Farm to fork, Communities Development and Climate Action
European Research Executive Agency (REA)

INNOAQUA
PROJECT

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This document is the INNOAQUA project **Communication & Dissemination plan** (contract no. 101084383) corresponding to **D6.6** led by **Eco Imagination.**

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TABLE OF CONTENT

List of Acronyms

Abbreviation / Acronym	Description
WP6	Work Package 6
R&D	Research and Development
KPI	Key Performance Indicator
KER	Key Exploitable Results
B2B	Business to business
B2C	Business to customer
IS-FF	Industry stakeholders – Food formulators
IS-FM	Industry stakeholders – Food manufacturers
IMTA	Integrated Multitrophic Aquaculture
NP	Non-profit organisations
PA&R	Public Administrators, Regulators and Policymakers
SC&A	Scientific Community & Academia
GP	General Public
RAS	Recirculating Aquaculture Systems
M	Media

Executive Summary

This document is an update of the Communication and Dissemination Plan for the INNOAQUA Project, laying out the strategy that guiding 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 in-land aquaculture industry by leaning on the demonstration and mainstreaming of innovative algae-based foods and solutions, and ecology, circularity and digitalization concepts.

Project's backgound :

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 in-land aquaculture industry by leaning on the demonstration and mainstreaming of innovative algae-based foods and solutions and ecology, circularity and digitalization concepts.

INNOAQUA proposes 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, focusing from the beginning on 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 48, 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 has been created.

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

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

This document is divided in 10 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 "Level of dissemination". It presents the dissemination strategy at a European and international level.

The seventh chapter is called "Timeline". It presents the dissemination strategy timeline.

The eighth chapter is called "Actions M1-M11". It presents the actions already taken in the first 11 months of the project.

The ninth chapter is called "Indicators and Target". It presents the KPIs and the way the project will measure its progresses and results.

The tenth chapter is called "Analytics and Monitoring". It presents the results already achieved, measures their impact according to the KPIs and the monitoring tools used to track the project's progress.

The eleventh chapter is called "Reporting". It presents the reporting system of the INNOAQUA Project.

The twelfth chapter is called "conclusion". It presents a short conclusion of the deliverable.

1.2 Relation to other project deliverables

The updated 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 at least once a year, while Teams and/or teleconferencing services will be used to facilitate collaboration within WPs.

Beginning in M6, once every two months 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 all consortium partners of INNOAQUA will attend this meeting.

To facilitate efficient communication among partners, NORCE, as project leaders, has created a Teams site and SharePoint for project documentation and data exchange. This platform is hosting 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 continue to 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 continue to 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 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

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

Table 3.1 : Target groups and stakeholders

Target group / Stakeholder	Targeted Results / Content
Industry stakeholders – Food formulators (IS-FF): aquaculture producers (B2B and B2C), technology and equipment providers	Materials and campaigns to increase industry interest in the proposed aquaculture practices.
Industry stakeholders – Food manufacturers (IS-FM): food retailers, nutraceuticals retailers	Materials and campaigns to increase industry interest in innovative seafood products in the context of a growing market with manifold opportunities for innovation.
Associations and other non-profit organisations (NP)	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.
Public Administrators, Regulators and Policymakers (PA&R)	Estimated environmental and social performance, opportunities to lever and accelerate public policies implementation on aquaculture practices. Public administrations have the enabling capacity to unlock and accelerate market uptake conditions in

Target group / Stakeholder	Targeted Results / Content
	terms of legal, regulatory, financial and standardisation factors.
Scientific Community & Academia (SC&A)	Research data and the breakthroughs for further study in terms of replicability of the model to other industries. Spread out the application of sustainable (algae)aquaculture practices, showcasing promising results and supporting the scale-up through dedicated pilot facilities. Knowledge transfer, as teaching facilitators and adapters of academic curricula.
General Public (GP)	Awareness campaigns on the environmental benefice of developing sustainable aquaculture practices to create innovative seafood products. Promote the nutritional, environmental and socio-economic benefits of a sustainable intensification of the aquaculture sector.
Media (M)	Involve media on the activities to carry out to guarantee knowledge is spread widely.

Relevant high-impact journals have also been identified, 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 5 technical work packages (in addition to WP7 - Project Management and WP6 – Communication, Dissemination and Exploitation), INNOAQUA will continue to 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 continue to 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	ISFF; ISFM ; SC&A; GP; M	Workshop/webinars, Scientific Publications, Tradeshows and Conferences, Newsletters, Website
WP2 - Sustainable Aquaculture Practices	-Show how the approach within the Ecosystem Approach to Aquaculture (EAA) framework - Show the feasibility of an integrated RAS-microalgae unit	ISFF; ISFM; NP; SC&A; GP; M	
WP3 - Development and optimisation of processing techniques	- Algae biomasses and fish processing side streams protein, omega 3 fatty acids, and vitamins content - Pre-treatment and extraction processes - Production of functional protein hydrolysates	ISFF; ISFM; NP; SC&A; PA&R; GP; M	
WP4 - Formulation of innovative seafood ingredients and products	- Product prototype - Conversion into commercialized ingredients (B2B) - Biobased plastic resin formulations to	ISFF; ISFM; NP; SC&A; PA&R; GP; M	

	be used in seafood packaging using remaining algae fractions that do not have potential for food applications		
WP5 - Sustainability, safety, and regulation	-Life Cycle Assessment and Circularity assessment in accordance with ISO 14040 standards - Socio - Economic Impact Assessment - Regulatory and safety assessments	ISFF; ISFM; NP; SC&A; PA&R; GP; M	

5. Tools and channels

Different tools and channels will continue to be used to disseminate and communicate INNOAQUA activities and results. Each tool and channel are being 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	ISFF; ISFM; 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	ISFF; ISFM; 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	ISFF; ISFM; NP; SC&A; PA&R; GP; M	Demonstrate the technology effectively accomplishes the objectives of the project.
Events **(organized or attended by INNOAQUA project partners)**	Workshops Webinars Seminars	ISFF; ISFM; 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	ISFF; ISFM; NP; SC&A; PA&R	Bring the technology to market.

