FORCOAST

Earth Observation Services For Wild Fisheries, Oystergrounds Restoration And Bivalve Mariculture Along European Coasts

PROJECT DELIVERABLE REPORT

Deliverable Number: D7.3
Deliverable Title: An Analysis and Overview of Different Communication Tools
Author(s): Deltares
Work Package Number: WP7
Work Package Title: Marketing & Communication

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870465.

FORCOAST Project Information	
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Grant agreement number	870465
Project coordinator	Ghada El Serafy, Deltares
Project start date and duration	1st November 2019, 36 months
Project website	https://forcoast.eu/

Deliverable Information	
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Work package title	Marketing & Communication
Deliverable number	D7.3
Deliverable title	An Analysis and Overview of Different Communication Tools
Description	This deliverable provides an analysis and overview of different communication tools and channels that are used to meet the information needs of the target audiences (task 7.3).
Lead beneficiary	Deltares
Lead Author(s)	Deltares
Contributor(s)	EuroGOOS
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Confidential for consortium members only (CO))	

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Coordinator	Ghada El Serafy	Deltares	31/10/2022	GES
WP Leaders	Ghada El Serafy	Deltares	31/10/2022	GES

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PROPRIETARY RIGHTS STATEMENT

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Executive Summary

This deliverable refers to task 7.3. (Assessment of the success of different communication tools). It includes an overview of the main communication tools used during the project execution. The tools provide a combination of one-way and two-way communication between the project and the key stakeholders representing a diverse group (i.e. public, industry, policy, education, environmental conservation and research sectors).

The following communication tools were used:

- Project identify and logo design
- Graphical products such as flyers, leaflets and posters
- FORCOAST project website
- Social media presence
- Presentation template
- Presentations at international events and conferences
- Other communication tools

A series of metrics were collected to determine and track the effectiveness of the different tools in reaching the various stakeholders.

The metrics show that the overall strategy has been limited in targeting representatives from each sector identified as target audiences due to the fact that COVID-19 affected the project and the possibility to interact with the different groups on a more personal and frequent level.

The combination of tools has reached representatives of stakeholders and end-users around 70 times at specific events and points in time, while at the same time having continuous engagement with them, reaching local, national and international levels.

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1 Table of Contents

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870465.

Table of Figures

Table of Tables

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1 Introduction

This deliverable reports on the mix of communication tools used in the dissemination and outreach activities of FORCOAST and its products and services. The introduction provides an overview of the FORCOAST communication strategy, a summary of FOCOAST's target audiences, types of communication tools used and the metrics to evaluate their effectiveness.

The main body of the report provides a detailed summary of how the communication tools have been implemented in the FORCOAST communication plan and strategy. For each tool, metrics to assess the effectiveness of the communication tools used are provided. The results are then summarised in relation to the metrics of effectiveness as defined in the communication plan.

1.1 Overview of the FORCOAST communication strategy

The FORCOAST project communication and dissemination strategy was defined and outlined in form of the Communication and Marketing Plan (D7.2) during the first six months of the project. The Communication and Marketing Plan set out an initial strategy for the FORCOAST project with its key objectives as follows:

- Informing and updating project partners and external stakeholders/end-users on the latest news, events, products and services;
- Engaging partners and external stakeholders/end-users in the design and development of the FORCOAST products and services;
- Promoting and raising awareness of the FORCOAST project.

The communication strategy was defined by identifying:

- Key stakeholders and end-users;
- A mix of communication tools targeting the various groups;
- Metrics to measure the effectiveness of the different tools.

The communication activities have been carried out by the WP7 Leaders (Deltares and EuroGOOS) as well as the Pilot Teams at regional levels.

1.2 Target audiences

FORCOAST is a market-uptake project and end-users and stakeholders are at the core of its activities. Therefore, identifying target audiences was a critical step in defining the communition strategy and selecting the most appropriate communication tools. The target audiences identified comprise representatives from public, policy, industry, education, environmental conservation and scientific / research stakeholder groups and include industries related to aquaculture, fisheries, and oyster restoration. For more detailed information on target groups and users, see D7.2 – Communication and Marketing Plan for the FORCOAST Project (FORCOAST communication targets) and D6.2 – Initial Market Analysis (customer identification).

1.3 Mix of communication tools

Communication channels were tailored toward individuals or groups of stakeholder/ user groups and were at the local, national or international level depending on the target audience and the communication method. The mix of communication tools included:

- Regular updates on the project website (https://forcoast.eu/)
- Regular social media posts (i.e. Twitter)
- Project identify including project logo, graphics and communication templates

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- Regular emails between project partners and external stakeholder groups engaged with the project
- Conferences and events relevant to the project
- Flyers, leaflets, posters and brochures targeting various stakeholders
- Workshops and focus groups
- Publications

1.4 Metrics to evaluate the effectiveness of the communication tools

The FORCOAST communication strategy and the mix of communication tools can be evaluated using a variety of metrics. The metrics will be used as a measure of the effectiveness of the communication strategy and tools employed.

- Number of conferences, events, meetings and workshops organised/attended,
- Number of posters, flyers, leaflets, stickers, newsletters etc. distributed
- Number of posts, articles, press releases, papers, tweets and social media updates published
- Number of people reached is measured by session views on websites, followers on social media
- Number of people attending conferences, meetings, events and workshops

2 Communication Tools Uses and Metrics Evaluation

2.1 Project identity

A strong project identify and brand were designed during the first three months of the project (D7.1). The project identify consists of a project logo, colour scheme and a series of templates.

2.1.1 Logo

Figure 1: FORCOAST logo representing the three target groups - fisheries, oysterground restoration, and bivalve mariculture

The logo and communication templates are available on the project website for all partners. They are a key tool for project partners to access and use in order to promote the FORCOAST project at all networking events attended throughout the duration of the project.

2.1.2 PowerPoint presentation template

A PowerPoint presentation template (Figure 1) was designed as part of the project's identity and is used to present all presentations given on behalf of the FORCOAST project. The template is only available for the consortium members only on the project website: https://forcoast.eu/wp-content/uploads/2020/01/FORCOAST_Presentation_Template.pptx

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Figure 2: FORCOAST presentation template cover slide

2.1.3 Deliverable report template

A deliverable report template was designed for the documentation of all FORCOAST deliverables (https://forcoast.eu/wp-content/uploads/2020/01/FORCOAST_Deliverable_Template.docx). Each deliverable was uploaded to the FORCOAST website for wider uptake following submission to the European Commission (https://forcoast.eu/products/deliverables/).

