensen, L., Farkas, J., Øverjordet, I.B., Hansen, B.H. (2023). In situ biomonitoring using caged lumpfish (<i>Cyclopterus lumpus</i>) eggs reveal plastic and rubber associated chemicals in a harbour area in Central Norway. Journal of Toxicology and Environmental Health, Part A 2023 ;Volume 86.(12) p. 397-403 http://dx.doi.org/10.1080/15287394.2023.2209113	Scientific Community	SINTEF Ocean (Lisbet Sørensen)	4
News-story – C & D	16 May, 2023	Online	News-story on ZEROPOL website about D2.1 report https://soszeropol2030.eu/?page_id=27869	Public, Scientific community, funders, policymakers etc.	GRID-Arendal	NA
News-story – C & D	17 May, 2023	Online	VLIZ published news-story about D2.1 report (English) Links https://www.vliz.be/en/news?p=show&id=9203 https://www.vliz.be/en/news/how-realistic-eus-ambition-achieve-zero-pollution-marine-waters-under-current-legislation	Public, Scientific community, funders, policymakers etc.	VLIZ	NA

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
News-story - C	17 May, 2023	Online	VLIZ published news-story about D2.1 report (Dutch) Links https://www.vliz.be/nl/news?p=show&id=9205 https://www.vliz.be/testerep/nl/2023-05-inschatting-haalbaarheid-eu-ambitie-nulvervuiling-mariene-wateren	Public, Scientific community, funders, policymakers etc.	VLIZ	NA
Newsletter – C & D	17 May, 2023	Online	VLIZ published news-story in VLIZ Testerep Magazine newsletter about D2.1 report https://www.vliz.be/testerep/nl/2023-05-inschatting-haalbaarheid-eu-ambitie-nulvervuiling-mariene-wateren	Public, Scientific community, funders, policymakers etc.	VLIZ	Sent to 2132 members of newsletter
Research Seminar – D & C	22 nd May 2023	Cork, Western Gateway Building, UCC	Kathrin Kopke was invited to present an overview of the SOS-ZEROPOL2030 project as part of a ‘Research Award Seminar’ held by the Environmental Research Institute.	Scientific Community	UCC	40
Presentation - C	29-31 May 2023	Trivandrum, India	“Current status and knowledge gaps regarding the toxicity of microplastic and nanoplastic”. International Workshop on Marine Debris and Plastic Pollution: Assessment and Characterisation	Scientific Community	Andy Booth (SO)	60
Presentation - C	29-31 May 2023	Trivandrum, India	“The challenge of plastics in the Oceans – Monitoring”. International Workshop on Marine Debris and Plastic Pollution: Assessment and Characterisation.	Scientific Community	Andy Booth (SO)	60
Presentation - C	29-31 May 2023	Trivandrum, India	“Degradation of plastic materials in the natural environment: mechanisms, importance and implications”.	Scientific Community	Andy Booth (SO)	60

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
			International Workshop on Marine Debris and Plastic Pollution: Assessment and Characterisation.			
Presentation - C	29-31 May 2023	Trivandrum, India	“Plastic research at SINTEF Ocean, emerging areas of research on microplastics, and life at a research institute in Europe?”. International Workshop on Marine Debris and Plastic Pollution: Assessment and Characterisation.	Scientific Community	Andy Booth (SO)	60
Newspaper article - C	3 June 2023	The Hindu (newspaper), India	https://www.thehindu.com/news/national/kerala/tackling-marine-debris-and-microplastics-pollution-tough-challenges-ahead/article66928073.ece	Public, Scientific Community, Policy makers	Andy Booth (SO)	NA
Expert group - C	05-09 June 2023	Faial, Azores, Portugal	ICES working group on marine litter (WGML) https://www.ices.dk/community/groups/Pages/WGML.aspx	Pollution experts	GRID-Arendal (Thomas Maes); VLIZ (Lisa Devriese); SO (Andy Booth)	30
Presentation – C & D	27-28 June 2023	VLIZ, Ostend, Belgium	Lisa Devriese held presentation about SOS-ZEROPOL2030 project and D2.1 report at Horizon Europe INSPIRE project kick-off meeting	Scientific Community	Lisa Devriese (VLIZ)	56
Conference presentation – C & D	27-30 June 2023	Amsterdam, NL	Judith van Leeuwen presented work based on the SOS-ZEROPOL2030 project during an event at the Mare conference on Blue Fear	Scientific Community	Judith van Leeuwen (WUR)	15
Blogpost - C	29 June, 2023	Online	Blogpost by Emily Cowan about INC-2 on ZEROPOL website https://soszeropol2030.eu/?page_id=28029	Public, Scientific community, funders, policymakers etc.	Emily Cowan (SO), GRIDA	NA
Conference presentation – C & D	5-8 July 2023	Wageningen, NL	Judith van Leeuwen presented work based on the SOS-ZEROPOL2030 project during the SCORAI-ERSCP-WUR conference on Transforming Consumption-Production Systems Toward Just and Sustainable Futures	Scientific Community	Judith van Leeuwen (WUR)	15

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
Conference Presentation (Oral) - C & D	5-6 July 2023	Galway, Ireland	Kathrin Kopke was invited to give a presentation on the SOS-ZEROPOL2030 project at '2013-2023 10 Years of The Galway Statement'.	Scientific Community, Policy Makers, Funders	Kathrin Kopke (UCC)	100 in person. 50+ online.
Presentation - C	19 July 2023	Online	Earth Journalism Network virtual workshop on marine pollution	Journalists	Thomas Maes, GRID-Arendal	40
Blogpost - C	21 August, 2023	Online	Blogpost by Andy Booth on his visit to Kerala, India for a workshop and World Café with government representatives, on SOS-ZEROPOL website https://soszeropol2030.eu/?page_id=28173	Public, Scientific community, funders, policymakers etc.	Andy Booth, SO	NA
First Zeropol annual newsletter - C & D	1 September 2023	Online	https://mailchi.mp/grida.no/blue-and-green-news	Public, Scientific community, funders, policymakers etc.	Elena van Doorn and Elisabeth Berglihn, GRID-Arendal	39
Panel Discussion	October 2024	Reykjavik, Iceland	Second International Symposium on Plastics in the Arctic. Plenary Panel: Conserving the Arctic & Platform Presentation: A marine plastic cloud - Global oceanic plastic pollution mass balance in relation to the Arctic.	Scientific community, policy makers	Thomas Maes, Andy Booth, Emily Cowan, Thomais Vlachioganni, Wouter-Jan Strietman	500
Presentation at workshop - C	3 – 4 October 2023	Venice, Italy	Workshop put on by the Sustainable Blue Economy Partnership "Towards an inclusive and just Sustainable Blue Economy: integrating the social, human and legal perspectives". Emily Cowan presented the SOS-ZEROPOL2030 project	Scientific community	SO (Emily Cowan)	30