	Conferences	ISFF; ISFM; NP; SC&A; PA&R; GP; M	Disseminate results on the project.
	Tradeshows	ISFF; ISFM; NP; SC&A; PA&R; GP; M	Raise interest on the stakeholders.

Several dissemination tools and channels will continue to 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 continue to 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 continue to be given appropriate prominence. All publications will continue to reference the grant agreement number.

The communication activities within the project are both 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. However, 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 remain 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 continue to contribute to the website by providing relevant project information in accessible language (laymen terms). All communication efforts by project partners and social media will continue to be redirected to the INNOAQUA website. Traffic to the website will continue to be increased by creating mutual links between the partners' websites and other relevant websites.

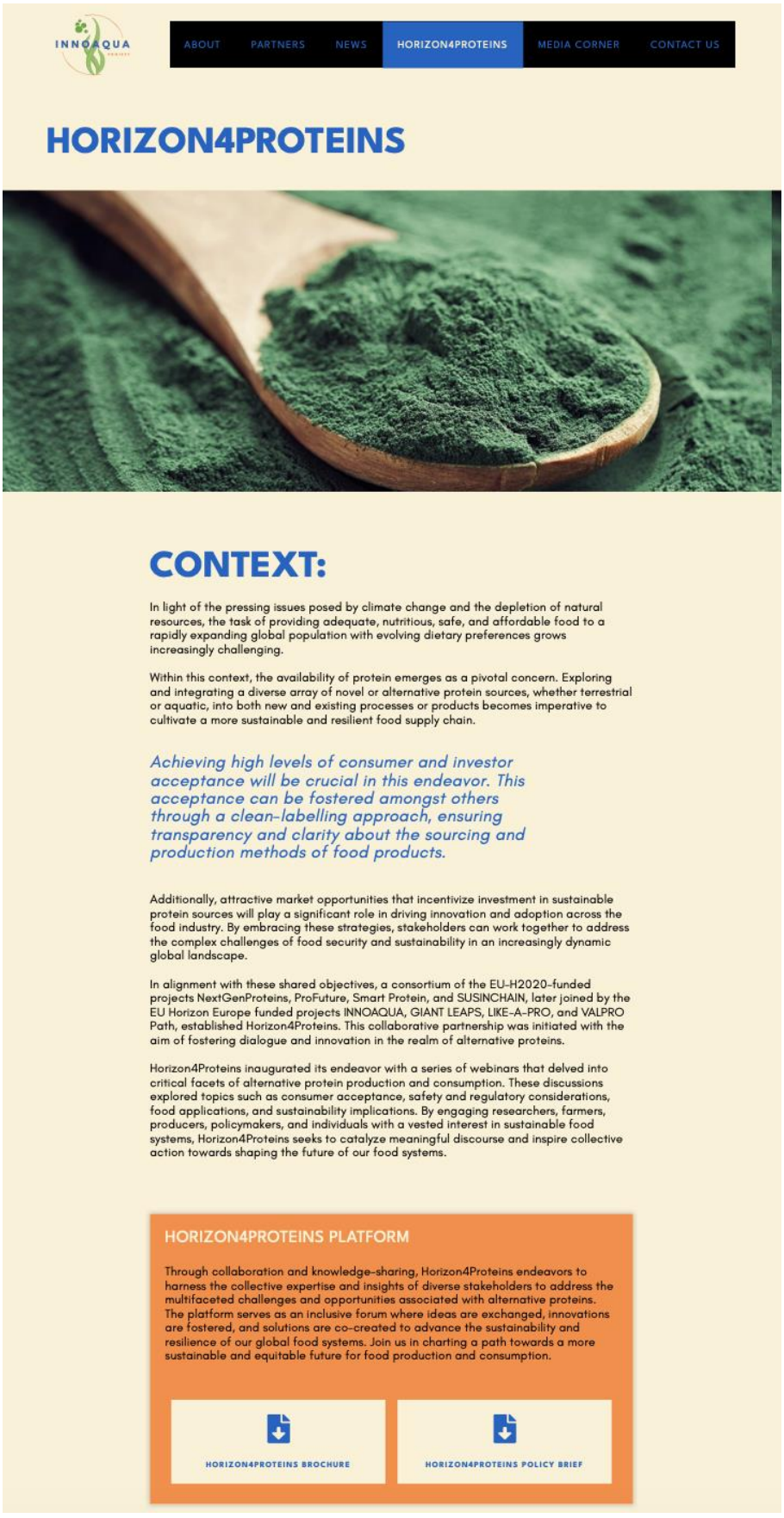
The project website contains:

- 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)
- Events and contact information
- Social media links

Figure 5.2.1: INNOAQUA Project Website home page

At M9, the INNOAQUA project joined the "HORIZON4PROTEINS", a European initiative that aims to harness the collective expertise and insights of diverse stakeholders to address the multifaceted challenges and opportunities associated with alternative proteins. The platform serves as an inclusive forum where ideas are exchanged, innovations are fostered, and solutions are co-created to advance the sustainability and resilience of our global food systems.

Figure 5.2.2: INNOAQUA Project Website “HORIZON4PROTEINS” page



WEBINARS

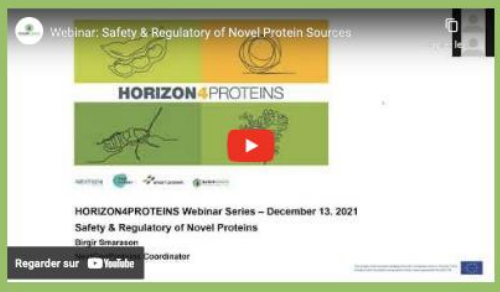
THE SUSTAINABILITY OF ALTERNATIVE PROTEINS
SEPTEMBER 22ND 2022

NOVEL PROTEINS - FOOD OF THE FUTURE
APRIL 28TH 2022

DOWNLOAD FROM GOOGLE DRIVE

WHY (NOT) TO EAT? EUROPEAN CONSUMERS' VIEWS ON FOODS MADE OF ALTERNATIVE PROTEINS
FEBRUARY 3RD 2022

SAFETY & REGULATORY OF NOVEL PROTEIN SOURCES
DECEMBER 13TH 2021



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 continue to 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.

