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INNOAQUA PROJECT

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List of Acronyms

Abbreviation / Acronym	Description
WP6	Work Package 6
R&D	Research and Development
KPI	Key Performance Indicator
B2B	Business to business
B2C	Business to customer
IS	Industry stakeholders
KER	Key exploitable results
NP	Non-profit organisations
PA&R	Public Administrators, Regulators and Policymakers
SC&A	Scientific Community & Academia
GP	General Public
M	Media



Executive Summary

This document describes the Communication and Dissemination Plan for the INNOAQUA Project, laying out the strategy that will guide the consortium's communication and dissemination activities carried out during the project's life cycle, with the aim of maximising its impact throughout the project and beyond. This project has received funding from the European Union under the grant agreement number 101084383 within the framework of the Horizon Europe programme.



1. Introduction

The INNOAQUA project - Innovative approaches for an integrated use of algae in sustainable aquaculture practices and high-value food applications - aims to pave the path towards the upcoming sustainable and diversified EU land-based aquaculture industry by leaning on the demonstration and mainstreaming of innovative algae-based foods and solutions, using ecology, circularity, and digitalization approaches.

Project's background :

In a scenario where global food systems are being challenged due to the expected population growth, together with resource impoverishment and other environmental constraints, seafood has been identified as a vital source of food and a key component of a healthy diet.

Nonetheless, decades of unsustainable overfishing practices are depleting aquatic ecosystems at a time when nearly one-fifth of all animal protein consumed by humans comes from seafood, reason why aquaculture has gained traction over wild fisheries. In fact, it has been the fastest-growing food industry globally for several decades and is expected to continue in the coming years despite a slight decrease in the annual growth rate.

However, intensified near-shore aquaculture raises environmental and resource-related questions, mainly due to waste-streams, dependence on wild fisheries for aquafeed, disease outbreaks and the potential introduction of invasive species resulting from escapes in ecosystems where they do not belong.

Hence, to ensure the future viability of the sector and to unlock its potential to provide food with a lower carbon footprint (as stated in the Farm to Fork (F2F) Strategy of the European Green Deal), it is imperative to improve current technologies and management strategies, incorporating circular economy principles, optimising resources, reducing the operational costs, and minimising the environmental footprint. This is especially relevant for the EU sector, where 70% of consumed seafood is imported and the production is concentrated both in terms of countries and farmed species.



There are great opportunities for diversification for the EU's aquaculture both in the farming of new species (such as non-fed low-trophic species) and production methods (e.g., Integrated Multitrophic Aquaculture (IMTA), Recirculating Aquaculture Systems (RAS)). In this sense, algae (both microalgae and seaweed) have much potential, both for improving the sustainability of the production processes and as a direct food source to increase the seafood offer to consumers.

Objective and Impact :

INNOAQUA's main objective is to pave the path towards the upcoming sustainable and diversified EU land-based aquaculture industry by leaning on the demonstration and mainstreaming of innovative algae-based foods and solutions, using ecology, circularity and digitalization approaches.

INNOAQUA implements an ambitious and efficient research and innovation (R&I) workplan to develop and mainstream several solutions for the aquaculture industry involving the use of algae.

Relying on a multidisciplinary consortium of renowned research centres, associations and companies with high industrial presence it will:

- demonstrate the feasibility and benefits of multi-trophic in-land cultivation management practices (i.e., integrated RAS and IMTA) enhanced by the use of the latest digital technologies;
- contribute to the improvement of the sustainability and competitiveness of already-established value chains through the implementation of circular economy principles to minimise waste production in cultivation and processing facilities;
- extract high-added value ingredients from algae biomass and fish by-products to be used in the formulation of innovative seafood products, whilst using novel social innovation approaches aimed at improving their societal acceptance and market penetration.



1.1 Purpose of the document

The purpose of WP6 is to ensure that the project results reach out key targeted audiences with different purposes:

- the supportive dissemination activities to foster knowledge transfer,
- the communication to wider non-specialised audiences,
- the exploitation of the project's key exploitable results (KERs) and the building of a cooperation strategy with the EC and other relevant projects and initiatives.

Within the WP6 context, the task 6.1 named "Communication, dissemination and outreach strategy" starting at month 1 and ending month 4, aims to produce a detailed Dissemination and Communication Plan by Eco Imagination in collaboration with all the consortium partners.

The objective of the communication and dissemination activities of the INNOAQUA project is to ensure information about the project's objectives and results are effectively disseminated to relevant audiences and to promote the use of project results by the relevant industry.

The Dissemination plan identifies the goals and approaches for providing information about the INNOAQUA project to the target audiences at local, national and EU level. This will include defining key messages and selecting appropriate tools and channels (including relevant conferences and events) to effectively disseminate the outcomes of the project.

The purpose of this document for the INNOAQUA project is to formalize dissemination and communication actions, as well as to provide guidelines on the approach.

A logo and guidelines of usage including the mapping and engagement of stakeholders and end-users will be created.

To facilitate the visual identity use, a series of templates in power point and word will be developed and made available to the partners.

Additionally, the mechanisms of reporting communication and dissemination activities from partners will be shared with each organization.



This document is divided in 13 chapters:

The first chapter is an introduction.

The second chapter is called “Methodology”. It presents the internal and external communication guidelines.

The third chapter is called “Target Audience”. It presents the targeted audience of the INNOAQUA project and the identified high-impact journals.

The fourth chapter is called “Key Messages”. It presents the different key messages according to each targeted audience.

The fifth chapter is called “Tools and Channels”. It presents the different tools and channels used in the different targeted groups. It also features all the communication and dissemination materials (digital and non-digital) that will be implemented during the project.

The sixth chapter is called “Indicators and Target”. It presents the KPIs and the way the project will measure its progresses and results.

The seventh chapter is called “Level of dissemination”. It presents the dissemination strategy at a European and international level.

The eighth chapter is called “Timeline”. It presents the dissemination strategy timeline.

The ninth chapter is called “Actions M1-M6”. It presents the actions already taken in the first 6 months of the project.