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
Presentation - C & D	6 th October	Nieuwpoort Belgium	Lisa Devriese gave a presentation at the stakeholder meeting for her Interreg North Sea TREASURE project for the Living Lab Nieuwpoort. As part of this presentation, she included a slide on D2.1 and gave some explanation on the SOS-ZEROPOL2030 project. Tweets https://t.co/2S91ciXYnZ	Scientific Community and broader stakeholder landscape	VLIZ (Lisa Devriese)	25
Meeting/Conference Presentation & Participation - C & D	11 th – 12 th October	Brussels	Lisa Devriese was invited to participate in a policy panel discussion as part of the EUROqCHARM final project meeting on October 11th 2023. Invitation extended based on Zero Pollution Ambition deliverable. Tweets https://x.com/EUROqCHARM/status/1712082472194683080?s=20 https://x.com/LisaDevriese/status/1712124307978043635?s=20	Scientific Community	VLIZ (Lisa Devriese)	60
Publication - P	October 2023	Online	Hägg F, Herzke D, Nikiforov VA, Booth AM, Sperre KH, Sørensen L, Creese ME and Halsband C (2023) Ingestion of car tire crumb rubber and uptake of associated chemicals by lumpfish (Cyclopterus lumpus). Front. Environ. Sci. 11:1219248. https://doi.org/10.3389/fenvs.2023.1219248	Scientific community	SINTEF Ocean (Andy Booth, Lisbet Sørensen, Mari Creese)	17
Publication – D (not in ack/fund)	13 Oct. 2023	Online	Policy information note: analysis of the link between microplastics, the environment and public health	Policy makers, scientific community	VLIZ (Lisa Devriese)	NA

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
			https://www.health.belgium.be/nl/policy-informing-brief-analysis-link-between-microplastics-environment-and-public-health The policy mapping for microplastics from the D2.1 was used as a foundation for their policy mapping ("Supplementary file 1 – Based on Devriese et al. (2023)"). The D2.1 report is mentioned as a reference several times in the document.			
Presentation - C	18 October 2023	Online	Invited lecture at University of Leoben, Austria Degradation of plastic materials in the natural environment: mechanisms, importance and implications	Academics, students	Andy Booth (SO)	25
Publication - P	November 2023	Online	Training the next generation of plastics pollution researchers: tools, skills and career perspectives in an interdisciplinary and transdisciplinary field https://doi.org/10.1186/s43591-023-00072-4	Scientific community	SINTEF Ocean (Andy Booth)	13
Publication - P	Nov. 2023	Online	A recipe for plastic: Expert insights on plastic additives in the marine environment https://doi.org/10.1016/j.marpolbul.2023.115633	Scientific community	GRID-Arendal (Thomas Maes), SINTEF Ocen (Andy Booth), VLIZ (Lisa Devriese)	38
Publication - P	6 Nov. 2023	Online	A Little Less Conversation: How existing governance can strengthen the future global plastics treaty https://doi.org/10.1017/plc.2023.22	Scientific community	GRID-Arendal (Thomas Maes), RIFS, Sintef Ocean (Emily Cowan)	33
Presentation – C & D	6 Nov. 2023	Wageningen University and Research (WUR)	Judith presented the outcomes of T2.2. for the TWP case during WUR's plastic day. This day brings together researchers working on plastics from different parts of the university and of the research institutes that are part of WUR.	Scientific community	Judith van Leeuwen (WUR)	40
Working group – C & D	11 Nov. 2023	Online	National Working Group on Marine Litter (BE).	Policy makers	Lisa Devriese (VLIZ)	10

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
			Short talk on D2.1 (microplastic) and D2.2 (TWP) deliverables as well as introduction to WP2 parts on PFAS.			
Poster presentation - C	12-17 November 2023	Ascona, Switzerland	Plastic, Microplastic and Nanoplastic Research at SINTEF Ocean	Academics, students	Andy Booth (SO)	100
INC-3 attendance - C	13-19 November 2023	Nairobi, Kenya	Third Session of the Intergovernmental Negotiating Committee, Plastics Treaty. Building on SINTEF's event ethnography database tracing the plastic treaty negotiations	Policy makers, scientific community, NGOs, civil society organisations	Emily Cowan (SO)	1900
Presentations - C	19-21 November 2023	Reykjavik, Iceland	Arctic Circle Assembly, Booth presentations on SO research projects including SOS-ZEROPOL2030 project.	Policy makers, indigenous leadership and representatives, experts, scientific community, business leaders, students, activists	Emily Cowan (SO)	2000
Presentation -C	19-21 November 2023	Reykjavik, Iceland	Arctic Circle Assembly, session to present on the progress of the plastic treaty and play a serious game SO created on plastic pollution.	Policy makers, indigenous leadership and representatives, experts, scientific community, business leaders,	Emily Cowan (SO)	80

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
				students, activists		
Poster presentation – C	22-23 November 2023	Reykjavik, Iceland	Arctic Plastics Symposium, poster presentation: 'Tire wear particles and their associated chemicals – concentrations and consequences in the Arctic and Sub-Arctic European environment' https://www.arcticplastics.is/	Scientific Community, Policy and decision makers, Industry	SO (Andy Booth)	250
Poster presentation – C	22-23 November 2023	Reykjavik, Iceland	Arctic Plastics Symposium, poster presentation: 'Uptake of organic contaminants from car tire microplastics in Arctic marine species' https://www.arcticplastics.is/	Scientific Community, Policy and decision makers, Industry	SO (Andy Booth and Lisbet Sørensen)	250
Presentation – C	22-23 November 2023	Reykjavik, Iceland	Arctic Plastics Symposium, presentation: 'The Arctic on a global scale: influence of Arctic States within the ongoing global plastic treaty negotiations'	Scientific Community, Policy and decision makers, Industry	SO (Emily Cowan)	250
Participant in panel discussion – C	22-23 November 2023	Reykjavik, Iceland	Arctic Plastics Symposium, panel: 'Monitoring and assessment of plastic pollution in the Arctic',	Scientific Community, Policy and decision makers, Industry	SO (Emily Cowan)	250
Presentation – C	22-23 November 2023	Reykjavik, Iceland	Arctic Plastics Symposium, presentation: 'Production and analysis methods for pristine and degraded microplastic and nanoplastic reference materials'	Scientific Community, Policy and decision makers, Industry	SO (Andy Booth)	250
Participant in panel discussion – C	22-23 November 2023	Reykjavik, Iceland	Arctic Plastics Symposium, panel: 'Impacts of marine litter in the Arctic (environmental, economic, and social)'	Scientific Community, Policy and	SO (Andy Booth)	250