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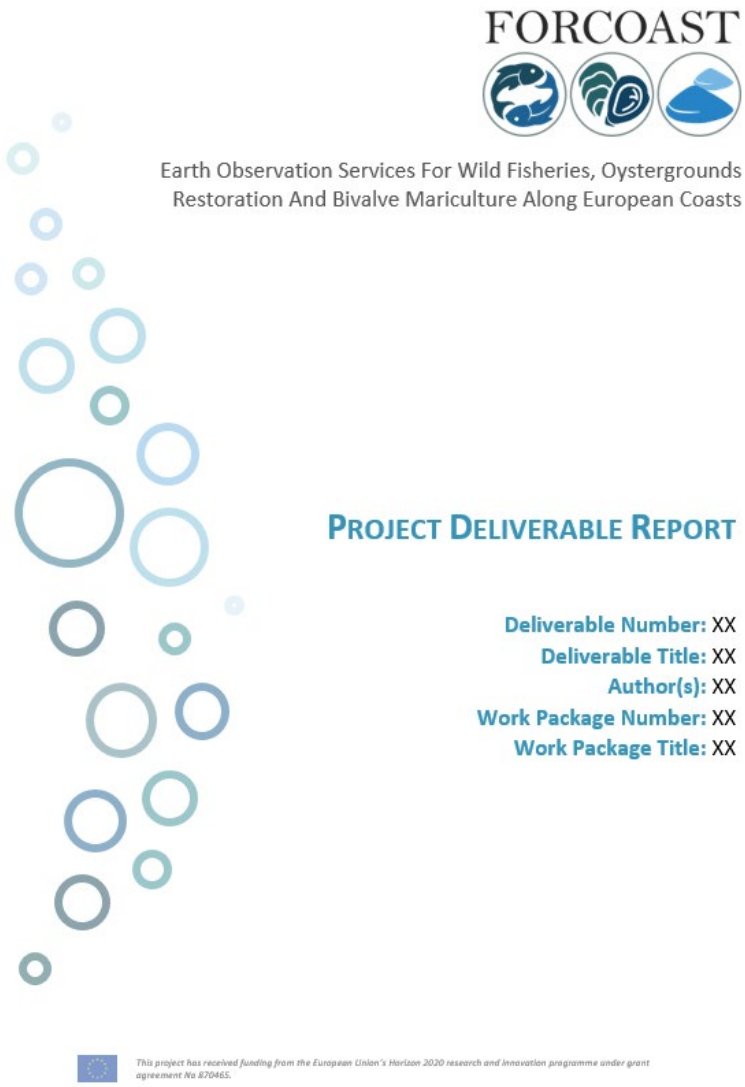

Figure 3: FORCOAST deliverable report template cover page

2.1.4 Metrics for evaluation

The project identity and brand has been successfully used on all FORCOAST products, communications and outputs.

2.2 Graphical products (leaflets, posters)

2.2.1 Leaflets

The project leaflet was first produced to introduce the FORCOAST project (Figure 4). It briefly presents information about the project within a condensed space, with the intention of making it easily accessible to a large number of potentially interested stakeholders. Later iterations of the leaflet included a description of each of the services including the relevant information for the users. These leaflets were updated towards the end of the project to convey the relevant information about each service in their final status (Figure 4 to Figure 11).

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Figure 4: FORCOAST leaflet presenting the project overview