The tenth chapter is called “Analytics and KPIs progress”. It presents the results already achieved and measures their impact according to the KPIs.

The eleventh chapter is called “Monitoring”. It presents the monitoring tools used to track the project’s progress.

The twelfth chapter is called “Reporting”. It presents the reporting system of the INNOAQUA Project.

The thirteenth chapter is called “conclusion”. It presents a short conclusion of the deliverable.



1.2 Relation to other project deliverables

The communication and dissemination plan will be aligned with the exploitation activities in order to create, and increase awareness of the INNOAQUA project, and maximise the business opportunities of the project outputs at large scale and beyond its life.

2. Methodology

To ensure that the results of the INNOAQUA project are efficiently and effectively communicated to the project partners, stakeholders and broader audiences, the following internal and external communication activities will be undertaken during and after the project.

2.1 Internal Communication

Effective internal communication is key to sharing information and ensuring that the deliverables are met. Therefore, regular face-to-face meetings and conference calls will take place to exchange project information, update progress and share results. Consortium and technical meetings will take place physically at least once a year, while Teams and/or teleconferencing services will be used ensure regular updates within the whole consortium and to facilitate collaboration within WPs.

Beginning in M6, once a month a conference call for WP6 will be held to plan upcoming dissemination and communication activities and events to update the Communication & Dissemination Plan and streamline a content curation process. This will allow the partners to take a more focused and systematic approach, strengthening actions taken to communicate and report on the project. A delegate from each consortium partner of INNOAQUA will attend this meeting.

To facilitate efficient communication among partners, NORCE, as project coordinator, will create a SharePoint for project documentation and data exchange. This platform will host project materials for internal use, including regular updates on the project development, a project calendar, meeting documents (agendas, minutes, and presentations), manuscripts in



progress, and project reports. The platform will have a content management system, allowing all partners to upload content themselves.

2.2 External Communication

Every effort will be made to publicize the work of the consortium via the media, publications, conference presentations, trade fairs and workshops, as well as through the Commission and industry bodies. Results of the project will be disseminated via reports, scientific papers, and technical articles. All public communication, and in particular scientific publications, will be made open access, to facilitate scientific exchange.

All project partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include but are not limited to: engaging with relevant national and local media (print, radio, television, web-based), contributing to Eco Imagination's inputs about INNOAQUA on social media, proactively sharing information with Eco Imagination about project results, listing their own communication activities in a shared file, and providing Eco Imagination with translations of lay materials in their local language. Where possible, partners will translate press releases into their national languages and keep Eco Imagination informed about plans, by creating lists of national media channels they will try to reach.

3. Target Audience

Table 3.1 : Target groups and stakeholders

Target group / Stakeholder	Targeted Results / Content
<p>Industry stakeholders (IS): aquaculture producers (B2B and B2C), technology and equipment providers, food manufacturers, food formulators, food retailers, nutraceuticals retailers</p>	<p>Materials and campaigns to increase industry interest in innovative seafood products in the context of a growing market with manifold opportunities for innovation.</p>
<p>Associations and other non-profit organisations (NP)</p>	<p>Bilateral communication with these organisations widens the audience of project results, guides R&D activities in meeting the needs of the different stakeholders and influences public perception and decision-making.</p>
<p>Public Administrators, Regulators and Policymakers (PA&R)</p>	<p>Estimated environmental and social performance, opportunities to lever and accelerate public policies implementation on aquaculture practices.</p> <p>Public administrations have the enabling capacity to unlock and accelerate market uptake conditions in terms of legal, regulatory, financial and standardisation factors.</p>
<p>Scientific Community & Academia (SC&A)</p>	<p>Research data and the breakthroughs for further study in terms of replicability of the model to other industries.</p> <p>Spread out the application of sustainable (algae)aquaculture practices, showcasing promising</p>

	<p>results and supporting the scale-up through dedicated pilot facilities.</p> <p>Knowledge transfer, as teaching facilitators and adapters of academic curricula.</p>
General Public (GP)	<p>Awareness campaigns on the environmental benefice of developing sustainable aquaculture practices to create innovative seafood products.</p> <p>Promote the nutritional, environmental and socio-economic benefits of a sustainable intensification of the aquaculture sector.</p>
Media (M)	<p>Involve media on the activities to carry out to guarantee knowledge is spread widely.</p>

INNOAQUA has identified a significant list of target groups to which the dissemination and communication directed to, as outlined in Table 3.1.

Relevant high-impact journals have already been identified as well such as:

Journal's Name	Journal's Webpage Description
Phycology	https://www.mdpi.com/journal/phycology
Aquaculture	https://www.sciencedirect.com/journal/aquaculture
Ecological Engineering	https://www.sciencedirect.com/journal/ecological-engineering
Biosensors and Bioelectronics	https://www.sciencedirect.com/journal/biosensors-and-bioelectronics
International Journal of Advanced Manufacturing Technology	https://www.springer.com/journal/170
Trends in Food, Science & Technology	https://www.sciencedirect.com/journal/trends-in-food-science-and-technology
Sensors and Actuators B: Chemical	https://www.sciencedirect.com/journal/sensors-and-actuators-b-chemical
Journal of Artificial Societies and Social Simulation	https://jasss.org/index_by_issue.html
Biomass Conversion and Biorefinery	https://www.springer.com/journal/13399/
Bioresources and Bioprocessing	https://bioresourcesbioprocessing.springeropen.com
Bioresource Technology	https://www.sciencedirect.com/journal/bioresource-technology
Algal Research	https://www.sciencedirect.com/journal/algal-research



4. Key messages

Through five technical work packages (in addition to WP7 - Project Management and WP6 – Communication, Dissemination and Exploitation), INNOAQUA will generate a significant volume of information with interest to the different stakeholders identified in section 3 of this report.

Therefore, it is necessary to identify what outputs and messages can be provided from the activities developed throughout the various WPs. The key messages to be disseminated can be supported by different tools/channels (see below), including printed materials, online platforms, publications, events, and others.

