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## Milestone 1.5

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# “ABIOMMED DISSEMINATION & COMMUNICATION PLAN (DCP)”

**Date:** 01/ 10 / 2021

**DISSEMINATION LEVEL:** PUBLIC

**Report Status:** Final

**ABIOMMED**

SUPPORT COHERENT AND COORDINATED  
ASSESSMENT OF BIODIVERSITY  
AND MEASURES ACROSS  
MEDITERRANEAN FOR THE NEXT 6-YEAR  
CYCLE OF MSFD IMPLEMENTATION

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BIODIVERSITY AND MEASURES ACROSS MEDITERRANEAN FOR THE NEXT  
6-YEAR CYCLE OF MSFD IMPLEMENTATION**

**11.0661/2020/839620/SUB/ENV.C2**

**ABIOMMED**

**Coordinator**

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**Project start date and duration**

**1st July 2021, 24 months**

The research leading to these results has received funding from the European Commission DG Environment] under grant agreement No 110661/2020/839620/SUB/ENV.C.2– ABIOMMED project (Support coherent and coordinated assessment of biodiversity and measures across Mediterranean for the next 6-year cycle of MSFD implementation).

The information and views set out in this publication are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

This Milestone should be referenced as follows:

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## Scope

The ABIOMMED Dissemination and Communication Plan (DCP) describes the activities to be performed and the dissemination and exploitation means that will be used, in order to communicate and promote the project outcomes to all stakeholders (including scientists, managers and policy makers) and in particular at the level of national authorities and leads, who are responsible for the implementation of the MSFD / EcAp across the Mediterranean. Furthermore, it delineates the strategies that will be used to disseminate and exploit ABIOMMED results, publications outcomes, achievements and progress.

## Executive Summary

The key aim of the ABIOMMED project is to communicate its outcomes to all stakeholders (mainly policy makers but equally important to all levels of society: policy, general public as well as scientific community) and in particular at the level of national authorities and leads, which are responsible for the implementation of the MSFD (and EcAp), in order to be used and taken up by them.

The project is expected to widen the participation of stakeholders and share, as far as possible, the integrated results of ABIOMMED to the whole basin, taking in particular advantage of the structure of the Barcelona Convention, establishing thereafter effective links to establish the best possible coordination across the regions or sub-regions in the Mediterranean.

A number of actions are designed to ensure that all stakeholders are involved and consulted throughout the work, so that the projects results will respond to their needs, 'endorsed' by them and are in a format that can directly put into use by the competent authorities for the facilitation of the MSFD on national and regional/subregional level in the Mediterranean.

The Dissemination and Communication Plan (DCP) serves these purposes being a flexible plan, addressing key target audiences with interest in the project's outcome. Awareness, understanding and participation are key drivers of the DCP. The Plan addresses both general measures for multiple targets and tailored events.

The ABIOMMED DCP has been developed as milestone of the project (MS1.5) during the first months of the project in order to realize in a coordinated and effective manner the uptake and outreach of the project work and results/publications; It has been adopted by the Steering Committee (SC) and will be updated if need be throughout the duration of the project. The engagement of key stakeholders mainly the Members States MSFD competent authorities and the Barcelona Convention Contracting Parties, is been elaborated. The Dissemination Plan addresses both general measures for multiple targets and tailored-made events. Its effectiveness will rely on the Consortium's networks and leverage on the role of the involved stakeholders.

Bearing in mind the project's target audience (national competent authorities), tailor made actions and activities have been designed, in order to have the maximum impact and dissemination of results, through the appropriate channels. For this purpose, a Stakeholders, External Experts and Competent Authorities Panel (SHECAP) will be established consisting of the 8 Mediterranean MSFD competent authorities, UNEP/MAP, Key stakeholders and Experts and the project coordinator and the project manager. A stakeholder and experts Forum will also be founded consisting of representatives from the relevant projects and external experts from NGOs and other bodies to provide guidance, bring along their experience and convey the messages to their institutions.