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
				decision makers, Industry		
Moderator of panel discussion - C	22-23 November 2023	Reykjavik, Iceland	Arctic Plastics Symposium, panel: 'Conserving the Arctic'	Scientific Community, Policy and decision makers, Industry	GRID-Arendal (Thomas Maes)	250
Presentation - C	22-23 November 2023	Reykjavik, Iceland	Arctic Plastics Symposium, presentation: 'A marine plastic cloud - Global oceanic plastic pollution mass balance in relation to the Arctic'	Scientific Community, Policy and decision makers, Industry	GRID-Arendal (Thomas Maes)	250
Keynote speaker presentation - C	22-23 November 2023	Reykjavik, Iceland	Arctic Plastics Symposium . Thomais was a key note speaker in the session "THEME 5: Arctic challenges and solutions for improved waste management". Title of the talk: Navigating the Plastocene Era: A Comprehensive Approach to Tackling Marine Plastic Pollution	Scientific Community, Policy and decision makers, Industry	MIO-ECSDE (Thomais Vlachogianni)	250
Panellists in session - C	22-23 November 2023	Reykjavik, Iceland	Arctic Plastics Symposium. Thomais and Wouter Jan were panellists in the session "THEME 5: Arctic challenges and solutions for improved waste management".	Scientific Community, Policy and decision makers, Industry	MIO-ECSDE and WR (Thomais Vlachogianni and Wouter Jan Strietman)	250
Presentation - C	22-23 November 2023	Reykjavik, Iceland	Wouter Jan gave a presentation at the Arctic Plastics Symposium with the title: Fishing nets on the coastline of the North Atlantic region - What is causing the issue and how can it be solved?	Scientific Community, Policy and decision makers, Industry	WR (Wouter Jan Strietman)	250

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
Presentation - C	1 December 2023	Open Universiteit, NL and Online	Symposium 'Learning to solve plastic pollution: from knowledge to action', presentation: 'Key actors and capacity development needs in management of plastic pollution'	Scientific Community, Policy and decision makers, press.	GRID-Arendal (Thomas Maes)	50-100
Presentation & Conference Attendance	13 th December 2023	Galway, Ireland	TBC	Scientific Community, Policy and decision makers, Scientific/Research Community	UCC (Kathrin Kopke)	TBC
Presentation - C	14 December 2023	Vienna, Austria	Invited lecture at University of Vienna, Austria Degradation of plastic materials in the natural environment: mechanisms, importance and implications	Academics, students	Andy Booth (SO)	25
Working group – C & D	14 Dec. 2023	Brussels, Belgium	National working group on marine litter (BE). Short talk on D2.1 (microplastic) and D2.2 (TWP) deliverables as well as introduction to WP2 parts on PFAS.	Policy makers	Lisa Devriese (VLIZ)	10
Presentation – C & D	19 Dec. 2023	Athens, Greece	Thomais was invited to make a presentation on the SOS ZEROPOL2030 project at the Greek BlueMissionMed Hub event	Scientific Community, Policy and decision makers, Industry, Civil Society	MIO-ECSDE (Thomais Vlachogianni)	50
Presentation – C & D	23 Jan. 2024	Ostend, Belgium	Final PLUXIN event. D2.1 report results as part of presentation.	Scientific Community	Lisa Devriese (VLIZ)	40
Participation - C	15 Feb. 2024	Brussels, Belgium	PermaGov Stakeholder Workshop. The event served as an interactive forum to discuss marine governance within the marine life, marine plastic, marine energy, and maritime transport regime	Scientific Community, Policy and decision makers,	MIO-ECSDE (Thomais Vlachogianni)	50

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
			complexes, as well as to enrich the Multi-layered Collaborative Marine Governance Model with stakeholder expertise.	Industry, Civil Society		
Blog Post - C	16 Feb. 2024	Online	Blog post on the protection of the marine environment under the current Plastic Treaty negotiations (https://www.rifs-potsdam.de/en/output/dossiers/marineplastic)	General Public	RIFS (Ben Boteler and Linda Del Savio)	N/A
Publication - P	15 March 2024	Online	Carlsen ECL, Hjelset S, Gomes T, Igartua A, Sørensen L, Booth AM, Hylland K and Eiler A (2024) Synthetic and natural rubber associated chemicals drive functional and structural changes as well as adaptations to antibiotics in <i>in vitro</i> marine microbiomes. Ecotoxicology and Environmental Safety 273: 116134 https://doi.org/10.1016/j.ecoenv.2024.116134	Scientific Community	Andy Booth (SO)	34
Publication - P	20 March 2024	Online	Cowan E, Holmberg K, Nøklebye E, Rognerud I and Tiller R (2024) It takes two to tango: the second session of negotiations (INC-2) for a global treaty to end plastic pollution. Journal of Environmental Sciences 14, 328-434. https://doi.org/10.1007/s13412-024-00906-4	Scientific Community	Emily Cowan (SO), Rachel Tiller (SO)	3430
Academic lecture	5 April 2024	San Francisco, USA	Emily Cowan held a presentation titled: 'Event Ethnography in Practice: Following global environmental treaty negotiations' at the International Studies Association	Scientific Community	Emily Cowan (SO)	50
Presentation and Panel Debate - C	09 April 2024	Barcelona, Spain	Presentation with the title 'Scientists Unite! Improving hazard assessment of microplastics' and participation in a panel debate at the satellite event	Scientific, policy and industry communities	Andy Booth (SO)	30