Table 4-1 identifies the most relevant project outputs (key messages) for each WP. Also identified is the main (but not limited to) target group(s) and tool to communicate the identified messages. The consortium will also disseminate other messages, such as the general objectives of the project and the participation of the partnership at events in which the project should be presented.

Table 4.1: Key messages / target group / key tools

Work Packages	Key Messages	Target Groups	Key Tools
WP1 - Co-creation of social innovations: societal engagement and acceptance	-Innovative seafood products consumption and acceptance can be enhanced through novel social simulation approaches	IS; SC&A; GP; M	Workshop/webinars, Scientific Publications, Tradeshows and Conferences, Newsletters, Website
WP2 - Sustainable Aquaculture Practices	-Show how the INNOAQUA approach fits within the Ecosystem Approach to Aquaculture (EAA) framework - Show the feasibility of integrated RAS-algae units - Show the developed tools to limit waste in aquaculture cultivation and processing (overlap with WP3)	IS; NP; SC&A; GP; M	
WP3 - Development and optimisation of processing techniques	- Algae biomasses and fish processing side streams provide protein, omega 3 fatty acids, carotenoids, bioactive and functional carbohydrates, and vitamins - Show the developed pre-treatment and extraction processes - Production of functional protein hydrolysates	IS; NP; SC&A; PA&R; GP; M	
WP4 - Formulation of innovative seafood	- Show the developed innovative food product prototypes (B2B and B2C) - Show the biobased plastic resin formulations to be used	IS; NP; SC&A; PA&R; GP; M	

<p>ingredients and products</p>	<p>in seafood packaging using remaining algae fractions that do not have potential for food applications</p>		
<p>WP5 - Sustainability, safety, and regulation</p>	<ul style="list-style-type: none"> -Show the sustainability (environmental, economic and social) of the developed value chains and its individual steps - identified regulatory (safety/health/environmental) hurdles and how INNOAQUA innovations deal with these 	<p>IS; NP; SC&A; PA&R; GP; M</p>	

5. Tools and channels

Different tools and channels will be used to disseminate and communicate INNOAQUA activities and results. Each tool and channel will be used appropriately to address different target groups at different stages of the project implementation, thereby increasing the efficiency of the Dissemination Plan. The relationship between the tools and channels, the target groups and the expected results are presented in results Table 5-1 below.

Table 5.1: Channels / tools / target groups /objective

Channels	Tool	Target Groups	Objective
Offline	Brochure Poster Factsheet	IS; NP; SC&A; PA&R; GP; M	Create awareness of the new technologies and promote the impact of the project.
Online	Website Newsletter Social Media Project videos	IS; NP; SC&A; PA&R; GP; M	Inform on the project's progresses and milestones achieved. Capacity building (e-learning)
Publications	Articles Paper Press Releases	IS; NP; SC&A; PA&R; GP; M	Demonstrate how the technology effectively accomplishes the objectives of the project.
Events (organized or attended by INNOAQUA project partners)	Workshops Webinars Seminars Site visits	IS; NP; SC&A; PA&R	Build capacity among stakeholders to implement the developed solution. Create awareness of the new technologies and promote the impact of the project.
	Meetings with standardization committees	IS; NP; SC&A; PA&R	Bring the technology to market.



	Conferences	IS; NP; SC&A; PA&R; GP; M	Disseminate results of the project.
	Tradeshows	IS; NP; SC&A; PA&R; GP; M	Raise interest among the stakeholders.

Several dissemination tools and channels will be used, including a project website, articles targeted at both a lay and a technical audience, press-releases, e-newsletters, scientific papers and leaflets, social media presence, and participation in workshops/conferences.

Any dissemination activities and publications in the project, including the project website, will specify that the project has received funding from the European Union's European or from the European Research Executive Agency, as well as displaying the European emblem. When displayed in association with a logo, the European emblem will be given appropriate prominence. All publications will reference the grant agreement number.

The communication activities within the project are periodic: management group meetings, newsletters, project restricted area on the website. Communication activities to stakeholders outside the project group are based on the dissemination plan presented in the Grant Agreement. The journal articles are primarily intended to communicate the recent findings to the scientific and academic communities. Moreover, the project will also publish in journals and magazines important to the industry to disseminate new relevant solutions to other possible end users. Project presentations at technical conferences are intended to reach the same audience.



5.1 Project identity

A recognisable project identity was developed to build a visual brand and ultimately offer a package of templates that will facilitate the building of notoriety progressively through the project. This includes creating a project logo and an accompanying style guide. These will be consistently used for the project website and all other communication templates, such as PowerPoint, Word, posters, and EC Reports.

Figure 5.1.1: INNOAQUA Brand guidelines





Figure 5.1.2: INNOAQUA main slide of the corporate presentation



5.2 Project website

INNOAQUA has been given an up-to-date and user-friendly project website (<https://innoaquaproject.eu>). It will be the primary source of information for external parties, providing updates on project activities and achievements to all target audiences. The aim of the website is to inform the scientific community and associated industries about project developments, but also to present the project's achievements and novel pilot lines to the public.

All partners will contribute to the website by providing relevant project information in accessible language (laymen terms). All communication efforts by project partners and social media will always be redirected to the INNOAQUA website. Traffic to the website will be increased by creating mutual links between the partners' websites and other relevant websites.



The project website will contain:

- A clear presentation of the project background and scope
- Latest news about the project progress and results
- Details about the project partners
- Electronic communication materials (newsletter, infographics, articles, etc.)
- Events and contact information
- Social media links

The project website was set-up by Eco Imagination and will be managed, maintained, and hosted for the duration of the project and for a further 2 years after the completion of the project. Statistical data will be collected about the website visitors that subsequently will be analysed by Google Analytics software and included in the project reports. The website will be responsive to work on a variety of devices and screen sizes, such as smartphones and tablets.

5.3 Content management system

For internal dissemination purposes, consortium partners will have access to a password-protected site (a sharepoint provided by NORCE) which will contain the proposal, consortium agreement, grant agreement, budget, deliverables, periodic reports, meeting and workshop reports and other relevant documents. Regular updates on the progress of the project will allow both internal monitoring of the project as well as rapid dissemination of the achievements.