Figure 5: FORCOAST leaflet presenting the Marine Conditions services

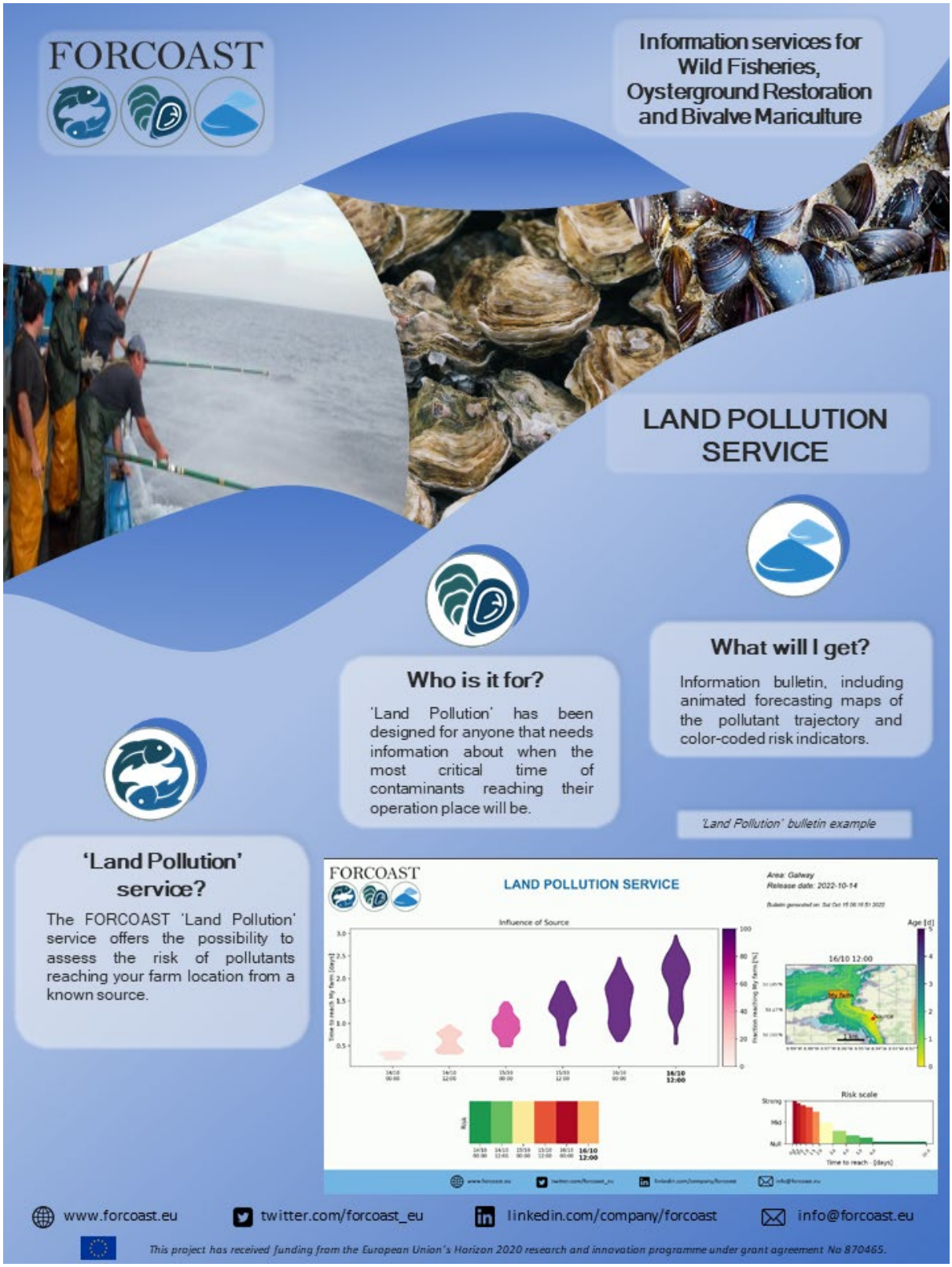

Figure 6: FORCOAST leaflet presenting the Land Pollution service

Figure 7: FORCOAST leaflet presenting the Site Prospection service

Figure 8: FORCOAST leaflet presenting the Spat Capture Assistance service

Figure 9: FORCOAST leaflet presenting the Contaminants Source Retrieval service

Figure 10: FORCOAST leaflet presenting the Suitable Fishing Areas service

Figure 11: FORCOAST leaflet presenting the Fronts Detection service

2.2.2 Posters

During the FORCOAST lifetime, different posters have been produced to disseminate and promote the project, its features and services at different events and conferences. Figure 12 to Figure 15 display examples of FORCOAST posters.

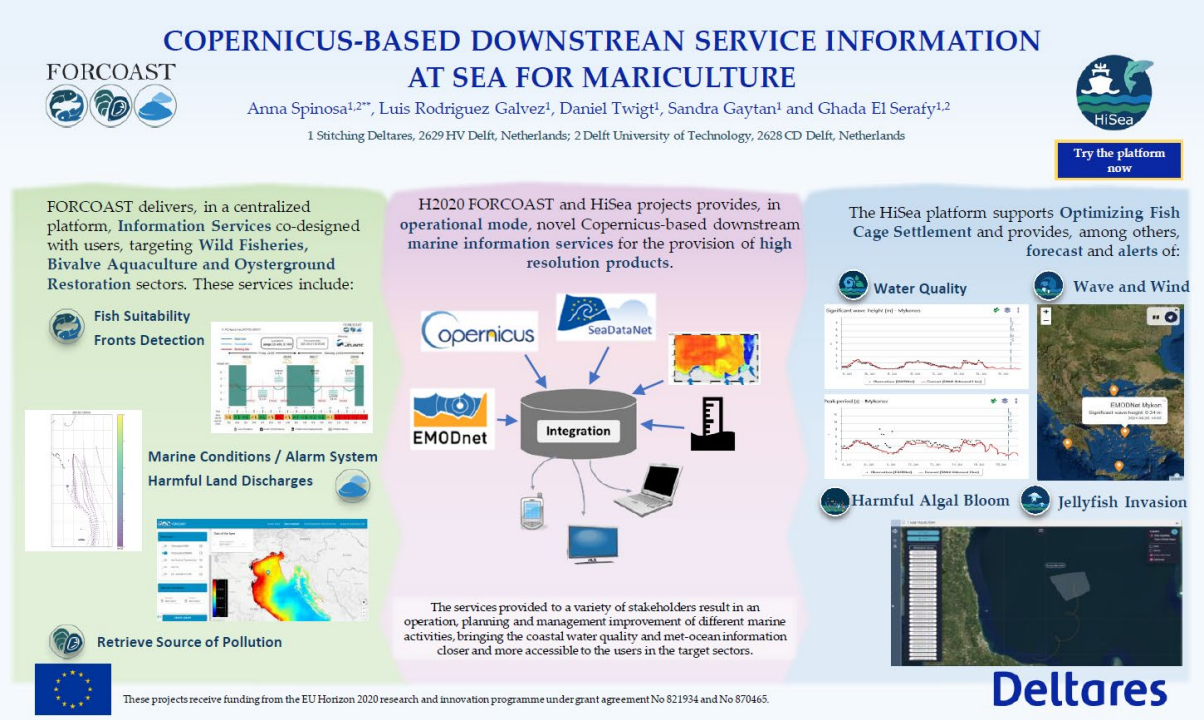

Figure 12: Poster of FORCOAST and HiSea projects for the AMEMR Conference 2021

Figure 13: FORCOAST poster on the Marine Conditions service for the AquaEAS 2021 meeting