Since the creation of the INNOAQUA website at M2, ECOIM has authored and published 10 articles, thereby augmenting both website traffic and the quality of content available.

03/09/2023: THE INNOAQUA PROJECT PROPOSES AN AMBITIOUS AND EFFICIENT R&I WORKPLAN

08/09/2023: WHAT IS THE FARM TO FORK STRATEGY?

12/10/2023: INNOAQUA FIRST ANNUAL MEETING

28/11/2023: INNOAQUA WILL BE JOINING THE ALGAEUROPE CONVENTION

12/01/2024: BLUE FOOD, GREEN SOLUTIONS

02/03/2024: COME AND MEET THE INNOAQUA PROJECT AT THE ALIMENTARIA FAIR

27/03/2024: ALGEMY SHOWCASES INNOAQUA PROJECT AT ALIMENTARIA FAIR IN BARCELONA

06/04/2024: JOIN US AT THE SMART PROTEIN CLOSING CONFERENCE!

14/04/2024: HARNESSING ALGAE: THE GREEN SOLUTION TO SUSTAINABLE PROTEIN PRODUCTION

17/04/2024: JOIN US AT EUROPEAN MARITIME DAY 2024: INNOAQUA PROJECT COORDINATOR NORCE TAKES THE SPOTLIGHT

At M10, a monthly calendar of articles was proposed and approved by the consortium partners. Each article will focus on a technical topic spanning a minimum of 200 words and a maximum of 600 words. These articles will provide valuable content to be published on the project's website every month.

Table 5.2.3: Monthly Article Publication Planning for the INNOAQUA Website:

Partner	Suggested article title	Publication date
NORCE	Unveiling the Main Challenges of the INNOAQUA Projects	10/05/2024
VIKING AQUA	Driving Sustainability in Aquaculture: Viking Aqua's Integral Role in the INNOAQUA Project	10/06/2024
RASLAB	Exploring Innovation at Marineholmen RASLab: Advancing RAS Systems and Microalgae Co-Cultivation in Aquaculture	10/07/2024
ALGEMY	Charting Culinary Frontiers: Algemy's Integral Role in INNOAQUA's Innovative Food Development Initiatives	10/08/2024
A4F	Driving Innovation: A4F's Role in Sustainable Aquaculture Practices and Algae Extracts Cascading Approach within the INNOAQUA Projects	10/09/2024
SEA8	Exploring Smart Aquaculture Solutions: Safiestela and SEA EIGHT Group's Role in INNOAQUA's DEMO #2 Integration Project	10/10/2024
INESC-TEC	Unlocking Innovation: NESC TEC's Advancements in Data Management and Sensor Technology for Enhanced Aquaculture Production	10/11/2024
LEITAT	Advancing in Turning Fish Processing Waste into a Sustainable Solution: Leitat's Integral Role in INNOAQUA's Fish Protein Hydrolysates Innovations	10/12/2024
ERANOVA	Revolutionizing Packaging: ERANOVA's Algae-Based Solutions in the INNOAQUA Project	10/01/2025
PESCANOVA	Exploring Novel Ingredients: Testing Innovative Algae-Based Products for Sustainable Food Solutions	10/02/2025
VIVA MARIS	Innovating Seafood: Viva Maris' Contributions to Product Development in the INNOAQUA Project	10/03/2025

SUSTAINN	Promoting Sustainability and Safety: Sustainn's Leadership in INNOAQUA's Work Package 5	10/04/2025
PEDAL	Driving INNOAQUA's Success: PEDAL Consulting Leads Communication, Dissemination, and Exploitation Efforts	10/05/2025
EAS	Harnessing Synergy: EAS's Role in Integrating Ecosystem Approaches in INNOAQUA's Aquaculture Innovations	10/06/2025
ECOIM	Exploring Future Horizons: Emerging Trends in Algal Innovation	10/07/2025
PERSEUS	Navigating Regulatory Waters: PERSEUS's Role in Overcoming Hurdles for INNOAQUA's Innovative Solutions	10/08/2025

5.3 Content management system

For internal dissemination purposes, consortium partners will continue to have access to a password-protected site (a sharepoint provided by NORCE) which contains 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 continue to allow both internal monitoring of the project as well as rapid dissemination of the achievements.

5.4 Social Media

The project will continue to 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 is and 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 have shared 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 have been and will continue to be posted by Eco Imagination and the rest of the consortium partners to share information on the latest developments.

Online media platforms will continue to 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 continue to be managed by Eco Imagination with support from the partners.