Actions to ensure the involvement and active engagement of the different stakeholders (including the national authorities responsible for the implementation of the MSFD) for mutual benefit, have been embedded in the work of all Activities of the project and will run in collaboration with the actions carried out under Activity 1. For this purpose, a number of Activity workshops will be organized for partners and stakeholders where results and methodologies will be presented and put up for discussion; results of the workshop will be used as an input to final formulation of the project's results. Engaging scientists from the partners to support the development of these actions is essential prerequisite for the success of the dissemination.

Throughout the Project duration, the management office, the Activity leaders, as well as the partners will present the outcomes to all major scientific and policy fora on international and national level (particularly those related to the activities of the DG ENV, as are the Project Coordination Group meetings, conferences, working groups, as well as those of UNEP/MAP), ensuring the dissemination and attraction of stakeholders.

The Dissemination and Communication Plan contains a set of rules to ensure that all relevant knowledge coming out of the project is carefully regulated and managed. The rules are set up to:

- a) Disseminate ABIOMMED and its progress in the best way possible, ensuring information provision and awareness raising;
- b) Ensure ABIOMMED foreground and Intellectual Property (IP) including publications, are properly managed;
- c) Ensure implementation of the European General Data Protection Regulation (GDPR) within the project and all its dissemination and stakeholder engagement activities;
- d) Enhance, coordinate and uniform the communication within the consortium;
- e) Enhance the visibility and outreach of the project;
- f) Ensure all outputs and resources produced in the project are transferred to target users. The transfer will ensure that relevant information and knowledge is customised so that it is ready for uptake by different target end-users.

ABIOMMED will develop and make use of the latest tools, resources and communication channels resulting in cost effectiveness and maximum impact.

The Dissemination and Communication Plan has been developed and will be monitored and guided through Activity 1 and Tasks 1.4 'Communication, Dissemination and Outreach' and 1.3 'Engagement of Stakeholder and Policy Makers' and the SC. All project partners are obliged to follow its rules and participate in dissemination and exploitation actions in order to foster awareness and transfer results and enhance its impact, especially in their own countries and in their own communities

## 1 Introduction

The overall purpose of ABIOMMED is to support the Competent Authorities of the Mediterranean region, as well as the UNEP/MAP for a (sub) regional cooperation for the preparation of the next 6-year cycle of MSFD implementation through the marine strategies, by setting up working arrangements, meetings, workshops, experts' platforms and synergies with other projects and initiatives and to ensure feedback from EU or UNEP/MAP relevant working and technical groups.

The Specific thematic and regional objective are:

- 1) Support the (sub)regional assessment of the extent to which GES has been achieved for the following specific topics: a) D1: Coordinated (regional) assessments, especially of highly mobile species groups); support when relevant the work of the MSFD Expert Networks (as in UNEP). B) D1C6 and D6: identification of ecologically-relevant scales and areas for assessment of pelagic and benthic (broad) habitat types, taking account of work by TG Seabed7; c) Coordination and delivery of Article 8 (sub)regional assessment for specific descriptors, contributing also to UNEP/MAP's QSR 2023 and complementing the EcAp III project for South Mediterranean countries (Mediterranean Sea)
- 2) Support the quantification (notably ex-post) of the effect of the PoMs: Support the ex-post assessment of programmes and measures adopted under UNEP/MAP, with a specific focus on their costs and benefits, and on cross-border aspects that involve both the EU context and the third Countries (Mediterranean Sea)
- 3) Support the establishment of new (sub)regionally-coordinated measures: Support to the development of effective regional measures to reduce the levels of physical disturbance to the sea-floor from fisheries and other relevant activities, taking account of work by TG Seabed

The MSFD Descriptors that the ABIOMMED proposal will focus are from the biodiversity Cluster D1, D1C6 and D6, i.e. the biodiversity elements which the project will focus are: plankton, benthos and cetaceans.

It is thus obvious that one of the key aim of the ABIOMMED project is to communicate its outcomes to all stakeholders (mainly policy makers but equally important to all levels of society: policy, general public as well as scientific community) and in particular at the level of national authorities and leads, which are responsible for the implementation of the MSFD (and EcAp), in order to be used and taken up by them.