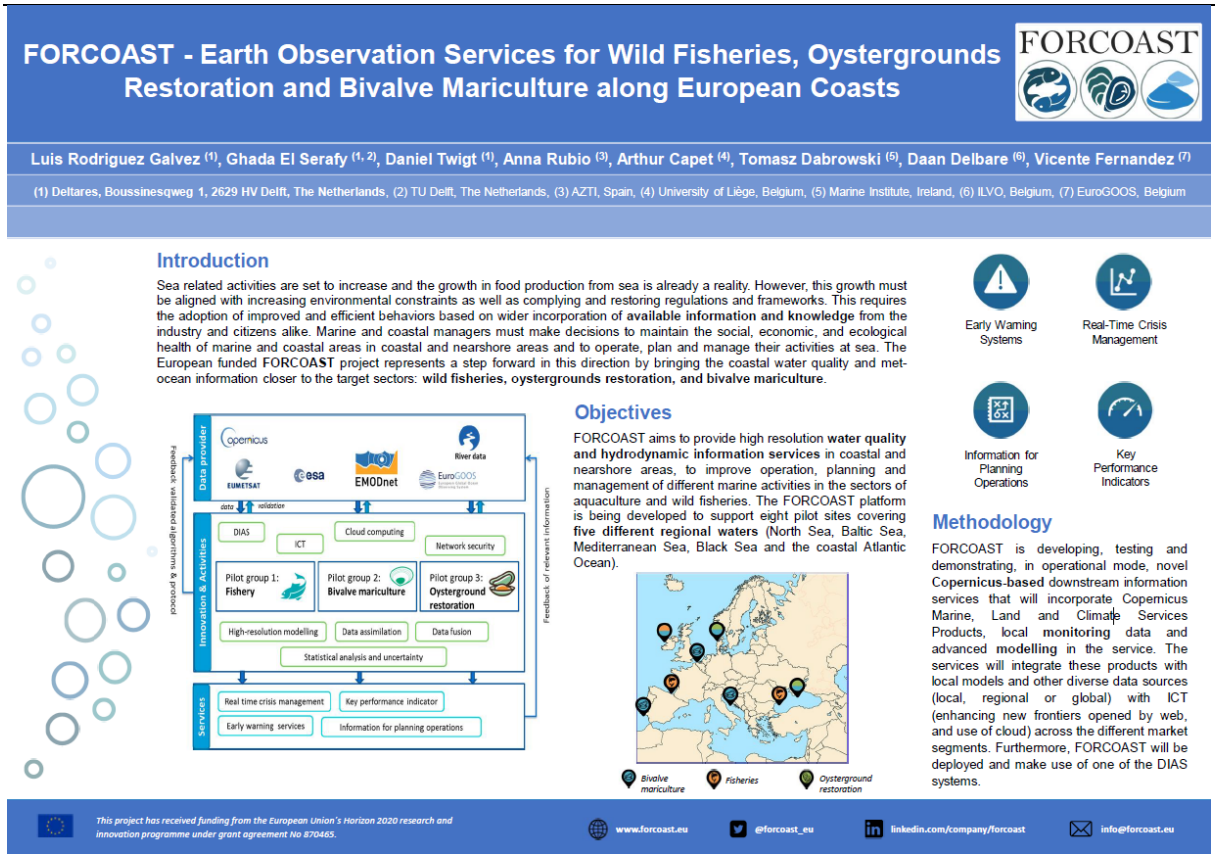

Figure 14: FORCOAST poster for the Ocean Sciences Meeting 2020 and EGU 2022 conference

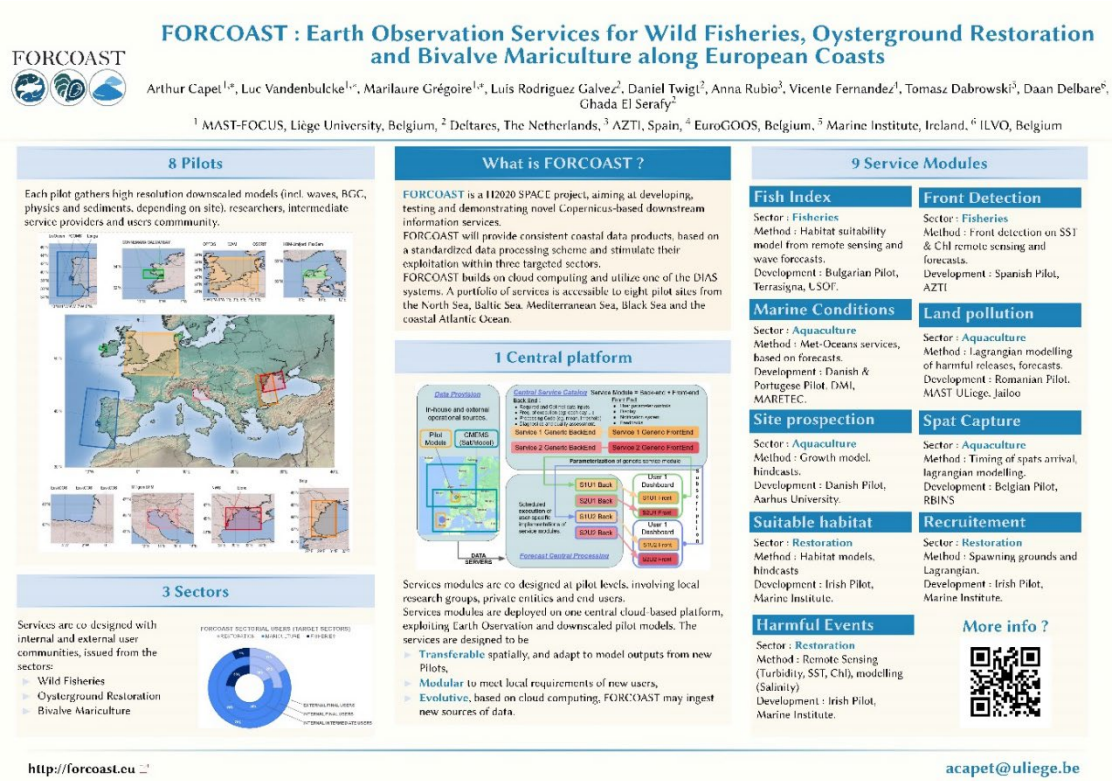

Figure 15: FORCOAST poster for the ULiege Colloquium 2021 event

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2.2.3 Metrics for evaluation

Table 1: Number of initially printed and/or downloaded from the project website

Communication Product	Format	Total number
Leaflet	Digital	8
Poster	Digital, physical	4

2.3 Project website

The project website was launched in November 2019 (https://forcoast.eu/). The FORCOAST website acts as the main point for general project information for partners and stakeholders. The FORCOAST website contains public domain information such as a description of the project on the home page, project members, work packages explanation and a description of the eight different pilot sites, including illustrative imagery. Furthermore, the website includes sections for public deliverables and publications that is updated as such material is produced. The FORCOAST website is adapted for mobile use, allowing for a clear disposition of its elements and making navigation via smartphones a suitable option. This has greatly facilitated accessibility. The website has a clear layout and reoccurring theme that it used in all promotional materials prepared for and by the project.