Figure 5.4.1: INNOAQUA project LinkedIn page

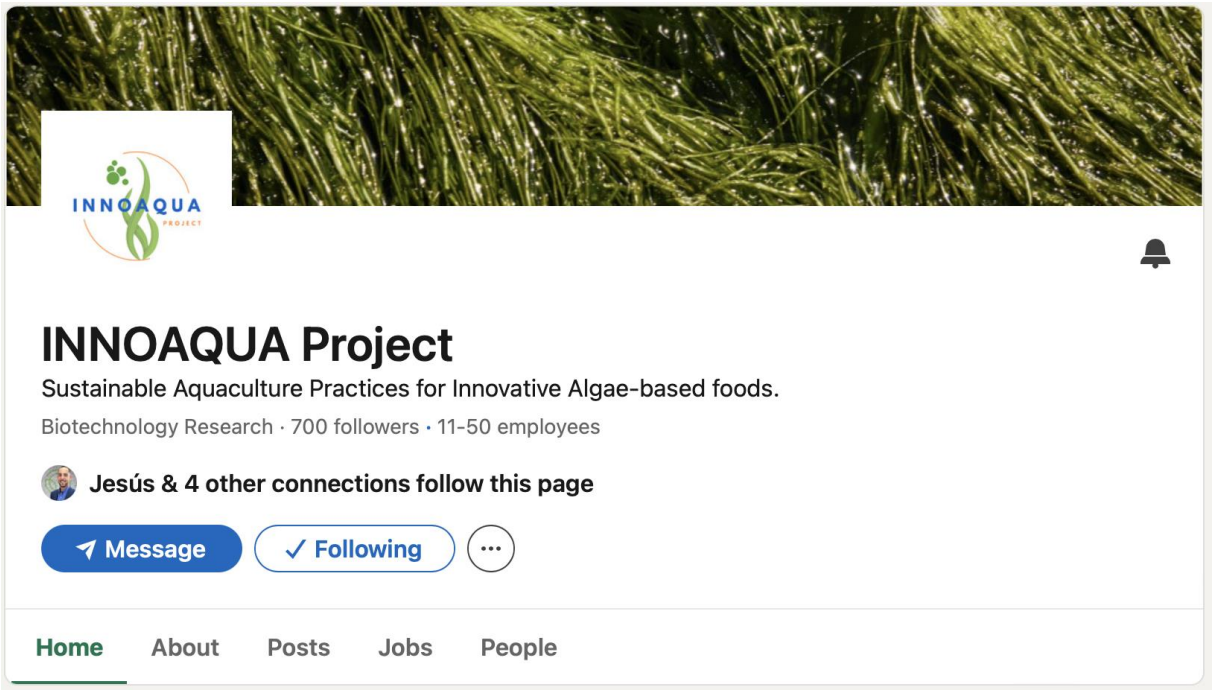


Figure 5.4.2: INNOAQUA project Twitter page

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 are containing 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)

Figure 5.5.2: INNOAQUA poster

Figure 5.5.3: INNOAQUA factsheet

Figure 5.5.4: INNOAQUA roll-up

5.6 Newsletter and Press Release

Two digital newsletters and one digital press release will continue to 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 (M4)

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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 Kleinegris, 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 outreaching 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), ALGEMY INGREDIENTS SL (ES), A4F ALGAFUEL SA (PT), Safiestela-Sustainable Aquafarming Investments (PT), INESC TEC - INSTITUTO DE ENGENHARIADE SISTEMAS E COMPUTADORES, TECNOLOGIA E CIENCIA (PT), ACONDICIONAMIENTO TARRASENSE 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

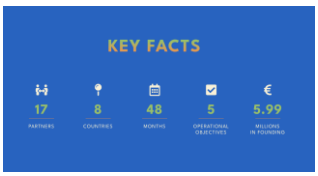

Figure 5.6.2: INNOAQUA first Newsletter (M6)

THE INNOAQUA PROJECT KICKED OFF

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.

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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.

Photo by Andreas Graven - Bergen, October 2023

On 10-12th October 2023 the INNOAQUA partners met in Bergen (Norway) for the first annual meeting. The General Assembly was hosted by the project coordinator NORCE Norwegian Research Centre for 3 days of collaboration.

NORCE hosted a welcome session before leaving the floor to the Work Package Leaders presenting their first progresses one after the other:

- Work Package 1 (WP1): Co-creation of social innovations: societal engagement and acceptance led by NORCE.
- Work Package 2 (WP2): Sustainable Aquaculture Practices led by A4F.
- Work Package 3 (WP3): Development and optimisation of processing techniques led by LEITAT.
- Work Package 4 (WP4): Formulation of innovative seafood ingredients and products led by ALGEMY.
- Work Package 5 (WP5): Sustainability, safety and regulation led by SUSTAINN.
- Work Package 6 (WP6): Communication, dissemination, and exploitation led by PEDAL.

Read more

WHAT IS THE FARM TO FORK STRATEGY?

The Farm to Fork Strategy is at the heart of the European Green Deal aiming to make food systems fair, healthy and environmentally-friendly.

Putting our food systems on a sustainable path also brings new opportunities for operators in the food value chain. New technologies and scientific discoveries, combined with increasing public awareness and demand for sustainable food, will benefit all stakeholders.

The Farm to Fork Strategy aims to accelerate our transition to a sustainable food system that should:

- Have a neutral or positive environmental impact
- Help to mitigate climate change and adapt to its impacts
  reverse the loss of biodiversity
- Ensure food security, nutrition and public health, making sure that everyone has access to sufficient, safe, nutritious, sustainable food
- Preserve affordability of food while generating fairer economic returns, fostering competitiveness of the EU supply sector and promoting fair trade

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

EVENTS

INNOAQUA WILL BE JOINING THE ALGAEUROPE CONVENTION

From December 12th until December 15th, the INNOAQUA Project will be represented by NORCE (project coordinator) and A4E (project partner) at the ALGAEUROPE conventionat the Grandior Hotel in Prague.

Algae have become a multi-billion sector in terms of biotechnology development that is expected to grow rapidly, providing valuable goods and services in multiple applications. In spite of centuries of scientific and commercial interests, the term algae have no taxonomic meaning. In the light of rapidly growing business interests associated with the term algae, a clear, simple definition of algae is not only required but essential for developing the necessary standards, and regulatory and legal issues.

AlgaEurope is a unique opportunity to learn and understand all about algae production and commercialization and interact with over 450 key players from more than 45 countries.

Register Today

PARTNERS

Led by NORCE (project coordinator), the INNOAQUA project brings together 17 partners from 8 countries.

Learn more

Figure 5.6.3: INNOAQUA second Newsletter (M11)

THE INNOAQUA PROJECT JOINED Horizon4Proteins

In light of the pressing issues posed by climate change and the depletion of natural resources, the task of providing adequate, nutritious, safe, and affordable food to a rapidly expanding global population with evolving dietary preferences grows increasingly challenging.