The project is expected to widen the participation of stakeholders and share, as far as possible, its integrated results to the whole basin, taking in particular advantage of the structure of the Barcelona Convention, establishing thereafter effective links to establish the best possible coordination across the regions or sub-regions in the Mediterranean.

A number of actions are designed to ensure that all stakeholders are involved and consulted throughout the work, so that the projects results will respond to their needs, 'endorsed' by them and are in a format that can directly put into use by the competent authorities for the facilitation of the MSFD on national and regional/subregional level in the Mediterranean.

The Dissemination and Communication Plan (DCP) is flexible, addressing key target audiences with interest in the project's outcome as well as the project' beneficiaries. Awareness, understanding and participation are key drivers of the DCP. The Plan addresses both general measures for multiple targets and tailored events.

To ensure effective dissemination, knowledge transfer and take-up, DCP will focus on multiple tasks related to dissemination, outreach and engagement of stakeholders (as well as partners). The overall aim is to ensure effective external communication, dissemination and optimal knowledge transfer of project's progress results and tools/applications to stakeholders leading to full exploitation of project outputs.

The specific objectives of ABIOMMED Promotion and Dissemination Activities are:

1. Streamline and regulate all promotion, results sharing and dissemination activities (including scientific publications) by providing the framework and the tools;
2. Disseminate the results of ABIOMMED in the region and facilitate the information and engagement of the different stakeholders within the basin;
3. Foster the dialogue and interaction with and among Competent Authorities at national, sub-regional and regional/EU level through dedicated structure, in order to engage them directly to the results of ABIOMMED;
4. Widen the participation of stakeholders and share, as far as possible, the integrated results of the project for the whole basin, taking in particular advantage of the structure of the Barcelona Convention, establishing thereafter effective links to ensure coordination across the regions or sub-regions in the Mediterranean;
5. Connect and interact with other relevant projects and initiatives running in the Mediterranean and in other European Regional Seas, in order to add value to projects' results and mark some implementation actions even before the project ends;
6. Present the progress of work done and gather input from the relevant meetings at (sub)regional level (e.g. relevant groups established under the auspices of UNEP/MAP) and EU level (e.g. Working Groups and Technical Groups established in the context of the MSFD Common Implementation Strategy);
7. Ensure foreground and Intellectual Property (IP) including publications, are properly managed, and GDPR are implemented within and across the project and all its dissemination and stakeholder engagement activities.

Bearing in mind the project's target audience (national competent authorities and key stakeholders), tailor made actions and activities have been designed, in order to have the maximum impact and dissemination of results, through the appropriate channels.

Actions to ensure the involvement and active engagement of the different stakeholders (including the national authorities responsible for the implementation of the MSFD) for mutual benefit, have been embedded in the work of all Activities of the project and will run in collaboration with the actions carried out under Activity 1. Engaging scientists from the partners to support the development of these actions is essential prerequisite for the success of the dissemination.

The DCP has been validated by the SC at the start of the project but will be evaluated for effectiveness and adjusted, if needed, during the project.

All project partners are involved in dissemination and exploitation, in order to foster awareness and transfer results and enhance its impact, especially in their own countries and in their own communities.

## **2 EC Rights & Obligations in relation to Results and Publications**

### ***2.1 Knowledge management & protection – ownership of results – Publications***

The management of all Intellectual Property Rights (IPR) is regulated in detail through the Grant Agreement (GA) of the project.

According to ARTICLE II.9 of the Grant Agreement — PRE-EXISTING RIGHTS AND OWNERSHIP AND USE OF THE RESULTS (INCLUDING INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS), the beneficiaries retain ownership of the results of the action, including industrial and intellectual property rights, and of the reports and other documents relating to it, unless stipulated otherwise in the Agreement.

Rules on the Publication of Results, Pre-existing rights and Results and Access Rights are covered in the relative articles of the Cooperation Agreement.