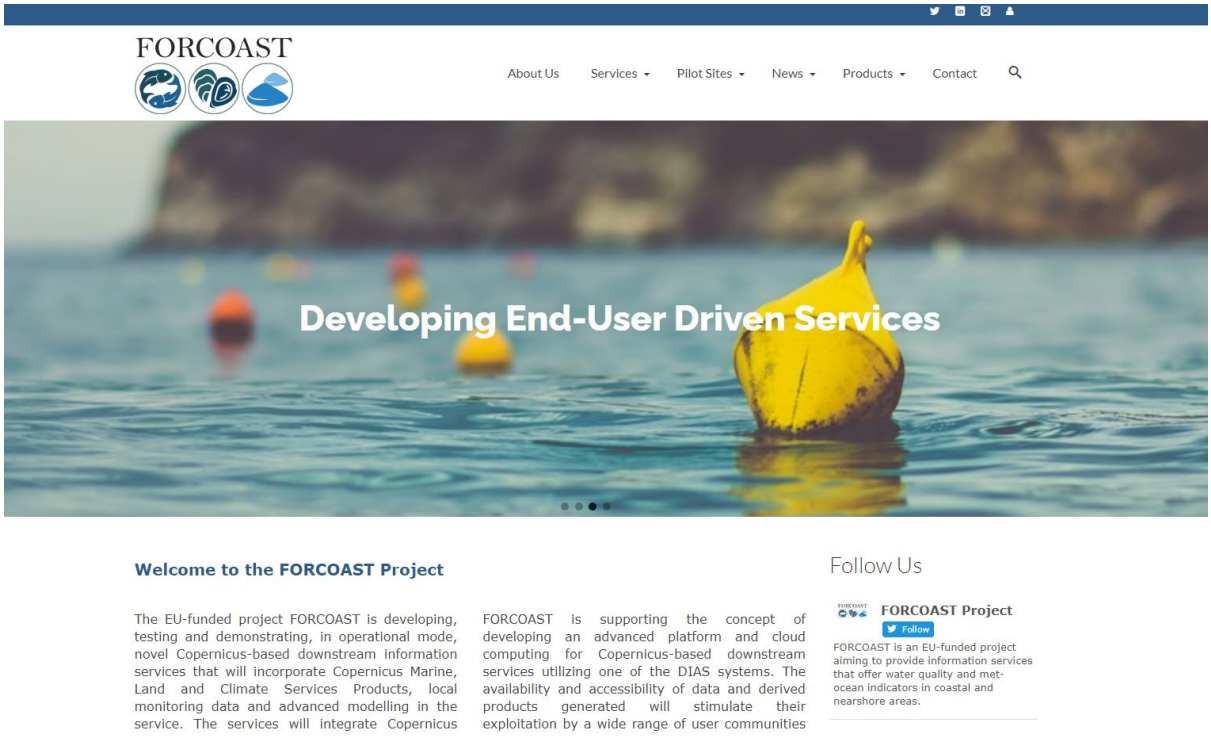

Figure 16: FORCOAST website

2.3.1 Regular website updates

The website is updated regularly incorporating the latest news, events, products and services for the end of the project. New content highlights were broadcasted through the different social media channels of the project to maximise the audience reached.

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2.3.2 Metrics for evaluation

The website was updated regularly with the latest information and project progress. All new content was broadcasted through the project's social media channels to maximise the audience reached and dissemination achieved. Since the start of the project, there have been 7 news posts, 26 events, and 12[1] deliverable reports (Table 2).

Table 2: Content updates on the project website to communicate the latest project activities and outputs

Content type	Number uploaded	Link
Blog post	7	https://forcoast.eu/news-events/
Events	26	https://forcoast.eu/news-events/events/
Deliverables	12[1]	https://forcoast.eu/products/deliverables/
Publications	4	https://forcoast.eu/products/publications/

The website has received 4,400 visits with 2,900 users (as of 25th October 2022). The average time a visitor has spent on the website is 2:09. A high average duration indicates that visitors find content of interest (Source: Google Analytics, Figure 16).

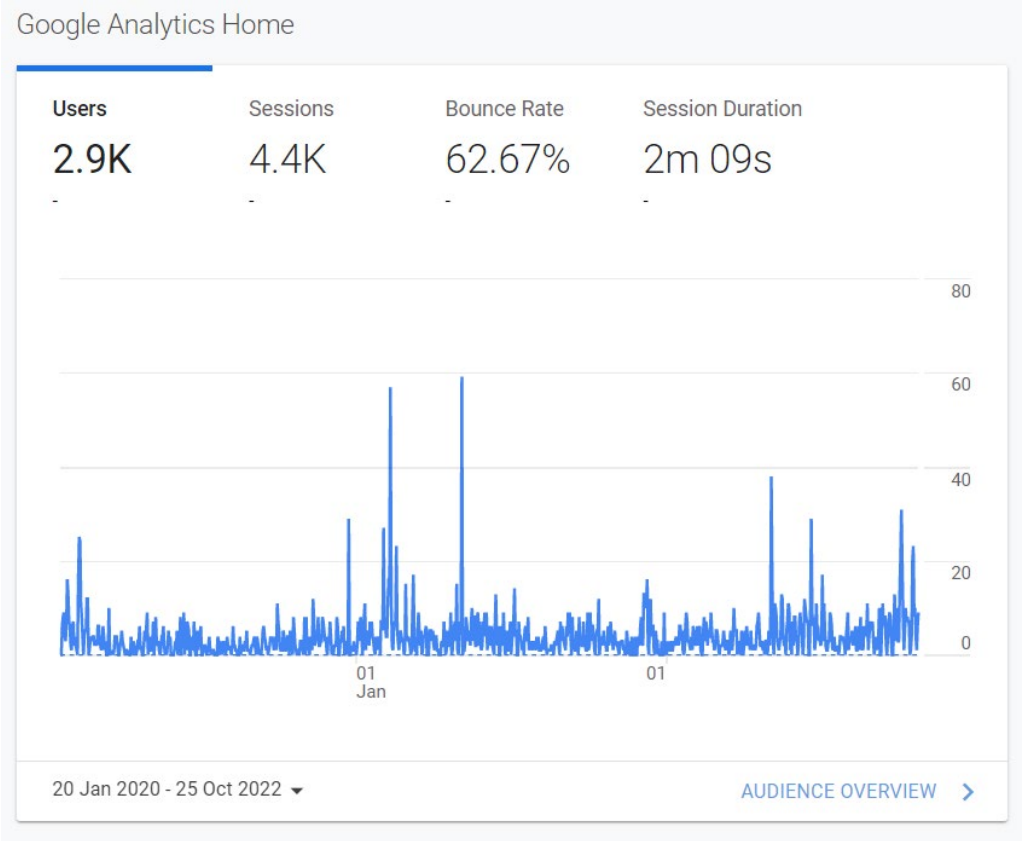

Figure 17: Google Analytics forcoast.eu statistics on usage

2.4 Social media presence

FORCOAST is present on different social media channels, which helped the project become more reachable and visible to a broader audience. The two main platforms where FORCOAST provides updates about the project, related events and news are LinkedIn and Twitter.