Within this context, the availability of protein emerges as a pivotal concern. Exploring and integrating a diverse array of novel or alternative protein sources, whether terrestrial or aquatic, into both new and existing processes or products becomes imperative to cultivate a more sustainable and resilient food supply chain.

In alignment with these shared objectives, a consortium of the EU-H2020-funded projects NextGenProteins, ProFuture, Smart Protein, and SUSINCHAIN, later joined by the EU Horizon Europe funded projects INNOAQUA, GIANT LEAPS, LIKE-A-PRO, and VALPRO Path, established Horizon4Proteins. This collaborative partnership was initiated with the aim of fostering dialogue and innovation in the realm of alternative proteins.

Through collaboration and knowledge-sharing, Horizon4Proteins endeavors to harness the collective expertise and insights of diverse stakeholders to address the multifaceted challenges and opportunities associated with alternative proteins. The platform serves as an inclusive forum where ideas are exchanged, innovations are fostered, and solutions are co-created to advance the sustainability and resilience of our global food systems. Join us in charting a path towards a more sustainable and equitable future for food production and consumption.

Read more

EVENTS

INNOAQUA WILL BE JOINING THE EUROPEAN MARITIME DAY 2024

European Maritime Day (EMD) 2024 promises to be a beacon of innovation, collaboration, and sustainability in the maritime sector. Among the distinguished participants, NORCE, the coordinator of the groundbreaking INNOAQUA Project, is set to shine as it brings its expertise and vision to the forefront.

Mark your calendars for May 30-31, 2024, as Svendborg becomes the epicenter of maritime excellence.

Register Today

EVENTS

INNOAQUA WILL BE JOINING AQUA 2024

The AQUA events are co-organised by the European Aquaculture Society (EAS) and the World Aquaculture Society (WAS) and are held every six years. Past events were held in Nice (2000), Florence (2006), Prague (2012) and Montpellier (2018).

AQUA 2024 will take place from August 26-30 in the Danish capital of Copenhagen. It will comprise a scientific conference, trade exhibition, industry forums, workshops, student events and receptions. The event will highlight the latest aquaculture research and innovation to underpin continued growth of this exciting food production sector.

Register Today

PARTNERS

Led by NORCE (project coordinator), the INNOAQUA project brings together 17 partners from 8 countries.

Learn more

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 industry.

The scientific articles (at least 15) will be published in 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.

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 attempt to 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 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

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). EAS will certainly do the following:
    - 2 or 3 webinars (at dates to be agreed, on subjects to be agreed and with presenters from within the consortium;
    - One feature article describing main deliverables for our magazine;
    - Short news items/items from the project newsletter in our bi-monthly newsletter;
    - SM posts whenever we have content from you/partners or we can make content when key documents are published online;

- Also, EAS will integrate the project science in our events - AQUA2024 in August in Copenhagen and AE2025 in Valencia in September.
- 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. Levels of dissemination

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

6.1 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.

6.2 International Level – Industry Scientific Community

The relevant international organisations will be informed of the results. 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.

7. 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, ECOIM will 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 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.

8. Actions M1-M11

From M1 to M2, the visual identity for INNOAQUA project 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 M11, the project earners a total of 768 followers, exceeding the 200 follower KPI with an average engagement rate of 7,5%.

From M1 to M4 the first brochure, poster, factsheet, roll-up project document templates and project presentation were produced.

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

At M4, the first press release was sent to 410 European media channels (exceeding the 100 european media channel KPI) with an opening rate of 24%.

At M6, the first INNOAQUA newsletter was successfully delivered to 403 subscribers with an average open rate of 30,77% with a total of 124 opens and a 9,93% click rate.

At M10 the INNOAQUA project joined the HORIZON4PROTEINS initiative. An additional page devoted to HORIZON4PROTEINS was created on the INNOAQUA project website.

At M10 the INNOAQUA roll-ups and brochures were printed and shipped to all the European consortium partners.

At M11, the second INNOAQUA newsletter was successfully delivered to 423 subscribers with an average open rate of 31,21% with a total of 132 opens and a 1,65% click rate.

From M4 to M11, 10 articles have been published on the INNOAQUA project website. A monthly calendar of publication was created and validated by all the project partners.

At M11, the INNOAQUA project video production started.

From M4 to M11, the INNOAQUA project partners participated in 6 events and conferences.

From M4 to M11, the INNOAQUA project partners participated in 3 workshops.

9. 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 9.1: Channels / tools / Indicator /Target/Information source:

Tools/Channels	Indicator	Target	Information source	Progress at M11	KPI
Brochures and Posters	Number of copies distributed	100 copies per item	Consortium information, number of copies distributed to target groups / stakeholders	Each consortium partner has received 60 printed copies to distribute at M10. No copies have been distributed yet.	0%
Project website	Number of visitors	800 visitors per year	Website analytics	1.395 visitors	174%
Newsletter	Number of subscribers; Opening rate	2 newsletters per year, 17% opening rate	Mailchimp analytics	2 newsletters sent with a total average open rate of 30,99%	177% for the first year
Press Release	Number of media reached; Opening rate	1 press release per year, 17,5% opening rate	Mailchimp analytics	1 press release sent with 24% of opening rate	137%
Social Media (LinkedIn & Twitter)	Number of followers; Engagement rate	200 followers; 1,5% engagement rate	Social media analytics	Number of total followers: 768 Average engagement rate: 7.5%	Number of followers: 384% Engagement rate: 500%

Project Video	Number of views	300 views	Youtube analytics	The INNOAQUA video is currently under production	0%
Scientific publications	Number of publications	15 peer-reviewed papers	Publication website	Scientific publications will start in the second half of the project	0%
Workshops and webinars	Number of workshops/webinars	10 workshops or webinars	Consortium partners	3 workshops attended	30%
Conferences & Events	Number of conferences/events	8 conferences or events per year	Certificate of registration	6 conferences attended	75%

10. Analytics & 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. 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 are presented below:

10.1 Social Media Analytics

The statistics of the INNOAQUA project's social media channels presented below are extracted from LinkedIn and Twitter, from the launch at M2 to M11. This detailed analysis offers valuable insights into the performance and engagement metrics across these platforms, empowering ECOIM to monitor progress, discern emerging trends, and shape future strategies effectively. The social media analytics of the INNOAQUA project have been meticulously gathered and analyzed to provide actionable data for informed decision-making.