Efforts will be made throughout the project, to maintain an 'open access' status for all project products and relevant documents emerging from ABIOMMED applying standard open license protocols (e.g. Creative Commons CC-BY). Unless otherwise stated ABIOMMED deliverables will be assigned a 'public' dissemination level.

## **2.2 Data management**

The project will not generate data. Use of existing data is regulated through the relevant provisions of the Grant and the Cooperation Agreements.

## **2.3 Visibility of EU funding and use of the European Union emblem**

Under Article II.8 of the ABIOMMED GA — Visibility of Union funding, the following rules apply to the project:

Unless the Commission requests or agrees otherwise, any communication or publication made by the beneficiaries jointly or individually that relates to the action, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, in electronic form, etc.), must:

- (a) indicate that the action has received funding from the Union and
- (b) display the European Union emblem.

When displayed in association with another logo, the European Union emblem must have appropriate prominence.

The obligation to display the European Union emblem does not confer on the beneficiaries a right of exclusive use. The beneficiaries may not appropriate the European Union emblem or any similar trademark or logo, either by registration or by any other means.

For the purposes of the first, second and third subparagraphs and under the conditions specified therein, the beneficiaries may use the European Union emblem without first obtaining permission from the Commission.

A combined EU emblem and disclaimer graphic will be available at the website of the project.

Any dissemination of results or outputs must thus indicate that

- (a) it reflects only the author's view and
- (b) that the Commission is not responsible for any use that may be made of the information it contains.

Furthermore, all projects' products, publications, deliverables etc should bear full acknowledgement to the project in the form:

The research leading to these results has received funding from the European Commission DG Environment under grant agreement No 110661/2020/839620/SUB/ENV.C.2– ABIOMMED project (Support coherent and coordinated assessment of biodiversity and measures across Mediterranean for the next 6-year cycle of MSFD implementation).

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This [Deliverable / Milestone] should be referenced as follows: Author (s), year. ABIOMMED title [of deliverable/milestone]. ABIOMMED Project, [Deliverable /Milestone no]

Contact author: Name (email)

Example of current Milestone:

This Milestone should be referenced as follows:

Streftaris, N., Pagou, K., Kokkali, A., 2021. ABIOMMED Dissemination & Communication Plan. ABIOMMED Project, Milestone MS1.5

Contact author: Streftaris, N. ([nstrefta@hcmr.gr](mailto:nstrefta@hcmr.gr))

Partners should keep track of all their dissemination and exploitation activities, all of which should be reported by each partner at EC reporting stages.

## 3 Engagement of Stakeholders and Policy makers

The overall purpose of ABIOMMED project is to support the competent authorities of the Mediterranean region, as well as the UNEP/MAP for a (sub) regional cooperation for the preparation of the next 6-year cycle of MSFD implementation through the marine strategies, by setting up working arrangements, meetings, workshops, experts platforms and synergies with other projects and initiatives and to ensure feedback from EU or UNEP/MAP relevant working and technical groups. The engagement and communication of stakeholders is a major part of the project.

### 3.1 Stakeholder, Experts and Competent Authorities Panel (SHECAP)

One main aim of the ABIOMMED project is to communicate its outcomes to all stakeholders (mainly policy makers) and in particular at the level of national authorities and leads, which are responsible for the implementation of the MSFD (and EcAp), in order to be used and taken up by them. A Panel consisted by the Competent Authorities (CAs) of the EU Member States, relevant Stakeholders and External Experts (SHECAP) will be established, (including also the coordinator and the project manager) to reassure that the projects results will respond to the CA needs, will be endorsed by them and are in a format that can be directly put into use particularly by the competent authorities for the facilitation of the MSFD on national and regional/subregional level in the Mediterranean. In this framework the CAs could work closely with the Stakeholders and Experts Forum and UNEP/MAP representatives to ensure that they are involved and consulted throughout the work of the project.

The SHECAP is foreseen to convene 5 times during the life of the project (M1, M6, M12, M18 and M23).

During this 1st meeting, the needs of the CAs towards the next 6-year MSFD cycle will be mapped (D1.2), in order to ensure that the project is geared towards them. The rest of the meetings will be devoted to ensure that the projects deliverables and product are in line with the CAs needs.