5.4 Social Media

The project will have a social media presence on Twitter and on LinkedIn to ensure wider dissemination to different age groups and target audiences. Social media should be used as a tool to announce project developments, but most importantly drive traffic to the project website.



INNOAQUA LinkedIn account: <https://www.linkedin.com/company/innoaqua-project/>

INNOAQUA Twitter account: <https://twitter.com/INNOAQUAproject>

Twitter and LinkedIn accounts have been established at month 2. Content related to INNOAQUA will be posted regularly to increase the project's outreach. When the project will have video material to display, it will be embedded on the website using YouTube.

For the first year of the project, the social media accounts will share posts from other accounts or post on events where INNOAQUA is to be presented to build a community of interest, creating an audience when INNOAQUA will have project results to share. Social media posts will also be posted by Eco Imagination and the rest of the consortium partners to share information on the latest developments.

Online media platforms will be monitored to provide information on the numbers, sources, types of content and individuals/organisations that promote or disseminate project messages, allowing optimisation and targeting of communication to ensure maximum outreach of news or results. These results will also be included in interim reports and the final dissemination report. The social media accounts will be managed by Eco Imagination with support from the partners.

5.5 Printed material

A project poster, a brochure, a factsheet, and a roll-up have been developed for distribution to partner networks and at conferences, exhibitions, and other events. The first project poster and brochure version will contain general information about the research activities, participants, and expected results. An additional poster and brochure will be prepared later in the project, to disseminate the results. Both will be written in accessible language (English) to reach the widest possible audience.



Figure 5.5.1: INNOAQUA brochure (front and back)

<p>CONSORTIUM</p>	<p>FOLLOW US</p> <p>LINKEDIN #innoaqua-project</p> <p>TWITTER @INNOAQUAproject</p> <p>WEBSITE www.innoaquaproject.eu</p> <p><small>Funded by the European Union under grant agreement number 101084585. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.</small></p>	<p>Sustainable Aquaculture Practices for Innovative Seafood Products</p>
<p>BACKGROUND</p> <p>In a scenario where global food systems are being challenged due to the expected population growth, together with resource impoverishment and other environmental constraints, seafood has been identified as a vital source of food and a key component of a healthy diet.</p> <p>Nonetheless, decades of unsustainable overfishing practices are depleting aquatic ecosystems at a time when nearly one-fifth of all animal protein consumed by humans comes from seafood, reason why aquaculture has gained traction over wild fisheries.</p> <p>However, intensified near-shore aquaculture raises environmental and resource-related questions, mainly due to waste-streams, dependence on wild fisheries for aquafeed, disease outbreaks and the potential introduction of invasive species resulting from escapes in ecosystems where they do not belong.</p>	<p>Algae (both microalgae and seaweed) have much potential, both for improving the sustainability of the production processes and as a direct food source to increase the seafood offer to consumers.</p> <p>GOAL</p> <p>INNOAQUA's main objective is to pave the path towards the upcoming sustainable and diversified EU land-based aquaculture industry by leaning on the demonstration and mainstreaming of innovative algae-based food and solutions, using ecology, circularity and digitalization approaches.</p> <p>The INNOAQUA consortium consists of a multidisciplinary and powerful combination of research organisations and universities, associations and companies (nine small and medium enterprises and two large industries) from eight countries with complementary knowledge and skills required for the successful implementation of the project objectives.</p>	<p>5 OBJECTIVES</p> <ol style="list-style-type: none"> 1 To implement an ecosystem approach for sustainable management of aquaculture production. 2 To demonstrate tools to limit the waste in aquaculture cultivation and processing. 3 To demonstrate processing methods to obtain new innovative seafood products based on algae and/or fish processing side streams. 4 To enhance the societal acceptance and market penetration of innovative seafood products through novel social simulation approaches. 5 To maximize wider uptake of INNOAQUA's results during and after the project's execution.



Figure 5.5.2: INNOAQUA poster

Sustainable Aquaculture Practices for Innovative Seafood Products

INNOAQUA's main objective is to pave the path towards the upcoming sustainable and diversified EU land-based aquaculture industry by leaning on the demonstration and mainstreaming of innovative algae-based food and solutions, using ecology, circularity and digitalization approaches.

ALGAE - an important source of alternative low-carbon footprint protein

17	8	48	5	6.0
PARTNERS	COUNTRIES	MONTHS	OPERATIONAL OBJECTIVES	MILLIONS IN FUNDING

LINKEDIN: #innoaqua-project
 WEBSITE: www.innoaqua-project.eu
 TWITTER: @INNOAQUAproject

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Figure 5.5.3: INNOAQUA factsheet



Decades of unsustainable overfishing practices are depleting aquatic ecosystems at a time when nearly one-fifth of all animal protein consumed by humans comes from seafood, reason why aquaculture has gained traction over wild fisheries. To ensure the future viability of the sector and to unlock its potential to provide food with a lower carbon footprint, it is imperative to improve current technologies and management strategies. This is especially relevant for the EU sector, where 70% of consumed seafood is imported and the production is concentrated both in terms of countries and farmed species.

INNOAQUA's main objective is to pave the path towards the upcoming sustainable and diversified EU land-based aquaculture industry by leaning on the demonstration and mainstreaming of innovative algae-based food and solutions, using ecology, circularity and digitalization approaches.

The INNOAQUA consortium consists of a multidisciplinary and powerful combination of research organisations and universities, associations and companies (nine small and medium enterprises and two large industries) from eight countries with complementary knowledge and skills required for the successful implementation of the project objectives.