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**	**17,95%**	**5**	**45**
Sept 2023	M4	142	59	283	5	4863	127	4,73%	1	7
Oct 2023	M5	392	130	431	6	10454	205	4,69%	3	30
Nov 2023	M6	225	86	522	6	3401	112	6,78%	62	11
Sub-total	**M4-M6**	**759**	**275**	**283**	**17**	**18718**	**444**	**5,40%**	**66**	**48**
Dec 2023	M7	130	49	541	5	3806	88	8,37%	0	15
Jan 2024	M8	197	60	618	5	5903	136	5,70%	2	13
Feb 2024	M9	62	25	628	3	1804	45	4,96%	0	4
Sub-total	**M7-M9**	**389**	**134**	**628**	**13**	**11513**	**269**	**6,34%**	**2**	**32**
Mar 2024	M10	68	37	651	5	5226	90	3,87%	2	15
Apr 2024	M11	60	27	702	4	4350	124	5,74%	2	7
May 2024	M12									
Sub-total	**M10-M12**	**128**	**64**	**702**	**9**	**9576**	**214**	**4,81%**	**4**	**22**
Total	**M1-M11**	**1732**	**613**	**702**	**45**	**48147**	**1222**	**9%**	**77**	**147**

The INNOAQUA LinkedIn page was launched at M2.

Page views, unique visitors, and followers show the reach and growth of the LinkedIn page. Over the course of M1 to M11 the number of page views gradually increased from 0 to a total of 1.732 at M11. The number of unique visitors increased from 0 to a total of 613 in M11. The number of followers increased from 0 to 702 in M11, showing significant growth.

The number of posts made on the LinkedIn page increased steadily from 0 in M1 to a total of 45 in M11.

Impressions represent the number of times content from the LinkedIn page was displayed. It rose from 0 in M1 to a total of 48.147 in M11, indicating increased visibility.

Engagement, calculated as reactions, comments, and reposts, shows how actively the audience interacts with the content. It increased from 0 in M1 to 1.222 in M11.

Engagement rate, calculated as a percentage of reactions, comments, and reposts relative to impressions, fluctuated but generally increased over time. It started at 0% in M1 and reached a total average rate of 9% over the M2-M11 period.

Comments and reposts show direct interactions and shares of the content, indicating audience involvement. Both increased over time, with comments ranging from 0 in M1 to a total of 77 in M11 and reposts from 0 in M1 to a total of 147 in M11.

Overall, these statistics demonstrate a positive trend in the growth and engagement of the INNOAQUA project's LinkedIn presence over the M1-M11 period. There is consistent improvement in various metrics, indicating increasing visibility and engagement with the audience.

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**	**9,29%**
Sept 2023	M4	4	158	34	6	5,10%
Oct 2023	M5	6	184	56	11	7,38%
Nov 2023	M6	6	131	57	11	6,37%
Sub-total	**M4-M6**	**16**	**473**	**34**	**6**	**6,28%**
Dec 2023	M7	3	88	60	8	8%
Jan 2024	M8	5	101	59	10	8%
Feb 2024	M9	3	67	59	2	3%
Sub-total	**M7-M9**	**11**	**256**	**59**	**20**	**6%**
Mar 2024	M10	5	182	62	10	3%
Apr 2024	M11	4	159	66	11	3%
May 2024	M12					
Sub-total	**M10-M12**	**9**	**341**	**66**	**21**	**3%**
Total	**M1-M11**	**42**	**1341**	**66**	**80**	**6%**

The INNOAQUA Twitter page was launched at M2.

The number of tweets gradually increased over the months, starting from 0 in M1 and reaching a total of 42 in M11.

Tweet impressions represent the total number of times tweets from the account were seen by users. It started from 0 in M1 and increased to a total of 1.341 in M11, showing a growing reach.

The total number of followers of the account increased steadily over time, starting from 0 in M1 and reaching 66 in M11.

Engagement refers to the total interactions (likes, retweets, replies) with the tweets. It started from 0 in M1 and reached a total of 80 in M11.

Engagement rate, calculated as a percentage of engagements relative to tweet impressions, varied across the months and averaged at 6% over the M1-M11 period. It indicates how effective the tweets are in driving interactions relative to their visibility.

Overall, the Twitter statistics show a positive trend in the growth and engagement of the INNOAQUA project's Twitter account. There's a consistent increase in the number of tweets, tweet impressions, total followers, and engagements over the analyzed period. While there are fluctuations in engagement rate, the overall trend suggests effective engagement with the audience on Twitter.

Table 10.1.3 – Social Media KPIs

Platform	Earned followers	Total followers	KPI at M48	% KPI achieved
Social media channels (LinkedIn + Twitter)	702+66	768	200	384%

Platform	Average engagement rate	Engagement rate KPI at M48	% KPI achieved
LinkedIn	9%	1,5%	600%
Twitter	6%	1,5%	400%
Total (LinkedIn+Twitter)	7,5%	1,5%	500%

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 768 followers from M1 to M11, 384% of the KPI has been achieved.

Furthermore, the average social media engagement rate KPI is set at 1,5%. From M1 to M11, the LinkedIn average engagement rate was 9% achieving 600% of the KPI and the Twitter average engagement rate was 6% achieving 400% of the KPI. By merging data from LinkedIn and Twitter, the INNOAQUA project's average social media engagement rate has reached 7.5%, achieving 500% of the KPI.