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
			'Global Awareness, Research activities and Network to Address Ocean Microplastic Pollution'			
Intervention in panel discussion - D	17 April 2024	Athens, Greece	Short presentation about the SOS-ZEROPOL2030 work on car tyre particles at the OOC9 Roundtable entitled: 'Navigating Change: Progress and prospects in the fight against marine plastic pollution'.	Scientific Community, Policy and decision makers, Industry, Civil Society	MIO-ECSDE (Thomas Vlachogianni)	120
Factsheet	19 April 2024	Online	PFAS in the medical products chain / PFAS in medical applications: usage, emissions & health effects. https://edepot.wur.nl/659708	Policy makers, NGOs, scientific community	Rian Ruhl (WR), Freddy van Hulst (WU), Wouter Jan Strietman (WR)	25
Presentation & Poster	April 2024	Athens, Greece	9 th Our Ocean Conference, side event	Policy and decision makers, Civil Society, Industry	Thomas Vlachogianni (MIO-ECSDE)	TBC
Session chair, presentations, discussion participation	5-9 May 2024	Seville, Spain	SETAC Europe 24th Annual Meeting	Scientific Community	Thomas Maes (GRIDA), Andy Booth (SO), Emily Cowan (SO), Lisbet Sørensen (SO),	2000
Factsheet	24 May 2024	Online	PFAS usage, emissions & health effects / PFAS in the Black Sea and its drainage basin. https://edepot.wur.nl/659702	Policy makers, NGOs, scientific community	Rian Ruhl (WR), Freddy van Hulst (WU), Emma Gileva (BSNN), Aleksandar Shivarov (BSNN)	NA
Oral Presentation (D&C)	3-7 June 2024	Gdynia, Poland	Andy Booth gave a SOS WP4 related presentation on TWP on the ICES WGML expert group	Policy and decision makers, pollution experts, scientific community	Andy Booth (SO)	30

Deliverable 6.9



Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
Expert group - D	June 2024	Gdynia, Poland	ICES working group on marine litter (WGML). SOS-ZEROPOL2030 project on the agenda, presentation on SOS-ZEROPOL2030 results and future actions.	Pollution experts	Lisa Devriese (VLIZ), Andy Booth (SO), Thomas Maes (GRID-Arendal)	60
Presentation	5 June 2024	Belgium	The GRID-Arendal PFAS infographic and storymap was introduced to all coastal mayors in Flanders, along with the PFAS policy brief (in Dutch - https://www.vliz.be/nl/imis?refid=383560&doiid=965) for supporting them in making decisions on issues such as: can my dog still play in the sea foam, can my children still build sandcastles, can we still swim in the sea etc.	Policy and Decision makers	Lisa Devriese (VLIZ)	TBC
Workshop attendance – C	17 June 2024	Brussels, Belgium	Rian Ruhl attended the Water Innovation Europe meeting listening in on what other EU projects are doing in the area of pollution in aqueous environments. He attended the Zero Pollution4Water cluster side event where the cluster gave short presentations on their work.	Scientific Community, pollution experts, Policy and Decision makers, Industry/private sector	Rian Ruhl (WUR)	70 (side event) 150 (main conference)
Policy Brief – P & D	June 2024	Online	The presence and impact of PFAS in a marine environment – the Belgian coastal zone and the Scheldt estuary as a case study. https://www.vliz.be/nl/imis?refid=383560&doiid=965 Belgian policy brief (in Dutch) building on SOS-ZEROPOL2030 outputs and featuring the SOS-ZEROPOL2030 PFAS infographic produced by GRID-Arendal	Policy and Decision makers	Lisa Devriese (VLIZ), Thomas Maes (GRIDA)	N/A
Publication - P	12. July 2024	Online	The Rule of Three: the third session of negotiations (INC-3) on the global treaty to end plastic pollution	Scientific Community	Emily Cowan (SO), Rachel Tiller (SO),	2159

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Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
			https://link.springer.com/article/10.1007/s13412-024-00961-x		Thomas Maes (GRIDA)	
Presentation - C	3. September 2024	Online	Elisabeth Berglihn presented the PFAS Storymap (D.7) as part of a presentation about her work at GRID-Arendal to Norwegian students at Hackaton event.	Students	Elisabeth Berglihn (GRIDA)	30
Workshop –C&D	3.-4. September 2024	Korsør, Denmark	H2020 SCENARIOS project workshop: “PFAS Remediation in Action: Sustainable Solutions and Acceptance Conditions”: Thomais Vlachogianni (MIO-ECSDE) held presentation “Challenges and Opportunities in Reducing PFAS Emissions: The SOS-ZEROPOL2030 Approach and Insights from Living Labs,” focused on the project’s efforts to tackle PFAS contamination at its source.	Scientific Community	Thomais Vlachogianni (MIO-ECSDE)	70
Poster presentation	16.-20. September 2024	Bremen, Germany	ICYMARE 2024 International Conference for young marine researchers conference: Linda Del Savio presented poster about SOS-ZEROPOL2030 project: Developing a holistic framework to help guide the EU towards zero pollution	Scientific Community	Linda Del Savio (RIFS)	200
Presentation – C & D	11. September 2024	Chisinau, Moldova	As a result of the Black Sea Living Lab in May, BSNN was invited to present SOS-ZEROPOL at the annual Black Sea Stakeholder Conference, supported by the European Commission https://black-sea-maritime-agenda.ec.europa.eu/black-sea-common-maritime-agenda-stakeholder-conference-2024-leveraging-policy-and-practice-promote . BSNN also took part in a plenary discussion at the event on the topic 'Black Sea living labs to tackle persistent chemical pollutants'.	Policy and decision makers, Scientific Community, Businesses, NGOs	Aleksandar Shivarov (BSNN)	100

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Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
Conference Presentation (oral) C&D	23.-27. September 2024	Lanzarote, Spain	MICRO 2024 Plastic pollution from micro to nano conference: SOS Zeropol insights were included (D2.1) in presentation: How much plastic flows into the sea and what are the implications for policy? Case study of Flanders.	Scientific Community	Lisa Devriese (VLIZ)	200
Conference Presentation (oral – plenary/keynote) C&D	23.-27. September 2024	Lanzarote, Spain	MICRO 2024 Plastic pollution from micro to nano conference: SOS Zeropol insights were used (D2.3) in presentation	Scientific community	Sabine Pahl (Univie)	800
Publication - Dataset	17 October 2024	Online	Database: Novel PFAS exposure data for SOS-ZEROPOL2030 Task 4.2. https://doi.org/10.14284/704	Scientific community	Rian Ruhl (WR) Thomais Vlachogianni (MIO-ECSDE)	N/A
Publication - P	November 2024	Online	The time for ambitious action is now: Science-based recommendations for plastic chemicals to inform an effective global plastic treaty https://www.sciencedirect.com/science/article/pii/S0048969724050307?dgcid=coauthor	Scientific Community	Andy Booth (SO)	188
Panellists in session – D&C	8 November 2024	Hybrid, Ljubljana, Slovenia	Thomais Vlachogianni was a panellist at the Cluster Meeting organized by Remedies (an EU Mission “Restore our Ocean and Waters” project) on the topic of (Micro)plastics: How to prepare for tomorrow? Thomais gave a talk on the SOS-ZEROPOL2030 work on TWPs	Policy and decision makers, Scientific Community, Businesses, NGOs	Thomais Vlachogianni (MIO-ECSDE)	100
Conference presentation – C&D	26.27. November 2024	Malaga, Spain	GRID-Arendal presented the PFAS StoryMap at the Commocean conference in the ‘Sound and Vision’ session moderated by Kathrin Kopke	Scientific Community, Science Communicators	Remco Lameijer, Elisabeth Berglihn (GRIDA) and Kathrin Kopke (UCC)	200
Publication - P	07. May 2024	Online	Sørensen, L., Gerace, M.H. & Booth, A.M. (2024). Small micro- and nanoplastic test and reference materials for research: Current status and future needs. Cambridge Prisms: Plastics, 2, e13.	Scientific Community	Lisbet Sørensen, Andy Booth (SO)	36