<p style="text-align: center;"> LINKEDIN #innoaqua-project</p> <p style="text-align: center;"> TWITTER @INNOAQUAproject</p> <p style="text-align: center;"> WEBSITE www.innoaqua-project.eu</p>	<p>Project name: Innovative Approaches for an Integrated Use of Algae in Sustainable Aquaculture Practices and High-Value Food applications</p> <p>Project acronym: INNOAQUA</p> <p>Project number: 101084383</p> <p>Type of Action: HORIZON-IA</p> <p>Call identifier: HORIZON-CL6-2022-FARM2FORK-02-two-stage</p> <p>EU funding: 6.0 million €</p> <p>Project starting date: 1 June 2023</p> <p>Duration: 48 months</p> <p>Coordinator: NORCE</p>
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Figure 5.5.4: INNOAQUA roll-up

INNOAQUA PROJECT

Innovative Approaches for an Integrated Use of Algae in Sustainable Aquaculture Practices and High-Value Food

Sustainable Aquaculture Practices for Innovative Seafood Products

INNOAQUA's main objective is to pave the path towards the upcoming sustainable and diversified EU land-based aquaculture industry by leaning on the demonstration and mainstreaming of innovative algae-based food and solutions, using ecology, circularity and digitalization approaches.

The INNOAQUA consortium consists of a multidisciplinary and powerful combination of research organisations and universities, associations and companies (nine small and medium enterprises and two large industries) from eight countries with complementary knowledge and skills required for the successful implementation of the project objectives.

17	8	48	5	6.0
PARTNERS	COUNTRIES	MONTHS	OPERATIONAL OBJECTIVES	MILLIONS IN FUNDING

LINKEDIN
[#innoaqua-project](#)
 TWITTER
[@INNOAQUAproject](#)
 WEBSITE
www.innoaqua-project.eu

Funded by the European Union under grant agreement number 101084583. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



5.6 Newsletter and Press Release

Two digital newsletters and one digital press release will be sent yearly. They will include project updates, announcements, interviews, and other information related to INNOAQUA.

They will be distributed to stakeholders and partner networks and posted on the project website. Moreover, project updates may appear in partners' respective newsletter, which is distributed electronically to their own contacts within their specific industry.


One digital press release will be sent yearly to at least 100 media channels with an expected opening rate of 17,5%. Press releases will be published to announce newsworthy developments during the project. They will be written in English and sent to the European press and national journalists, with the help of the project partners.



Figure 5.6.1: INNOAQUA first Press Release

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Press Release

Innovative Food Production from Marine and Freshwater Ecosystems

The **INNOAQUA project** is one of the newly funded Horizon Europe projects within the Farm-to-Fork strategy, addressing innovative food production from marine and freshwater ecosystems.

INNOAQUA started on the 1st of June 2023 and officially kicked off on the 6th of June with the first consortium meeting, held online. A total of 17 partners from eight countries are involved in the project, led by NORCE Norwegian Research Centre (NORCE).

The **Farm-to-Fork Strategy** of the **European Green Deal** acknowledges the potential of algae to become an important source of alternative low-carbon footprint protein and contribute to improving the sustainability and competitiveness of the aquaculture sector. Nonetheless, the European algae industry is still in an early phase lagging behind the overall increase seen at a global level, mostly driven by Asia.


Within this context, the EU project INNOAQUA aims to pave the **path towards the upcoming sustainable and diversified EU in-land aquaculture industry by demonstrating and mainstreaming innovative algae-based foods and solutions, based on ecology, circularity and digitalization concepts.**

– By firstly, demonstrating the operational, technical, and socio-economic robustness of integrated and digitally enhanced fish and algae cultivation systems at the pre-commercial level, and secondly, piloting optimised processing techniques within a biorefinery approach and the formulation of high-added value seafood products, we aim to address the main barriers hindering the growth of the sector, says Dorinde Kleinregis, the project leader of INNOAQUA, and a senior researcher at NORCE. This will be accompanied by a dedicated waste minimisation and valorisation strategy to help optimise and increase its economic and sustainability performance. Moreover, INNOAQUA will also work on understanding how consumer perceptions and social norms influence the consumption of innovative seafood products by co-creating the products together with end-users and simulating their uptake in digital models of communities to identify effective market deployment and penetration strategies.

Lastly, a multi-level outreach strategy aims at fostering knowledge transfer and ultimately helping maximize the project's scope and impact, and will comprise amongst other materials for skills development and activities to foster international cooperation. The full name for INNOAQUA is "Innovative Approaches for an Integrated Use of Algae in Sustainable Aquaculture Practices and High-Value Food applications".

The Partners of INNOAQUA are: VIKING AQUA AS (NO), MARINEHOLMEN RASLAB AS (NO), ALGEBY INGREDIENTS SL (ES), AAF ALGARUEL SA (PT), Safesteta-Sustainable Aquafarming Investments (PT), INESC TEC - INSTITUTO DE ENGENHARIA DE SISTEMAS E COMPUTADORES, TECNOLOGIA E CIENCIA (PT), ACONDICIONAMIENTO TARRARENSE ASSOCIACION (ES), ERANOVA (FR), PESCANOVA ESPANA SL (ES), VIVA MARIS GMBH (DE), SUSTAINABILITY INNOVATION SL (ES), PEDAL CONSULTING SRO (SK), EUROPEAN AQUACULTURE SOCIETY (BE), ASSOCIATION ECO IMAGINATION (FR), PERSEUS (BE) and UNIVERSIDADE FEDERAL DO RIO DE JANEIRO (BR).




Total project eligible costs are 7.3 million euros, and almost 6 million of this is funded by the European Union.




[Learn more](#)

KEY FACTS

17	8	48	5	5.99
PARTNERS	COUNTRIES	WORKING	OPERATIONAL OBJECTIVES	MILLIONS IN FUNDING








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5.7 Scientific Journals and Magazines

Scientific excellence and technological advancements developed within the INNOAQUA project will form the basis for scientific publications, to be disseminated to the scientific community, aquaculture producers, technology and equipment providers, food retailers, policymakers, and the wider food industry.

The scientific articles will be published in at least 15 peer-reviewed, high impact journals. The articles will be open access to other researchers either by self-archiving online or via open access publishing on the journal website.

During the project, one feature article will be describing the main deliverables of the project. Examples of journals that could publish the results of INNOAQUA include: Phycology, Aquaculture, Ecological Engineering, Biosensors and Bioelectronics, International Journal of Advanced Manufacturing Technology, Trends in Food, Science & Technology, Sensors and Actuators B: Chemical, Journal of Artificial Societies and Social Simulation, Biomass Conversion and Biorefinery, Bioresources and Bioprocessing, Bioresource Technology, Algal Research.