10.2 Website Analytics

The website analytics provide below the comprehensive results of the INNOAQUA project website from its launch at M4 through to M11. This detailed analysis offers insights into the performance and engagement metrics of the website over this period, enabling ECOIM to

track progress, identify trends, and inform future strategies. The INNOAQUA project website analytics have been extracted from Google Analytics.

Table 10.2.1 – Website analytics

		Users		New User Sources					
Date	Project month	Users	New users	Direct	Organic Social	Organic Search	Email	Unassigned	Referral
Sept 2023	M4	93	92	65	0	24	0	0	3
Oct 2023	M5	386	374	165	168	45	2	1	10
Nov 2023	M6	161	143	61	29	46	0	0	7
Sub-total	**M4-M6**	**640**	**609**	**291**	**197**	**115**	**2**	**1**	**20**
Dec 2023	M7	136	125	81	5	29	0	0	5
Jan 2024	M8	175	167	76	55	29	0	0	7
Feb 2024	M9	133	118	57	14	36	0	0	11
Sub-total	**M7-M9**	**444**	**410**	**214**	**74**	**94**	**0**	**0**	**23**
Mar 2024	M10	166	158	96	24	30	0	0	8
April 2024	M11	145	134	69	35	25	0	0	5
May 2024	M12								
Sub-total	**M10-M12**	**311**	**292**	**165**	**59**	**55**	**0**	**0**	**13**
TOTAL	**M4-M11**	**1395**	**1311**	**670**	**330**	**264**	**2**	**1**	**56**

The table 10.2.1 provides a detailed breakdown of user acquisition and engagement metrics for the INNOAQUA project website, as tracked by Google Analytics, from its launch in M4 (September 2023) until M11 (April 2024).

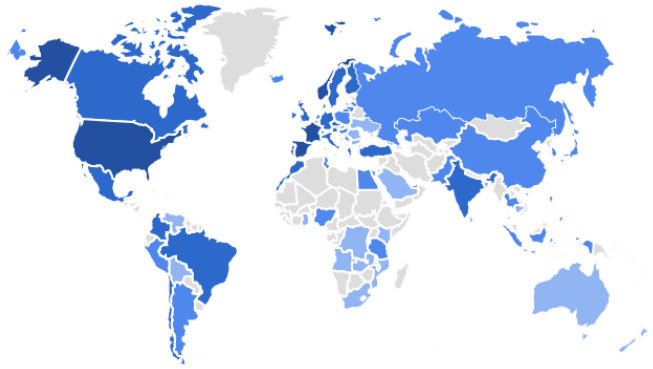
Total Users and New Users: The table presents the total number of users and new users for each month, as well as subtotals and a total for the entire period. This data helps in understanding the overall growth and user engagement trends over time. From M4 until M11 the INNOAQUA project website has attracted a total of 1.395 users among which 1.311 were new or unique users.

New User Sources: The table categorizes new users based on their acquisition sources. These sources include Direct (users who directly visit the site), Organic Social (users from social media platforms organically), Organic Search (users from search engines organically), Email (users from email links), Unassigned (new users with unspecified sources), and Referral (users from referral links on other websites). From M4 until M11, Direct and Organic Search have been a significant source of new users consistently across the months. From M4 until M11 670 users came from Direct source, 330 users came from Organic Social source, 264 users came from Organic Search source, 2 users came from Email source, 1 user was unassigned and 56 users came from Referrals.

It is important to note that from M4 until M11 there is an overall increase in total users and new users, indicating growth and effectiveness of the project's outreach efforts.

Finally, the analytics enable us to identify users by country, revealing that the project website was visited by 1395 users from Scandinavia, Europe, North and Central America, Asia, Oceania, and Africa, as depicted on the map below:

Figure 10.2.2: Map of the INNOAQUA project website users by country:



PAYS	UTILISATEURS	
Norway	252	-
Spain	171	-
Portugal	148	-
United States	139	-
France	83	-
United Kingdom	48	-
Netherlands	46	-

Table 10.2.3 – Website KPIs

Platform	Number of visitors	KPI	%KPI achieved
Project website	1.395	800 visitors per year	174%

KPI at M48: The Grant Agreement requires the INNOAQUA project website to have attracted 800 visitors per year. By having reached 1.395 visitors at M11, 174% of the KPI has been achieved in that first year.

10.3 Newsletter Analytics

Below are presented the analytics of the INNOAQUA project's newsletters. This comprehensive assessment provides invaluable insights into the effectiveness and impact of the INNOAQUA communication strategies. By examining engagement metrics and readership trends, ECOIM gains the necessary understanding to refine our approach, maximize outreach, and ensure alignment with project objectives.

Table 10.3.1 INNOAQUA first Newsletter statistics (M6):

INNOAQUA Newsletter M6

AUDIENCES	DELIVERIES	OPEN RATE	TOTAL OPENS	CLICK RATE	TOTAL CLICKS
Subscribed to the newsletter	70	61%	43	0%	0
European media channels	353	25,60%	89	2,00%	7
TOTAL	**423**	**31,21%**	**132**	**1,65%**	**7**

Table 10.3.2 INNOAQUA second Newsletter statistics (M11):

INNOAQUA Newsletter M11

AUDIENCES	DELIVERIES	OPEN RATE	TOTAL OPENS	CLICK RATE	TOTAL CLICKS
Subscribed to the newsletter	79	59%	47	9%	7
European media channels	324	23,77%	77	10,19%	33
TOTAL	**403**	**30,77%**	**124**	**9,93%**	**40**

Table 10.3.3 INNOAQUA Newsletters statistics (Year 1) :

Newsletter MONTH	DELIVERIES	OPEN RATE	TOTAL OPENS	CLICK RATE	TOTAL CLICKS
M6	423	31,21%	132	1,65%	7
M11	403	30,77%	124	9,93%	40

	Total Deliveries	Average Open Rate	Total Opens	Average click Rate	Total Clicks
Year 1	**826**	**30,99%**	**256**	**5,79%**	**47**

Audiences: This column specifies the different segments or audiences targeted by the newsletter campaign. In this case, there are two distinct audiences: "Subscribed to the newsletter" and "European media channels".