[1] Remaining project deliverables are to be added to the website once they are submitted to the EC.

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Figure 18: FORCOAST Twitter account

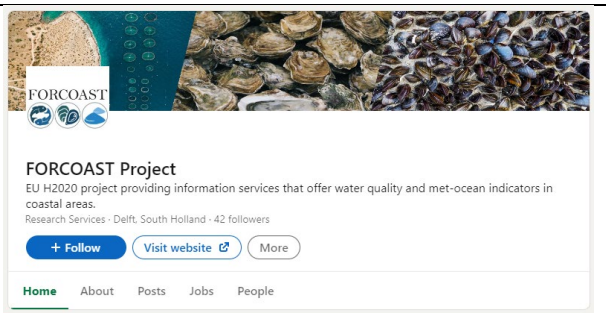

Figure 19: FORCOAST LinkedIn profile

Next steps regarding social media presence and promotion after the project include creating and executing a social media campaign for the final product after the project completion, identify areas of improvement, maintaining a consistent posting schedule, diversity content and use a mix of organic (and paid if possible) advertisement to boost the project's visibility and outreach, enngage in community management regularly responding to the uses' comments and queries. Deliverable *D6.4 – Final Business Plan* includes a promotion strategy for each of the services in the FORCOAST catalogue, in which social media is considered when applicable.

2.4.1 FORCOAST Twitter and metrics for evaluation

The FORCOAST community has posted around 57 tweets promoting the activities and latest achievements of the FORCOAST project while also sharing news from the aquaculture and broader marine sciences field. The Twitter account has 68 followers as of 25th October 2022 (https://twitter.com/forcoast_eu).

Twitter Analytics provides insights into the visitors' statistics on a monthly basis. For October 2022, 389 users visited the FORCOAST Twitter profile and 160 impressions were generated (Figure 19).