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Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
			https://www.cambridge.org/core/journals/cambridge-prisms-plastics/article/small-micro-and-nanoplastic-test-and-reference-materials-for-research-current-status-and-future-needs/CAE0C26F1A84D76D271C61CD051CE866			
Newspaper article	05.10.2024	Trondheim, Norway	Newspaper article in national press (DagBladet) with the headline: Slår alarm om mikroplast: Skrekkfunn i hjernen	National readers in Norway.	Andy Booth	N/A
Policy Brief – P & D	23 October, 2024	Online	Brief titled 'Vehicle tyres – A key source of microplastics to the environment: An introduction to the fate, effects, and mitigation strategies' based on WP4 results. https://ikhapp.org/wp-content/uploads/2024/09/Booth-et-al.-2024-Vehicle-tyres-%E2%80%93-A-key-source-of-microplastics-to-the-environment.-An-introduction-to-fate-effects-and-mitigation-strategies.pdf	Scientific Community	Andy Booth and Lisbet Sørensen (SO)	N/A
Teaching - D	September 2023 – December 2024	Wageningen, Netherlands	Coordination of two projects within the WUR Honours MSc program: the Honours Impact Projects on PFAS: "Forever chemicals" PFAS and the European seas – helping to investigate the environmental challenges of our time	Students	Astrid Hendriksen (WU) Freddy van Hulst (WU) Rian Ruhl (WR)	10
Publication –P	December 2024	Online	Standoff at the four-way stop sign: late-night diplomacy at the fourth session of negotiations (INC-4) on the global treaty to end plastic pollution https://link.springer.com/article/10.1007/s13412-024-00999-x	Scientific Community	Rachel Tiller and Emily Cowan (SO)	4007

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Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
Publication - P	05. December 2024	Online	Sørensen, L., Zammite, C., Igartua, A., Christensen, M.M., Haraldsvik, M., Creese, M.E., Gomes, T. & Booth, A.M. (2024). Towards realism in hazard assessment of plastic and rubber lechates – Methodological considerations. Journal of Hazardous Materials, 480. https://doi.org/10.1016/j.jhazmat.2024.136383 https://www.sciencedirect.com/science/article/pii/S0304389424029625	Scientific Community	Lisbet Sørensen, Andy Booth (SO)	52
Online seminar – C & D	21 Jan, 2025	Online	Andy Booth held a seminar titled ‘Small micro- and nanoplastic test and reference materials for research: Current status and future needs’ as part of the Real World Challenges Seminar Series organised by Cambridge Prisms	Scientific Community	Andy Booth (SO)	50
Online debate – C & D	22 Jan, 2025	Online	Andy Booth participated in the ‘Science-policy Interface Debate’ as part of the Real World Challenges Seminar Series organised by Cambridge Prisms	Scientific Community, policy makers	Andy Booth (SO)	50
Presentation – D & C	7 February 2025	Agadir, Morocco	Thomais invited by the EU Delegation to Morocco at the 7th Edition of the Halieutis Fair organized from 6 to 9 February 2025 in Agadir, Morocco, to share insights from her engagement in a large number of EU funded projects, including the Horizon Europe SOS-ZEROPOL2030	Policy and decision makers, Scientific Community, Businesses, NGOs	Thomais Vlachogianni (MIO-ECSDE)	80
Panel Discussion – C & D	25-26 February, 2025	Brussels, Belgium	Andy Booth participated in a panel discussion titled “What are suitable mitigation strategies, based on today’s knowledge?” held at the CUSP Final Scientific Conference in Brussels	Scientific Community, NGOs, policy makers, industry	Andy Booth (SO)	150

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Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
Academic lectures - C	25-27 March, 2025	Ljubljana, Slovenia	Andy Booth held a lecture titled 'Chemical additives in plastic materials and their role in plastic degradation processes' and 'Small micro- and nanoplastic test and reference materials for research: Current status, ongoing efforts and future needs' at the MICROPLASTICdays: Shaping the future of microplastic research organised by the University of Ljubljana	Scientific Community	Andy Booth (SO)	100
Academic lecture (webinar)	27 March, 2025	Online	Andy Booth held a lecture titled 'Chemical additives in plastic materials and their role in plastic degradation processes' in the Closing the Microplastic Information Gap A MARII Webinar Series organised by the Microplastics Advanced Research and Innovation Initiative	Scientific Community, industry	Andy Booth (SO)	30
Seminar - C	24 April, 2025	Oslo, Norway	Andy Booth held a presentation titled 'Challenges in assessing the risk from tyre wear particles in European marine environments' at the Knowledge seminar on microplastics and car tires from roads and road traffic organised by the Norwegian Environment Agency	Scientific Community, industry, government, NGOs, policy makers	Andy Booth (SO), Thomas Maes (GRIDA), Lisbeth Sørensen (SO), Thomais Vlachogianni (MIO-ECSDE), Rian Ruhl (WUR)	250
Academic Lecture - C	11-15 May, 2025	Vienna, Austria	Andy Booth presented an abstract titled 'From Theory to Practice: Tackling Challenges and Innovations in Assessing Risks from PFAS and Tyre Wear Particles' at the SETAC Europe 35 th Annual Meeting	Scientific Community	Andy Booth (SO), Thomas Maes (GRIDA), Thomais Vlachogianni (MIO-ECSDE), Rian Ruhl (WUR), Lisbeth Sørensen (SO)	150
Workshop – C & D	23 May 2025	Cork, Ireland	A SOS-ZEROPOL2030 workshop was organized as part of the European Maritime Day 2025 entitled "Engaged Scientific Information & Marine Pollution". The workshop showcased the project's creative, evidence-based strategies for making information on marine pollutants more accessible and engaging for	Policy and decision makers, Scientific Community, Businesses, NGOs	Kathrin Kopke (UCC), Thomas Heising (UCC) Remco Lameijer (GRIDA), Thomais Vlachogianni (MIO-ECSDE)	45