5.8 Participation at Conferences, Workshops and Events

Project partners will attend at least 8 conferences per year in related events, conferences, workshops, to meet target groups, other stakeholders, public authorities and scientific community and to raise awareness about the project objectives and results. These events provide access to target audiences at local, national, European, and international level.

The INNOAQUA consortium partners are from different disciplines; therefore, they will disseminate project results to diverse scientific forums.

The aquaculture producers and food manufacturing industries will also be informed of INNOAQUA achievements at international conferences and trade shows. INNOAQUA partners will also provide information through posters, presentations at other sessions and distribution of flyers.



Conferences and trade fairs of interest identified for the INNOAQUA project are as follows:

- World Aquaculture
- Food Ingredients Europe Fair
- SPIE Photonics West/Europe - International conference
- International Conference of Algal - Biomass, Biofuels and Bioproducts
- Plant Based Foods & Proteins - Europe
- AlgaEurope
- Social Simulation Conference - (SSC)
- International Fair for Organic - Products (BIOFACH)
- Flexible Automation and Intelligent - Manufacturing Conference
- Plant Based World Expo
- ISAP Conference NutrEvent
- International Conference on Optical Fiber Sensors (OFS)
- European Federation of Food Science and Technology Conference
- Sustainable Plant Based Proteins
- AQUA2024 in Copenhagen
- AE2025 in Valencia

An updated list will be elaborated every three months in collaboration with partners to guarantee the project's presence on dissemination events.

During the 48 months of the project, the partners will organize at least 10 workshops or webinars such as:

1. Workshop/Tours to the National Algaepilot Mongstad to showcase DEMO#1 (NORCE, Consortium members, external: 100 attendees (students/industry))
2. Webinar about algae-based food products (VIVA MARIS, 50 attendees)
3. Webinar on LCSA (LCA, LCC, S-LCA) assessments done within the project (SUSTAINN, 50 attendees)



4. Webinar on the use of FPTM C-C methodology in launching seafoods to markets (NORCE, >30 attendees)
5. Two webinars as part of the series EASTalk webinars (EAS, 200 attendees):
 - An overview of the approach of smart IMTA as INNOAQUA envisages to demonstrate it with a focus on the impact and how it could become standard (best practice).
 - Walk through innovations being developed and their road to market.
6. Yearly webinars on how to foster international cooperation regarding project related activities (UFRJ, 50 attendees)
7. Hybrid workshop on circular approaches for RAS (RASLAB, NORCE, LEITAT, SUSTAINN, >20 attendees)
8. Hybrid workshop on seaweed and fish IMTA (RASLAB, SEA8, A4F, >20 attendees)
9. Hybrid workshop on the use of FPTM C-C methodology in launching seafoods to markets (NORCE, >20 attendees)

At the end of the project, a workshop will be organised where the partners will present the project results and perspectives to relevant stakeholders from industry, the scientific community, regulatory bodies and others with an interest in the field. The presentations will analyse and reflect upon the developments of INNOAQUA. Several webinars are also contemplated to spread knowledge on the project's upbringings.

6. Indicators and target

The successful implementation of this component of the Communication and Dissemination Plan will be quantified by the achievement of specific targets for a number of different indicators (Table 6.1 below)

Table 6.1: Channels / tools / Indicator /Target/Information source:

Tools/Channels	Indicator	Target	Information source
Brochures and Posters	Number of copies distributed	100 copies per item	Consortium information, number of copies distributed to target groups / stakeholders
Project website	Number of visitors	800 visitors per year	Website analytics
Newsletter	Number of subscribers; Opening rate	2 newsletters per year, 17% opening rate	Mailchimp analytics
Press Release	Number of media reached; Opening rate	1 press release per year, 17,5% opening rate	Mailchimp analytics
Social Media (LinkedIn & Twitter)	Number of followers; Engagement rate	200 followers; 1,5% engagement rate	Social media analytics
Project Video	Number of views	300 views	Youtube analytics



Scientific publications	Number of publications	15 peer-reviewed papers	Publication website
Workshops and webinars	Number of workshops/webinars	10 workshops or webinars	Consortium partners
Conferences & Events	Number of conferences/events	8 conferences or events per year	Certificate of registration

7. Levels of dissemination

Key targets groups operate at different geographic levels, which will influence which communication tools and media will be employed.

7.1 European Level

The European Commission will be informed about the results via the periodic reporting of the project (mid- term review, minutes of periodical meetings, updates of this document) to modify related regulations if necessary and to propose collaboration with other ongoing projects on dissemination activities.

7.2 International Level – Industry Scientific Community

The relevant international organisations will be informed of the results. The consortium partners are already active contributors in various initiatives and networks (see list below), where INNOAQUA outcomes will be shared as well. Scientific knowledge can be translated into practical information, guidelines, and regulatory policies. Direct email to specific organisations and groups, based on the target audiences, will be used to distribute electronic media resources to raise public awareness. Technical journals, conferences and workshops at both national and international level, publications about aquaculture practices, technology and equipment industry providers meetings, and participation in food forums will also be used for the dissemination of knowledge both at research and industrial levels.