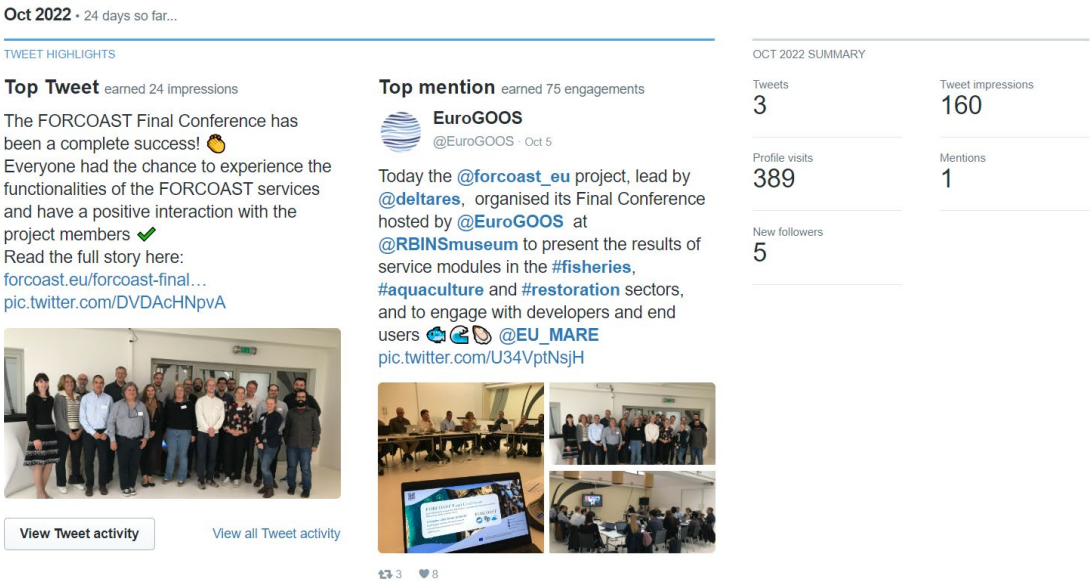

Figure 20: Twitter Analytics for October 2022

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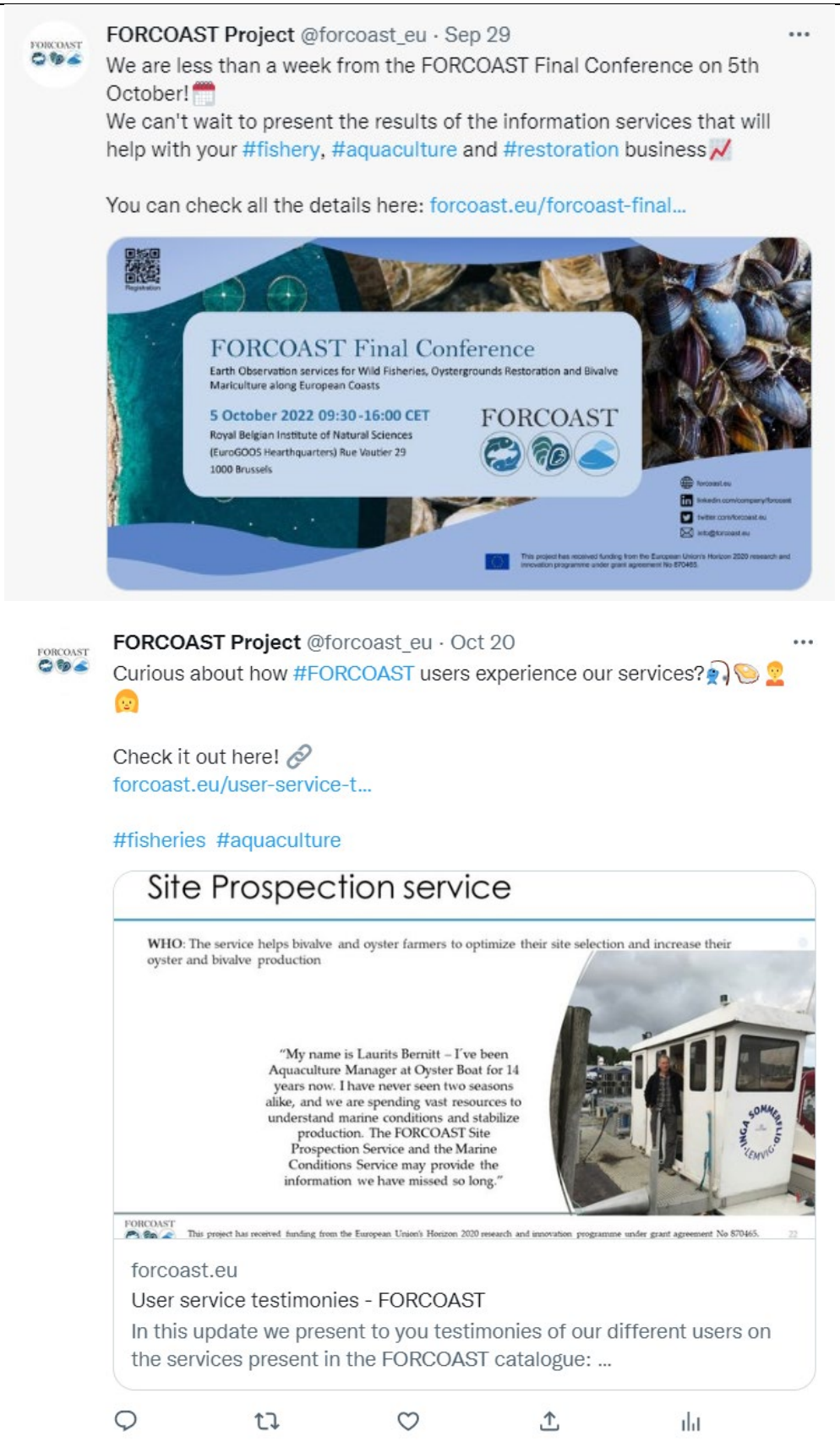

Figure 21: Example tweet published by FORCOAST

2.4.2 FORCOAST LinkedIn and metrics for evaluation

FORCOAST has set up a LinkedIn profile (https://www.linkedin.com/company/forcoast/) promoting activities and engaging with professional audiences to introduce its key services and products. Additionally, it announces open positions under the project. The page has 45 followers as of 25th October 2022.

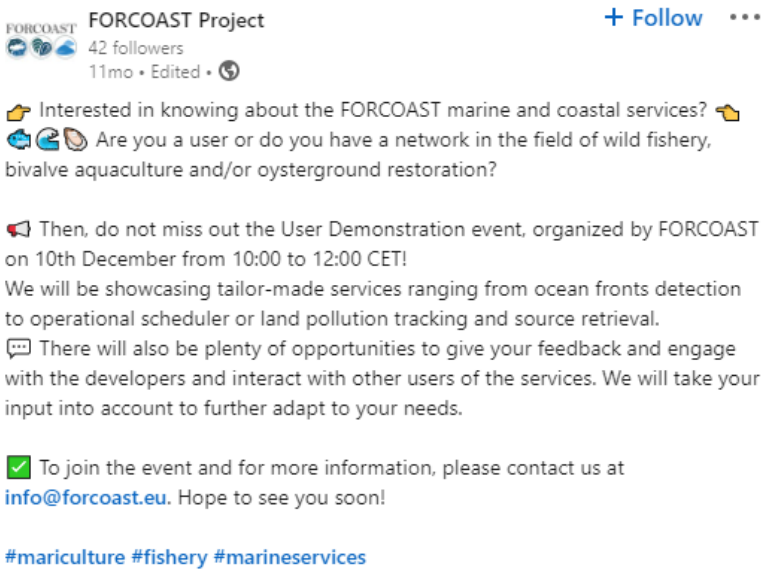

Figure 22: Example LinkedIn post published by FORCOAST

2.5 Workshops and Trainings

In total four workshops and trainings have been held by FORCOAST to engage with stakeholders and end-users focusing on the co-development and co-design of the FORCOAST products and services. Establishing effective relationships with these groups is key to the success of the project's user-centric approach and its legacy. Engaged users are likely to become advocates of the FORCOAST products and services and communicate their benefits to their extended networks and communities, which helps increasing awareness amongst target groups and uptake of the project's products and services.

Table 3: Workshops and training organised by FORCOAST

Title	Date and location	Purpose/Activity
Users Day (Figure 22)	11th February 2021, online	Graphical prototype demonstration for users to gather feedback for service development.
User Demonstration (Figure 23)	10th December 2021, online	Prototype demonstration via web application of the different services by the consortium internal users, following user story format.
Pilot Workshops (Figure 24)	Mid-2022, online/hybrid	The different Pilots set up workshops to demonstrate fully working live services in their areas and give access to users attending.

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Final Conference (Figure 25)	5th October 2022, Brussels and hybrid	Final event to demonstrate live the full functionalities of the FORCOAST product package as well as putting in common plans for the future post-project.

Figure 23: Attendees at the FORCOAST Users Day, online

Figure 24: Example slides from the presentations given by FORCOAST internal users, Exporsado (left) and Cuan Beo (right), at the User Demonstration event

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Figure 25: Picture from the workshop held in Pasaia, Spain, focused on the Fronts Detection service (left) and cover slide from the presentation for Bulgarian stakeholders (right)

Figure 26: Pictures from the FORCOAST Final Conference / Assembly in Brussels

2.6 Conferences and Events

Members of the FORCOAST project have regularly participated in several conferences and events to promote the FORCOAST project and its products and services. Presentations were mostly given in form of posters and oral presentations.

Conferences, events and exhibitions provided an opportunity to communicate the FORCOAST project and its objectives, activities, products and services to a range of stakeholder and end-user groups. They were also an opportunity to build connections with external partners and stakeholders and create advocates for the project. Below is a list of conferences and events in which FORCOAST partners participated.