The final outcome of this task will be a Synthetic report of the project's outcomes (deliverables) along with the deliberation of the SHECAP forum (D1.3) presenting what is needed to be done to support the CAs in the implementation of the next 6- year cycle of the MSFD as meaningful suggestions for the policy makers, in order to better apply these findings in an integrated and coordinated manner across the Mediterranean.

## **3.2 Connectivity Forum**

A Connectivity Forum will be established consisting of stakeholders, representatives from the relevant projects (as described above), external experts from NGOs and other bodies, and non-EU countries such as Albania and Montenegro. South Mediterranean representatives will also be invited through UNEP/MAP. The Forum will convene back-to-back with the KO, the GA and the Final Meetings of the project to provide guidance, bring along their experience and convey the messages to their institutions.

## **3.3 Regional Sea convention – UNEP/MAP**

Through the close-involvement of UNEP/MAP it is ensured that there is a strong link to the regional process and that the outcomes of the project will feed into the ongoing work of the Barcelona Convention on the implementation of the ecosystem approach. To foster this, it is planned to organise together with UNEP/MAP events, dedicated meetings with high level officials from the non-EU Mediterranean countries, in order to inform about the results and the outputs of the project. Co-organization and participation to advantageous events such as UNEP/MAPs conferences, meetings, etc., will be explored during the whole duration of the project, in order to have a better impact on decision-making processes.

## **3.4 Collaboration with Relevant projects**

The coordinator and the project manager will liaise with other relevant projects in the same region or with the same objectives as appropriate, to foster (sub)regional cooperation, ensure synergies and efficiency gains, exchange of ideas and knowledge, avoid duplication and mark some implementation actions even before the project ends.

Once these partners will be identified official contacts will be established in order to invite their representatives to participate in the project's KO and GA meetings as observers to present their work, voice their opinion and highlight areas where synergies can be reinforced and overlaps avoided. All efforts will be made for the synergy to be consolidated with common workshops, meetings etc and if possible kick-off or final meetings.

### *Joint Stakeholder Event*

A Final joint Stakeholder Event will be the occasion for spreading the results and achievements of ABIOMMED and the other relevant projects for the implementation of the MSFD to a wider stakeholder audience. This way the critical mass of stakeholders will be significantly increased and common messages can be communicated to the right audience. A common organizing committee with the other projects will be proposed to organise this event in order to have a more substantial EU approach and impact. The possibility to have another joint

stakeholder event in M12 will also be explored during the KO meeting, when the other projects will be invited to participate.

## 4 Communication and Dissemination Tools

Dissemination and communication 'tools' and materials will be developed containing the visual identity and the basic information of the project following the 'Visibility of EU funding and use of the European Union emblem' stipulations described in part 2.4.

### 4.1 Project Visual Identity (Logo)

A logo will be developed for project identity. The logo will depict the key idea and /or the main themes of the project and will be designed from the beginning of the project to ensure that all partners agree and the project can start having a visual identity and online presence.

The logo should be included in all project promotional material, products and communications.

### 4.2 Website

The website will be the main communication tool (both internally and externally), for dissemination and promotion, hosting the projects results, news and events, relevant documents and information with emphasis on the needs of the stakeholders. It will feature a repository for materials and resources while it will also make use of social networking sites (e.g. Facebook, Twitter, LinkedIn, etc.), to increase the visibility and dissemination of the project.

Through the website the project progress, results and developments will be communicated within the Consortium. It will also be the means of checking the progress of the work against the milestones providing a platform for the mobilisation of work packages and all project activities acting as the main real-time information and dissemination source on the project throughout its lifetime.

The website will also serve as a tool to enhance communication and dissemination of the project's deliverables and results to stakeholders and end users and society in general. This is a key aspect as the project relies on the involvement of the stakeholders and aims to have products tailor made to their needs.

The website will be set up following the EU Project Websites – Best Practice Guidelines. The site will be visually attractive and informative and will also include a link to the web-based collaborative workspace to facilitate continuous project partner communication.