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Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
			diverse audiences. All participating SOS-ZEROPOL2030 team members presented different aspects of the project.			
Webinar – C & D	June 4, 2025	Online	NSC Thematic Webinar: The Regional and Local Perspectives on PFAS. Kathrin introduced the vision and strategy behind SOS-ZEROPOL2030, Rian presented some information about use and emissions of PFAS with a focus on medical uses, and discussed the outcomes of the 2 nd Living Lab in Utrecht.	Policymakers at local and regional level, engaged citizens following the topic	Kathrin Kopke (UCC), Rian Ruhl (WUR)	50
Presentation – C & D	June 6, 2025	Nice, France	One Ocean Science Congress: Presented the outcome of T2.2 on the governance or TWPs	Scientific audience with some ocean professionals	Judith van Leeuwen (WU)	50
Panel contribution/presentation	June 24, 2025	Amsterdam, the Netherlands	MARE Conference: Presented how SOSZP considers tensions and trade-offs in marine governance for implementing EU EGDs marine objectives	Scientific audience	Judith van Leeuwen (WU)	20
Presentation and conference attendance – C & D	23-27 June 2025	Amsterdam, Netherlands	MARE Conference: Linda Del Savio attended the conference and presented the SOS-ZEROPOL2030 paper “From Source to Sea: Exploring a conceptual approach for plastic pollution policy integration in the European Union”	Scientific Community	Linda Del Savio (RIFS)	30
Publication	10 July 2025	Online	Bridging currents: an interdisciplinary source-to-sea approach is essential to align regional and national priorities with the future global plastics treaty ambitions. Part of: Act boldly or fail: academic perspectives at a pivotal moment in global plastics treaty negotiations. Published in Cambridge Prisms Plastics	Scientific Community	Judith van Leeuwen (WU), Kathrin Kopke (UCC), Lisa Devriese (VLIZ), Linda Del Savio (RIFS), Andy M. Booth (SO), Ben Boteler (RIFS), Elisabeth Berglihn (GRID-A), Emily Cowan (SO),	N/A

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Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
					Thomas Maes (GRID-A) Thomais Vlachogianni (MIO)	
Keynote speaker online seminar	25 July 2025	Online	Kathrin Kopke contributed as keynote speaker in the Splash EU Blue Educational Series online seminar 'Engaging in Ocean Research to Beat Marine Plastic Pollution'. The seminar focused on citizen science, community solutions, and inspiring research to fight marine plastic pollution.	Scientific Community, engaged citizens	Kathrin Kopke (UCC)	30
Newspaper article	11.08.2025	Trondheim, Norway	Newspaper article in national press (DagBladet) with the headline: Plastalarm	National readers in Norway.	Andy Booth	N/A
Presentations and participation in panel discussion	18.09.2025	Utrecht	VVM Milieucafe: learning from PFAS. Presenting results from SOS-ZEROPOL WP3 and WP4 about PFAS in medical devices, panel discussion about measures to prevent future large-scale pollution challenges.	Scientific community, policy makers, NGOs, general public	Rian Ruhl (WR) Freddy van Hulst (WU)	50
Presentation	09.2025	Bremerhaven, Germany	ICYMARE Title: From Fragmentation to coherence, governing plastic pollution in a crowded environmental arena	Early Career Researchers	Emily Cowan (SO)	300
Invited Talk	10.2025	Online	ZERO-PM project. Title: Environmental psychology perspectives on mitigating environmental pollution: from perceptions to behavioural outcomes	Scientific community	Sabine Pahl, Nina Vaupotič (UNIVIE)	100
Invited Keynote Presentation	19-22.10.2025	Ischia, Italy	Title: The importance of plastic additive chemicals in hazard assessment of micro- and nanoplastic	Scientific community	Andy Booth (SO)	300

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Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
Publication	November 2025	online	Catch me if you can: Microplastics hidden in plain sight. Environmental Science & Policy Volume 173, November 2025, 104217 https://doi.org/10.1016/j.envsci.2025.104217	Scientific Community	Karin Mattsson, Pere Masque, Thomas Maes, Marc Metian	28
Publication	26. December 2025	online	Cowan, E., Tiller, R., Hatlebrekke, H.H. et al. Five's a crowd: divergence and delay at the first half of the fifth global plastics treaty negotiation (INC-5.1). J Environ Stud Sci 16, 731–742 (2026). https://doi.org/10.1007/s13412-025-01066-9	Scientific Community	Emily Cowan, Rachel Tiller, Hanne Hjelle Hatlebrekke, Julie Grønlund & Thomas Maes	1427
Invited guest lecture	09.04.2026	Brno, Czech Republic	Masaryk University. Title: Micro- and nanoplastic in human health research: Suitable test materials and their detection in biological matrices	Scientific community	Andy Booth (SO)	150
Invited keynote presentation	03-05.02.2026	Ljubljana, Slovenia	MICROPLASTICdays conference. Title: Plastic additive chemicals: A key factor in assessing micro- and nanoplastic risks	Scientific community	Andy Booth (SO)	200
Presentation	03.2026	Columbus, Ohio, US	International Studies Association 2026. Title: Progress on the Global Plastic Treaty Negotiations	Political scientists	Emily Cowan	6000
Poster presentation	01-04.03.2026	Brisbane, Australia	Plastics2026 - A global symposium on plastics and human health. Title: Particles, chemicals or both: Plastic additive chemicals in hazard assessment of micro- and nanoplastic. Scientific community, policy makers	Scientific community, policy makers	Andy Booth (SO)	300
Publication	12.03.2026	Online	Del Savio, L., Boteler, B., van Leeuwen, J., Kopke, K., Vlachogianni, T., Devriese, L. I., ... Maes, T. (2026). Exploring a Source to Sea approach for plastic pollution policy integration in the European Union: the case	Scientific community	Linda Del Savio, Ben Boteler, Judith van Leeuwen, Kathrin Kopke, Thomais Vlachogianni, Lisa I. Devriese, Andy M.	1245