Table 4: Participation of FORCOAST partners in conferences and events

#	Title of conference/event	Date	Place	Contributing Partner(s)
1	EGU 2021	19-30 April 2021	Online	Deltares
2	Workshop on smart farming in the North Sea	14 October 2022	Online	Deltares
3	AMEMR 2021	12-15 July 2021	Online	Deltares

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4	ICES WGIPEM annual meeting	22-24 March 2021	Online	Marine Institute, Aarhus University
5	EGU 2021	19-30 April 2021	Online	DMI
6	Aquaculture Europe 2021	4-7 October 2021	Madeira, Portugal	IST
7	Native Oyster Restoration Alliance 3rd Conference	3-5 November 2020	Online	Cuan Beo
8	The 9th EuroGOOS conferences	3-5 May 2021	Online	DMI
9	EO FOR WATER CYCLE SCIENCE 2020	16-19 November 2020	Online	Deltares
10	Havforskermøde	Havforskermøde	Online	Aarhus University
11	EGU 2020	3-8 May 2020	Online	Deltares
12	Ocean Sciences Meeting 2020	16-21 February 2020	San Diego, USA	Deltares
13	Copernicus Land, Marine and Coastal Workshop	31 March 2020	Online	Deltares
14	Copernicus Marine Service Online Training Workshop for the Black Sea Region	19 May 2020	Online	Sofia University, Terrasigna, University of Liege, Jailoo, NIMRD
15	Identification, promotion and implementation of Copernicus products, applications and services for aquaculture stakeholders (workshop within Aquaculture Europe 2022)	27 September 2022	Online	OGS
16	Annual meeting of the ICES WGIPEM	24-27 October 2022	Online	AU
17	XIX seminário de aquacultura	21 May 2021	Online	IST/Deltares
18	ICES WGOOFE Meeting	25-26 Nov 2021	Online	IST/Marine Institute
19	MONGOOS General Assembly & Modelling and Observations Workshop	5 December 2019	Online	EuroGOOS
20	NOOS Annual Meeting	15 September 2022	Rotterdam, The Netherlands	Deltares
21	OGS Summer School - The Copernicus Marine Service as a supporting tool to foster Sustainable Blue Economy	6 July 2022	Trieste, Italy	OGS
22	Biomatch	22 Feb 2020	Aarhus, Denmark	Aarhus University

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2.6.1 Metrics for evaluation

At the end of period 1, information collected for the dissemination and communication activities log showed that FORCOAST has participated in eight conferences reaching around 500 individuals representing key stakeholders and user groups during these events.

By the end of the project duration, FORCOAST has participated in a further 14 conferences (making a total of 22 conferences/events) reaching around 1200 stakeholders.

2.7 Scientific Publications

In total four scientific papers were published under FORCOAST. They can also be found on the project website here: https://forcoast.eu/products/publications/

Table 5: FORCOAST scientific publications

Journal	Title	Authors
Marine Pollution Bulletin	Methodology for defining homogeneous water bodies for management purposes https://doi.org/10.1016/j.marpolbul.2021.113004	Vibe Schourup-Kristensen, Marie Maar, Janus Larsen, Christian Mohn, Jens Murawski, Jun She, Hans H.Jakobsen
Frontiers in Marine Science	Ocean Circulation Model Applications for the Estuary-Coastal-Open Sea Continuum https://doi.org/10.3389/fmars.2021.657720	Jens Murawski, Jun She, Christian Mohn, Vilnis Frishfelds and Jacob Woge Nielsen
Conservation Physiology	Comparing life history traits and tolerance to changing environments of two oyster species (*Ostrea edulis* and *Crassostrea gigas*) through Dynamic Energy Budget theory https://doi.org/10.1093/conphys/coac034	Brecht Stechele, Marie Maar, Jeroen Wijsman, Dimitry Van der Zande, Steven Degraer, Peter Bossier, Nancy Nevejan

2.8 Emails

Emails were used as a key method of communication between project partners and external stakeholders and end-users who were engaged in the project's activities. They were a useful tool in keeping recipients updated with the latest information.

2.8.1 Metrics for evaluation

There has not been any specific feedback regarding email communication from partners besides the one used for deliverables, service co-design and user feedback.

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3 Summary

The document presents the different communication tools used by the FORCOAST consortium during the project duration. The variety of communication tools has proven to be effective and has helped to reach a wider range of stakeholders including but not limited to fisheries, oysterground restoration specialists and bivalve mariculture operators. The table below provides a summary of the mix of communication tools used to implement the FORCOAST communication plan and the associated metrics for evaluation.

The metrics show that the overall strategy has been effective in targeting representatives from each sector identified as target audiences. The combination of tools has reached end-users and stakeholders circa 70 times at specific events and points in time, while at the same time having continuous engagement with them, reaching the local, national and international levels. The communication strategy has achieved a combination of one-way and two-way communication with stakeholders and end user groups at local, national and international levels.

Table 6: Summary of communication tools used and metrics for evaluation

Medium/ Activity	Type of Audience	Communication Level	Communication Type	Date/ Frequency	Evaluation Metric	Metrics
Logo / identity		International	One-way	Used on all project communication activities and channels	Templates used by all partners	Logo and branding effectively used on all project outputs
Leaflets, flyers	Public	International	One-way	Two sets of leaflets: beginning and end of the project	Use to introduce potential new users to the service of interest	Referrals to the leaflets as an entry point
Website	Public	International	One-way	On-going updates	Number of sessions (average session time)	Number of users
Website content updates	Public	International	One-way	Recurrent	Total number of new content uploaded	Number of visits
Social Media	Public	International	One-way	Recurrent	Number of followers	
Workshops and training	Industry	International, national, local	Two-way	Periodically along the project's lifetime	Number of engaged contacts	

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Conferences and events	Science, research, policy industry	International	One-way, Two-way	Periodically based on events of interest	Number attended	
Publications	Science	International	One-way	Periodically along with publishing material	Citations	
Emails	Internal partners, external stakeholders engaged in the project	International	One-way, two-way	On-going communication	Feedback received regarding email communication	No feedback from recipients received
Blog posts	Public	International	One-way	Recurrent based on news	Number of posts and views	

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