Deliveries: This column indicates the number of newsletter emails delivered to each audience segment. In the case of the first INNOAQUA newsletters sent in the first year, a total of 149 emails were delivered to subscribers of the newsletter, and 677 emails were sent to European media channel reaching a total of 826 deliveries.

Open Rate: The open rate represents the percentage of delivered emails that were opened by recipients. It's calculated by dividing the number of unique opens by the number of emails delivered and then multiplying by 100. In the case of the INNOAQUA newsletters sent in the first year, the total average open rate was 30,99%, indicating that 30,99% of the delivered emails were opened.

Total Opens: This column shows the total number of times emails were opened across all recipients within each audience segment. In the case of the INNOAQUA newsletters sent in the first year, the newsletter was opened a total of 256 times.

Click Rate: The click rate represents the percentage of delivered emails that generated at least one click on a link within the email. It's calculated by dividing the number of unique clicks by the number of emails delivered and then multiplying by 100. In the case of the INNOAQUA newsletters sent in the first year, the total average click rate is 5,79%, indicating that 5,79% of the delivered emails resulted in at least one click.

Total Clicks: This column displays the total number of clicks generated by the emails within each audience segment. In the case of the INNOAQUA newsletters sent in the first year, the newsletters sent at M6 and M11 generated a total of 47 clicks.

Table 10.3.4 – Newsletters KPIs

Title	Open Rate	KPI	% KPI achieved
Newsletter 1	31,21%	17,5%	183%
Newsletter 2	30,77%	17,5%	175,82%
Total Newsletters sent during Year 1	30,99%	17,5%	177%

KPI at M48: The INNOAQUA Grant Agreement requires to send 2 newsletters per year with a total open rate of 17,5%.

Year 1: In the first year of the INNOAQUA project, two newsletters were sent at M6 and M11.

The first INNOAQUA newsletter sent at M6 registered a total open rate of 31,21% reaching 183% of the KPI.

The second INNOAQUA newsletter sent at M11 registered a total open rate of 30,77% reaching 175,82% of the KPI.

Combines, in year 1, both newsletters registered a total open rate of 30,99% reaching 177% of the KPI.

10.4 Press Release Analytics

Below are presented the analytics of the INNOAQUA project's Press Releases. This comprehensive assessment provides invaluable insights into the effectiveness and impact of the INNOAQUA communication strategies. By examining engagement metrics and readership trends, ECOIM gains the necessary understanding to refine our approach, maximize outreach, and ensure alignment with project objectives.

Table 10.4.1 – Press Release Analytics

INNOAQUA Press Release 1 (M4)

AUDIENCES	DELIVERIES	OPEN RATE	TOTAL OPENS	CLICK RATE	TOTAL CLICKS
European media channels	410	24,00%	84	2,90%	10

The INNOAQUA first Press Release (sent at M4) was distributed to European media channels. Out of 410 deliveries, it achieved an open rate of 24%, resulting in 84 total opens. The press release generated a click rate of 2.90%, with a total of 10 clicks.

Table 10.4.2 – 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.

10.5 Conferences Monitoring

At M11, the INNOAQUA partners have participated to the 6 following fairs and conferences :

Number	Date	Venue/Location	Participating partner	Title
1	12-15/12/2023	Prague	NORCE	AlgaEurope 2023
2	18/11/2023	Bergen	NORCE	Grønn lørdag på Torgallmenningen - BIR / Green Saturday on the Market Square
3	18-21/03/2024	Barcelona	ALGEMY	Alimentaria fair
4	19-20/03/2024	Lindesnes	NORCE	INNAKVA konferansen
5	20-24/11/2024	Hamamatsu (Japan)	INESC TEC	28th International Conference on Ontical Fiber Sensors
6	23-25/04/2024	Barcelona	PESCANOVA	Seafood Expo Global

KPI at M48: The INNOAQUA Grant Agreement requires the consortium partners to participate to at least 8 conferences per year. By having attended 6 conferences on the first year, 75% of the KPI has been reached.

10.6 Workshops / webinars Monitoring

At M11, the INNOAQUA partners have participated to the 3 following workshops :

Number	Date	Venue/Location	Participating partner	Title
1	21/09/2023	Messe Wien Exhibition Congress Center, in Vienna	NORCE	Barriers and Opportunities to the development of Integrated Multi-Trophic Aquaculture (IMTA) and Low Trophic Aquaculture (LTA): Experiences from European Projects.
2	20/12/2023	ProFuture Webinar (Online)	PERSEUS	Should I Use Microalgae in My Next Food Product?
3	9-10/04/2024	Tromsø	NORCE	2nd Low Trophic Aquaculture workshop

KPI at M48: The INNOAQUA Grant Agreement requires the consortium partners to participate to at least 10 workshops or webinars by M48.

By having attended 3 workshops, 30% of the KPI has been reached.

10.7 Scientific Publications Monitoring

By M11, the INNOAQUA project outcomes haven't reached a level of significance warranting publication in scientific journals or magazines. The project partners intend to commence publications during the latter stages of the project once the results become substantial.

KPI by M48: By M48, the INNOAQUA project partners should have published 15 peer-reviewed papers. At M11, 0% of the KPI has been achieved.

10.8 Brochures and Poster Monitoring

At M11, each European consortium partner has received 60 printed copies for a total of 960 printed copies.

KPI by M48: By M48, the INNOAQUA project partners should have distributed a total of 100 copies. At M11, 0% of the KPI has been achieved.

10.9 Video analytics

The video INNOAQUA project video is currently under production.

KPI by M48: By M48, the INNOAQUA project video should register a total of 300 views. At M11, 0% of the KPI has been achieved.

11. 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.

12. 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.