List of relevant initiatives and networks where INNOAQUA partners are active contributors:

Initiatives & networks	INNOAQUA partners	Dissemination info
<i>EABA – European Algae Biomass Association</i>	A4F, NORCE	to promote interchange and cooperation in the field of algae biomass production and use
<i>ISAP – International Society of Applied Phycology</i>	A4F, NORCE	to promote research and dissemination knowledge concerning the utilization of algae
<i>Safe Seaweed Coalition</i>	A4F	established with more than 700 members all over the world to oversee the safety and sustainability of the seaweed industry as it scales up
<i>COST ACTION CA20106 – Tomorrow’s ‘Wheat of the</i>	A4F	pan-European action with more than 100 participants oriented to improve the knowledge

<i>Sea’ Ulva, A Model for an Innovative Mariculture (Seawheat)</i>		and capitalise the potential of the most promising <i>Ulva spp</i>
<i>EU4Algae</i>	A4F, ALGEMY, NORCE	stakeholder platform to accelerate the development of a European algae industry and promote algae for nutrition and other users among consumers and businesses
<i>EC’s Joint Research Centre</i>	NORCE	share evidence on the sustainability of innovative aquaculture solutions and provide <i>The Knowledge Center for Bioeconomy</i> with materials for policy advice and skills development
<i>EIT Health</i>	LEITAT	Boost innovation and entrepreneurship in health-related topics linked to nutrition such as healthy ageing
<i>BIC–Biobased Industries Consortium</i>	A4F, LEITAT, NORCE	public-private partnership focused on strengthening the biobased industries sector in Europe
<i>EAI– European Alliance for Innovation</i>	Pedal	the world’s largest open professional society in Information Technology, to disseminate projects outcomes
<i>ESSA – European Social Simulation Association</i>	NORCE	To promote the development of social simulation research, education and application in Europe.
<i>EAS – European Aquaculture Society</i>	EAS	EAS as a scientific association itself with more than 1000 members will use its network (newsletters, magazines and social media with an outreach of more than 16.000 individuals) to disseminate the project’s news and messages.
<i>Joint Marine Biotechnology Initiative within the All-Atlantic Ocean Research Alliance</i>	UFRJ	promoting collaboration among countries of the Belem and Galway statements to support blue growth)
<i>WAITRO – World Association of Industrial and Technological Research Organisations network</i>	LEITAT	bringing together science, technology and innovation stakeholders to connect and multiply their findings to solve global challenges and contribute to the UN Sustainable Development Goals
<i>EURASTiP – European Asian aquaculture Technology and Innovation Platform</i>	EAS	aimed at providing a structured basis for multi-stakeholder dialogue in the aquaculture community between Southeast Asia and Europe.



8. Timeline

In the first phase of the project, and as the results are being generated, the project communication activities will focus on building awareness of the INNOAQUA project goals.

Public deliverables will be made available for dissemination via INNOAQUA's communication channels. In collaboration with project partners, ECO Imagination will continuously extract key messages and highlight interesting findings in short, easy-to-read articles that will be posted on INNOAQUA website. The communication of the project outcomes will be further supported by regular social media campaigns to generate traffic to the INNOAQUA website.

After the first phase, the timeline of communication and dissemination activities will be strongly correlated to the deliverables' timeline. It is expected that communication of the deliverable on the website and social media will take place the month after the deliverable is approved. Announcements on social media will be synchronised with updates on the project progress and activities on the project website as they occur, intending to redirect the users to the website as the main communication and dissemination platform.

Peaks in the timeline of INNOAQUA's communication activities will correlate with the public deliverables and events, where the target audiences are expected to be present. ECO Imagination and the other partners of the consortium will keep INNOAQUA in the public eye with both regular and special event activities that will run throughout the lifetime of the project. Communications activities will include announcing events and providing summaries and digital content after the event has taken place.



9. Actions M1-M4

In the first phase of the project, a visual identity for INNOAQUA was created. It included the logo of the project, and the brand guidelines (typography, colours).

At M2, the social media channels were created with publications posted weekly to drag awareness on the project's scope. By M4, the project earners a total of 356 followers, exceeding the 200 follower KPI with an average engagement rate of 7,14%.

At M4, the website was launched with essential information of the project, that will be updated constantly: <https://innoaquaproject.eu>

The first brochure, poster, factsheet, roll-up project document templates and project presentation were produced.

The first press release was sent to 410 European media channels (exceeding the 100 European media channel KPI) with an opening rate of 24%.

A first workshop was organized by NORCE, together with other EU projects. Workshop titled "Barriers and Opportunities to the development of Integrated Multi-Trophic Aquaculture (IMTA) and Low Trophic Aquaculture (LTA): Experiences from European Projects." The workshop took place on Thursday September 21st 2023, at the Messe Wien Exhibition Congress Center, in Vienna.



10. Analytics & KPIs Progresses

10.1 Social Media Analytics

Table 10.1.1 – LinkedIn Analytics

Date	Month	Page views	Unique visitors	Number of followers	Number of posts	Impressions	Reactions	Engagement rate	Comments	Reposts
June 2023	M1	0	0	0	0	0	0	0,00%	0	0
July 2023	M2	200	55	90	2	2489	137	15,02%	4	27
August 2023	M3	256	85	243	4	5851	158	5,96%	1	18
Sub-total	M1-M3	456	140	243	6	8340	295	8,98%	5	45
Sept 2023	M4	126	54	283	5	4863	127	4,93%	1	7
Oct 2023	M5									
Nov 2023	M6									
Sub-total	M4-M6	126	54	283	5	4863	127		1	7
TOTAL	M1-M4	582	194	313	11	13 203	422	7,14%	6	52

At M1 the INNOAQUA LinkedIn page had not been created yet.

From M2 to M4, the INNOAQUA LinkedIn page was visited by 194 unique visitors for a total of 582 page views leading to a total of 313 followers. During this period, 11 publications were posted reaching 13.203 impressions, 422 reactions, 6 comments and 52 reposts with an average engagement rate of 7,14%.



Table 10.1.2 – Twitter Analytics

Date	Month	Number of Tweets	Tweets impressions	Total followers	Engagement	Engagement rate
June 2023	M1	0	0	0	0	0,00%
July 2023	M2	2	160	3	27	13,30%
Aug 2023	M3	4	111	7	6	5,28%
Sub-total	M1-M3	6	271	7	33	7,95%
Sept 2023	M4	4	158	34	6	5,10%
Oct 2023	M5					
Nov 2023	M6					
Sub-total	M4-M6	4	158	34	6	5,10%
TOTAL	M1-M4	10	429	43	39	6,81%

At M1 the INNOAQUA Twitter page had not been created yet.

From M2 to M4, the INNOAQUA Twitter page gathered a total of 43 followers. During that period 10 publications were posted reaching 429 impressions, 39 engagements with an engagement rate of 6,81%.