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Activity	Date	Location (city, country)	Details	Audience reached	Responsible	Number of Attendees (approx.)
			of tyre wear particles. <i>Journal of Environmental Policy & Planning</i> , 1–20. https://doi.org/10.1080/1523908X.2026.2621724		Booth, Elisabeth C. Berglihn, Thomas Maes	
Invited Keynote presentation	05.2026	Dresden, Germany	Green & Sustainable Chemistry Conference. Title: How can social and behavioural research help reduce harm from chemical substances?	Scientific community	Sabine Pahl (UNIVIE)	65
Poster presentation	17-21.05.2026	Maastricht, Netherlands	SETAC Europe Conference. Title: A scenario-based risk assessment framework for tyre wear particles in European seas	Scientific community	Thomas Maes (GRIDA), Andy Booth (SO)	3000
Side Event	21-23.05.2025	Cork, Ireland	Side event hosted with stakeholders on Marine Pollution. European Maritime Day.	Multi-stakeholder	Kathrin Kopke (UCC)	25
Teaching	12.06.2026	Potsdam, Germany	Lecture: 'From Source to Solution: Global Governance and the Global Plastics Treaty' in University of Potsdam, Plastics in the Environment Course	Students	Ben Boteler and Linda Del Savio (RIFS)	12
Policy brief	03.06.2026	Online	Towards Zero Pollution in European Seas. A Roadmap for Action from Source to Sea	Multi-stakeholder	Thomas Maes	NA
Publication	06.07.2026	Online	Cowan, E., Fossbakk, R.H., Fischer, K. et al. Process without progress: the sixth session of negotiations on a treaty to end plastic pollution (INC-5.2). <i>J Environ Stud Sci</i> (2026). https://doi.org/10.1007/s13412-026-01126-8	Scientific community	Emily Cowan, Rachel Haug Fossbakk, Kari Fischer, Felix Nütz, Theodore Tiller, Thomas Maes	682

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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
03/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1653657232469286912	4.7%	3771	109
04/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1654056404330717184	12.4%	774	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461868577505281	6.7%	798	1
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461872880865282	9.3%	43	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461870863310849	9%	44	0

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16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461877251219459	5%	143	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461874927681542	4%	147	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461879721664515	8.7%	91	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461884427714561	13.1%	99	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461882066296833	3.9%	176	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461888718544896	4.3%	182	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461886814224386	11%	36	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461893336367104	4.16%	168	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461890995945473	7%	85	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461898449223685	11%	88	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461895819513856	6.5%	91	0

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16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461901083357186	11.2%	89	0
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461905571176449	12%	58	1
16/05/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1658461903440551936	37%	54	0
21/06/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1671495722460430339	13.1%	251	0
29/06/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1674371517050765313	5.2%	286	0
21/07/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1682370329966985216	6.8%	617	1
21/07/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1682371798367625216	12%	58	0
17/08/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1692111145534963847	13.5%	111	0
04/09/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1698592577644093654	2.9%	437	3
25/10/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1717089723787714631	11.74%	213	0
25/10/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1717091753805652030	2,6%	462	0
24/11/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1728021226897944989	9.84%	122	0
08/12/2023	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1733087220116910356	5.88%	1190	2

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09/01/2024	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1744690609086988486	8,88%	1700	21
11/01/2024	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1745369063470096507	10,45%	268	13
25/04/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1783593651563573453	5,99%	167	0
26/04/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1783781875628052752	12,21%	213	1
03/05/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1786400885372805221	9,78%	184	0
03/05/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1786400890087239903	20%	45	0
03/05/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1786400887734153665	22,5%	40	0
03/05/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1786400894143066226	10,34%	29	3
03/05/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1786400892129849622	4,84%	62	0
07/05/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1787748334792224845	13,19%	273	0
27/05/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1795024742505710048	3,92%	153	1
04/06/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1797977219857359055	13,92%	279	4
10/06/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1800070476816932939	9,86%	71	0
02/09/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1830590306821046674	7,81%	64	0

Deliverable 6.9



05/09/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1831596929177813158	9.52%	21	0
10/09/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1833496972516348024	12.5%	16	0
19/09/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1836774918366626098	4.55%	110	0
30/09/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1840769136680435766	11.59%	207	7
04/10/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1842185452050124923	11.76%	51	1
22/11/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1859899963779485951	11.4%	193	0
28/11/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1862055137167946108	21.74%	92	1
02/12/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1863563348727517230	9.52%	42	0
04/12/2024	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1864317285327880425	8.57%	35	0
02/07/2025	SOS-ZEROPOL2030	https://x.com/SourceToSeas/status/1940398866781659636	11.90%	42	0
20/11/2025	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/1991467869134094397	29.41%	51	0
21/01/2026	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/2013947544468938763	27.59%	29	2
11/03/2026	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/2031689679209152774	25.82%	31	0
12/03/2026	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/2032003815965131212	20%	20	2
13/3/2026	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/2032366207915933789	28.57%	20	1

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16/03/2026	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/2033453335244669072	25%	20	0
23/03/2026	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/2035990009027686546	12.5%	14	0
30/03/2026	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/2038511623585882416	11.11%	9	0
6/04/2026	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/2041048306088915141	15.79%	19	1
13/04/2026	SOS-ZEROPOL2030	https://twitter.com/SourceToSeas/status/2043600136090104162	20%	5	0
LinkedIn					
15/12/2022	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7009126125549314048	18.14%	204	24
16/1/2023	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7020676320594399232	10.7	493	22
21/02/2023	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7059436424218951680	5.88%	425	10
03/05/2023	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7059420309589794816	8%	547	10
04/05/2023	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7059854852461334528	13.1%	402	12
22/06/2023	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7077619948868575232	12.3%	194	9
21/07/2023	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7088080670102556672	9.1%	98	2
04/09/2023	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7104389489686458368	15.9%	113	1

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24/10/2023	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7122577086279512064	20%	260	39
27/10/2023	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7123563512148221952	9.09%	121	3
24/11/2023	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7133786952595615744	3.91%	998	8
08/12/2023	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7138853658380726273/	6.65%	1007	27
09/01/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7150456695025049600	7.01%	3764	157
09/01/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7150497185904615424	7.14%	14	1
11/01/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7151133419257704448	3.75%	3626	79
26/04/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:ugcPost:7189547565413974016/	19,63%	1014	165
03/05/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7192189973125615617	5,88%	272	3
07/05/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:ugcPost:7193516229981069313/	23,99%	296	42
27/05/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7200790437765242880/	7,33%	273	4
04/06/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:ugcPost:7203742919298572288	22,08%	557	101
10/06/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:ugcPost:7205836158881218560	14,29%	658	78
02/09/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7236355998142070784/	9,9%	616	30
05/09/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7237362618921828352/	8,3%	482	16
10/09/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7239262661748658176/	8,04%	373	11