The continuous updating of the webpage will focus on the 'News' & 'Outreach', which will include all the events organized by the consortium as well as events where project partners are going to be represented and any other events of interest to the partnership. The related 'News' section will be regularly updated with more detailed news on the project as well as external news relevant to ABIOMMED, while the 'Awareness' section will include the projects' identity material (visuals, press releases, project factsheets, project videos, all available to download). Projects results (deliverables) will be hosted under the 'Outreach'. The password protected Partner's Area will contain the 'sensitive' information of the Project as well as the 'restricted' deliverables, available only to the partners and key stakeholders. General information about the project will be uploaded in the 'About', 'Project Activities' and 'Partners' tabs.

A specialized company will undertake the task to design build and maintain the website following the necessary national public procurement rules and in accordance with the relevant articles of the General Conditions of the Model Grant Agreement.

### **4.3 Social media**

All efforts will be made to engage social media networks (particularly Facebook, Twitter, etc.), to the extent possible in order to raise and maintain the public's awareness on project achievements. A specific hashtag (e.g., #ABIOMMED) could be created for Twitter to reinforce message and multiply the re-tweets.

Social media channels can be used to transmit catching messages for rapid dissemination purposes. They will also allow a virtual dialogue with the same channels of relevant stakeholders, including relevant projects/initiatives, and the wider public to feed into the project.

This strategy will also involve user-generated content, content seeding and proactive marketing, both on the web and on mainstream scientific media.

Partners will be encouraged to contribute to the social media channels, by 'liking', 'following', 'sharing' or 're-tweeting' posts from ABIOMMED social media. Additionally, partners should aim to promote the project through other Social Media channels, such as relevant Twitter, Facebook and YouTube channels, where possible.

### **4.4 Press Releases/ Promotional Articles**

Project news will be regularly disseminated through the use of various publications, services and media and primarily through the NEWS section of the webpage. Timely press releases and promotional articles will be produced and circulated to media contacts, in order to target the industry, civil society organizations, policy-makers, and the wider community about the project, its objectives and its outcomes. Partners are encouraged to publish articles and press releases at regional, national and international level, making use of their own

networks and contacts. If possible, partners are also encouraged to translate press releases before publishing in their countries, in order to maximize visibility and impact.

## 4.5 Standardized Templates

- PPTs

A standardized pptx template, containing the visual identity and the basic information of the project will be developed to be used when presenting the project at internal and external events.

It will ensure that the project is presented consistently by Consortium Partners during presentations and/or events in which they participate. It will have similar content to the other identity documents –but it will be presented in a different format. It can be adjusted according to presentation needs and the target audience. All presentation materials will be uploaded on the website for use by the partners.

- Deliverables / Milestones

A standardized deliverable / milestone template will be developed containing the visual identity and the basic information of the project and following the ‘Visibility of EU funding and use of the European Union emblem’ stipulations described in part 2.3 above. The following caption should be added to each deliverable or scientific publications, communication etc.

The research leading to these results has received funding from the European Commission DG Environment] under grant agreement No 110661/2020/839620/SUB/ENV.C.2– ABIOMMED project (Support coherent and coordinated assessment of biodiversity and measures across Mediterranean for the next 6-year cycle of MSFD implementation).

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This Deliverable / Milestone should be referenced as follows:

Author (s)., year. ABIOMMED title of deliverable/milestone. ABIOMMED Project, Deliverable /Milestone no

Contact author: Name (email)

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Contact author: Streftaris, N. ([nstrefta@hcmr.gr](mailto:nstrefta@hcmr.gr))

**Each deliverable should have an executive summary (at least 1 page) with the purpose to present the scope and the results/ outcomes of the deliverable to the stakeholders as well as the scientific community with emphasis to the former.**

## **4.6 Promotional Material and Publications (flyer & brochure)**

The projects Banner will be created at the beginning of the project. Being the ‘flag’ of the project, it will carry the main visual identity and key message and will be present in all events and meetings.