Table 10.1.2 – Social Media KPIs

Platform	Earned followers	Total followers	KPI at M48	% KPI achieved
Social media channels (LinkedIn + Twitter)	313 + 43	356	200	178%

Platform	Average engagement rate	Engagement rate KPI at M48	% KPI achieved
LinkedIn	7,14%	1,5%	476%
Twitter	6,81%	1,5%	454%

KPIs at M48: The Grant Agreement requires the INNOAQUA project social media channels (LinkedIn + Twitter) to have reached 200 followers by M48. By having reached 356 followers from M1 to M4, 178% of the KPI has been achieved.

Furthermore, the average social media engagement rate KPI is set at 1,5%. From M1 to M4, the LinkedIn average engagement rate was 7,14% achieving 476% of the KPI and the Twitter average engagement rate was 6,81% achieving 454% of the KPI.

10.2 Website Analytics

Table 10.2.1 – Website analytics

Date	Project month	Users		New User Sources			
		Users	New users	Direct	Organic Social	Organic Search	Referral
Sept 2023	M4	93	92	65	0	24	3

The project website was launched at M4 (September 2023). During that first month, 65 users came from a direct source, 24 users came from organic search and finally and 3 users came from referral. The project website was visited by 93 users coming from Scandinavia, Europe, North and Central America, and India as marked on the map below:

Map of the INNOAQUA project website users by country:

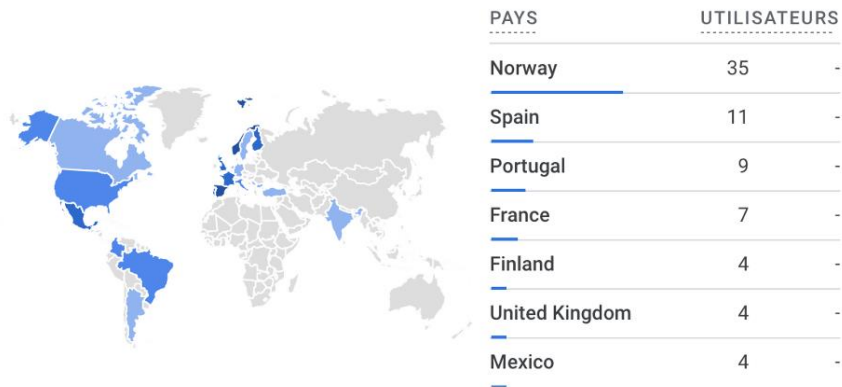




Table 10.2.2 – Website KPIs

Platform	Number of visitors	KPI	%KPI achieved
Project website	93	800 visitors per year	11,6%

KPI at M48: The Grant Agreement requires the INNOAQUA project website to have attracted 800 visitors per year. By having reached 93 visitors at M4, 11,6% of the KPI has been achieved in that first year.



10.3 Press Release Analytics

Table 10.3.1 – Press Release Analytics

Press Release 1 (M4)					
Audiences	Deliveries	Open Rate	Total Opens	Click Rate	Total Clicks
European media channels	410	24%	84	2,90%	10

The first INNOAQUA Press Release was sent at M4 (September 2023), and successfully delivered to 410 European media contacts with a total open rate of 24% and a 2,90% click rate.



Table 10.3.2 – Press Release KPIs

Title	Number of European media channels recipients	KPI	% KPI achieved
Press Release 1	410	100	410%

Title	Open Rate	KPI	% KPI achieved
Press Release 1	24%	17,5	137%

KPI at M48: The INNOAQUA Grant Agreement requires to send 1 press release per year to at least 100 European media channels with a total open rate of 17,5%.

The first press release was sent at M4 and successfully delivered to 410 European channels, reaching 410% of the KPI, with a total open rate of 24% reaching 137% of the second KPI.



11. Monitoring

A monitoring process has been established at the beginning of the project to secure the successful implementation of the Dissemination and Communication Plan and ensure that its goals are met. This process will allow us to identify any potential gaps or problems, special needs of relevant stakeholders, and good practices that we can adopt. If necessary, the Dissemination and Communication Plan will be updated to reflect any modifications or changes identified through the monitoring process. This is intended to ensure the effective dissemination of the outcomes to key stakeholders and the general public.

To evaluate the impact of the Dissemination and Communication Plan activities, a set of KPIs has been chosen at the proposal stage. Given that the performance is in most cases higher than the original KPIs, the metric targets and needs will be modified based on the project's results and included in the updated deliverable. The dissemination manager, with the support of the consortium partners, will monitor the quantitative metrics during the reporting periods. The partners will also request qualitative feedback after the implementation of events to evaluate the strategy and make any necessary modifications more effectively. The different trackers will be included in the updated Dissemination and Communication plan in M18.



12. Reporting

To ensure the project's success, it is necessary to keep track of the dissemination, communication, and engagement activities carried out by all partners. Therefore, the reporting and documentation for the Dissemination and Communication Plan is crucial. Throughout the project, all consortium partners should report their dissemination and communication activities on a monthly basis by completing the template provided by Eco Imagination. There is a list of actions that could be a subject of report in Dissemination and Communication Tracker: events, informal meetings, interviews, communication campaigns, such as sharing newsletters or promotional materials, social media posts, articles, and publications.

Dissemination and Communication Reporting Template will document all dissemination and communication activities of the project. All partners should update it on a monthly basis. By keeping track of the activities, any issues or gaps will be noticed early, and measures can be taken to address them.



13. Conclusion

The Dissemination and Communication Plan outlined in this document has been designed to assist project partners in executing the dissemination and communication activities throughout the INNOAQUA project and effectively convey the key messages to the target audiences. This report includes a comprehensive list of all the communication activities planned throughout the project's duration, the communication channels to be utilised for dissemination, and the key messages to be communicated.

The dynamic nature of the project necessitates that the Dissemination and Communication Plan will be reviewed and updated continuously in line with the needs and views of stakeholders to ensure that the project's promotion has the maximum impact on the targeted stakeholders, as well as the European community as a whole.