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19/09/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:ugcPost:7242540599478800385/	8,11%	407	14
30/09/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7246534856816418817	6,75%	311	9
04/10/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7247951147292860416	8.68%	334	9
22/11/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7265665650730127360/	13.05%	1341	118
28/11/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:ugcPost:7267818813855834113/	21,33%	497	81
02/12/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7269329042426789888	10,16%	364	18
04/12/2024	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7270079476594593794/	9,7%	536	24
13/03/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7305957125652938752/	9.90%	697	41
28/03/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7311380355620466688/	11.40%	386	23
23/04/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7320725715048394752/	9.87%	375	16
15/05/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7328736247898591232/	8.04%	423	7
26/05/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7332671775689863168/	14.07%	469	34
04/06/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:ugcPost:7335964841905422356/	33.84%	526	146

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06/06/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:ugcPost:7336651965986177024/	11.11%	315	12
02/07/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7346164555678474241	9.33%	504	23
22/07/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7353449432496955393/	4.31%	116	1
02/09/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:share:7368591102917980161/	4.86%	432	10
12/09/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7372298510139981825			66
24/09/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7376649837540376576		82	8
18/10/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7385283264539791360		50	13
20/11/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7397233557842259968	58.89%	1,187	643
26/11/2025	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7399355984227430400			7
21/01/2026	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7419713234674343938	7.38%	610	27
02/03/2026	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7434172836765863937	6.44%	404	11
11/03/2026	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7437455390461689856	8.51%	470	24
12/03/2026	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7437769514710216705	14.74%	760	84
13/03/2026	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7438131898469617664	8.92%	830	36

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16/03/2026	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7439219001056075776	6.49%	262	10
23/03/2026	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7441755706355081244	10.6%	368	26
30/3/2026	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7444277309337124865	6.13%	310	12
6/04/2026	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7446813952665133056	8.64%	1,181	69
13/04/2026	SOS-ZEROPOL2030	https://www.linkedin.com/feed/update/urn:li:activity:7449365838349975552	5.03%	497	3
05/05/2026					
Facebook					
03/05/2023	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/196595636556807	5.8%	432	7
04/05/2023	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/197342823148755	89.5%	19	0
04/09/2023	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/268534922696211	42.9%	7	0
09/01/2023	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/341107295438973	10,88%	185	2
11/01/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/342185628664473	22,22%	12	0
26/04/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/405194385696930	17,39%	47	0
03/05/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/409880268561675	6,45%	18	0
07/05/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/412162105000158	20,45%	47	0
27/05/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/425051567044545	12,5%	19	1
04/06/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/429996086550093	25%	37	0

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10/06/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/433571572859211	22.22%	39	0
02/09/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/486812160868485	22.73%	23	0
05/09/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/488610907355277	7.29	112	0
10/09/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/492091450340556	0%	13	0
19/09/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/498383889711312	11.76%	19	0
30/09/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/506598802223154	16,67%	13	0
04/10/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/509576908592010	0%	17	0
22/11/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/544524428430591	19,47%	251	0
28/11/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/548573688025665	46,43%	30	0
02/12/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/551448334404867	58,33%	12	0
04/12/2024	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/552923810923986	16,18%	155	1
13/03/2025	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/622578707291829	29.17%	26	2
28/03/2025	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/633721912844175	32.14%	31	6
23/04/2025	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/654110280805338	21.43%	30	3
13/05/2025	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/668812539335112	13.64%	24	1
26/05/2025	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/677934838422882	12.09%	100	7

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04/06/2025	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/684520837764282	19.35%	33	3
06/06/2025	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/685912630958436	15%	20	0
02/07/2025	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/706295048920194	33.33%	16	3
02/09/2025	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/754423757440656	9.09%	20	2
20/11/2025	SOS-ZEROPOL2030	https://www.facebook.com/photo?fbid=819998930883138&set=pcb.819999067549791	19.42%	650	0
2/03/2026	SOS-ZEROPOL2030	https://www.facebook.com/photo?fbid=898682216348142&set=a.196595623223475	5%	71	0
11/03/2026	SOS-ZEROPOL2030	https://www.facebook.com/photo?fbid=905486532334377&set=a.196595623223475 https://www.facebook.com/152474167635621/posts/905486565667707	25%	41	0
12/03/2026	SOS-ZEROPOL2030	https://www.facebook.com/photo?fbid=915012611381769&set=pcb.915012678048429	23.08%	24	0
13/03/2026	SOS-ZEROPOL2030	https://www.facebook.com/photo?fbid=915012611381769&set=pcb.915012678048429	18.75%	23	0
16/03/2026	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/909241321958898	16.67%	23	1
23/03/2026	SOS-ZEROPOL2030	https://www.facebook.com/photo?fbid=906941835522180&set=a.196595623223475	17.39%	43	0

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30/03/2026	SOS-ZEROPOL2030	https://www.facebook.com/152474167635621/posts/920770510805979	28.57%	28	0
6/04/2026	SOS-ZEROPOL2030	https://www.facebook.com/reel/1083689014825650/?s=single_unit	2.44%	146	0
13/04/2026	SOS-ZEROPOL2030	https://www.facebook.com/photo?fbid=931630726386624&set=a.196595623223475	22.22%	23	0

Annex 4: Log of research, policy and societal KPIs

Research Impact Related KPIs	
Number of peer-reviewed publications	37
Number of citations	185
Number of presentations, posters, invited talks in scientific conferences	114
Number of new conceptual or theoretical frameworks produced	3
Number of new datasets created and documented	13
Weighted Journal Impact Factor or Avg Weighted Impact Factor	4.5
Number of follow-on projects funded that build on the original work	3
Integration of findings into roadmaps or standards	1
Policy Impact Related KPIs	
Number of policy documents (framework, roadmap, factsheets, policy briefs, etc.) produced	17
Number of events in which project team members actively participated in policy advisory boards, working groups, or other decision-making forums (i.e. TGML)	95
Number of team member contributions to policy consultations at European Regional Seas, European or National level	5
Number of policy events organized by the project	9
Number of presentations and invited talks in policy events	43
Number of policy actors involved in policy events organized by the project	13
Number of policy documents citing project outputs	1
Uptake of project recommendations by policy actors	TBD

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Downloads of policy-relevant project outputs	517
Societal impact related KPIs	
Number of outreach or engagement events with societal stakeholders	7
Number of industries, NGOs, or community organizations engaged in project events	38
Number of tools, guidelines, or practices developed for societal uptake and/or for raising public awareness	7
Number of presentations, posters, invited talks in events targeting communities of practice	20
Level of adoption of project-developed solutions or best practices or guidelines (e.g., in industry, NGOs, or communities)	TBD
Number of mentions of the project in the popular press, news outlets, blogs, podcasts, or other mainstream media	11
Changes in societal actors' awareness, attitudes, or behaviours measured via surveys (related to the last LL)	n/a
Number of participants in the project's perception surveys	4886