A promotional flyer/brochure for ABIOMMED will be prepared in both electronic and printed format, aimed at generating interest in the project rationale among the broadest possible audience and distributed widely.

In terms of content, the flyer will explain the rationale behind the project and outline the methodology, as well as expected advantages for the stakeholders, partnership and contacts. The project’s main objectives can be presented in bullet points. Finally, the consortium members should be presented. The flyer will lead the reader to the project website for more information. The flyer/brochure is expected to be ready at the beginning of the project and can be updated -revisited during the progress of the project.

## **4.7 E-Newsletters**

A dedicated project e-newsletter can be developed and produced, ideally twice during the project highlighting the project progress and news as well as upcoming events and activities.

Input from all partners is expected to feed the newsletters, including ideas and content. Partners will furthermore be expected to distribute the newsletter to their own networks, in order to maximize the project’s impact.

## 5 Specialised Dissemination Activities

### 5.1 Synthetic Report

The final outcome of the Stakeholder, Experts and Competent Authorities Panel – SHECAP (as described under section 3 of this DCP and under task 1.3 of the project’s DoW) will be a Synthetic report of the project’s outcomes (deliverables) addressing the needs of the SHECAP (as described in Deliverable D1.3) presenting what is needed to be done to support the CAs in the implementation of the next 6- year cycle of the MSFD as meaningful suggestions for the policy makers, in order to better apply these findings in an integrated and coordinated manner across the Mediterranean. This Synthetic Report is a deliverable (D1.5) set at the conclusion of the project (M24).

### 5.2 Events & Conferences

The organization of and the participation to advantageous events such as conferences, meetings, etc., will be explored during the whole duration of the project and after its end.

All efforts will be made to formalize the collaboration with DG ENV/MSFD TGs as well as UNEP/MAP and use their regular events to foster international meetings in order to promote the projects results through this channel to all key stakeholders including also non-EU stakeholders in an integrated and official manner. The SC will be responsible for streamlining the exchange of information to and from key stakeholders and end users and for the representation of the project at relevant key policy and scientific meetings of the Commission and the RSC UNEP/MAP e.g. relevant groups established under the auspices of UNEP/MAP and Working Groups and Technical Groups established in the context of the MSFD Common Implementation Strategy. As described in section 3 in order to foster the close-involvement of UNEP/MAP and assure that the outcomes of the project will feed into the ongoing work of the Barcelona Convention on the implementation of the ecosystem approach, it is planned to co-organize and participate to Key events such as UNEP/MAPs conferences, meetings etc. The organisation and participation in some key workshops have already been incorporated as milestones of the project. (eventswith days already set). A calendar of events will become available in the project’s website when the dates will be announced by the organisers (DG ENV/MSFD TGs and UNEP/MAP) and updated during the life of the project.

A Final joint Stakeholder Event will be organised with the other similar projects under the same call for spreading the results and achievements of ABIOMMED, and the other relevant projects for the implementation of the MSFD to a wider stakeholder audience (see Joint Stakeholder Event in Section 3).

## 6 Processing of Personal Data

The project is committed to protect the beneficiaries' and stakeholders' personal data and to respect their privacy. The Project collects and further processes personal data as indicated in the Article of 11.7.2 of the Grant Agreement of the project pursuant to Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data herein referred to as the General Data Protection Regulation (GDPR) that will regulate the treatment of personal data of partners as well as stakeholders.

Any personal data of the beneficiaries and particularly the stakeholders must be processed in accordance with these Regulations as stipulated in Article II.7 of the Grant Agreement of the project. Beneficiaries must process personal data of all involved parties (particularly of stakeholders) where applicable (e.g. communications, meetings etc.) in compliance with applicable EU and national law on data protection, including (but not limiting to) the a priori application of appliance of authorisation and notification requirements (personal data protection/privacy statements, consent forms etc.) and similar practices. Templates will be provided with the consultation of the Data Protection Officers (DPOs) of the partners.

To ensure these, all partners should officially assign a Data Protection Officers using the template provided (see Annex 1).

## 7 Implementation

The Dissemination and Communication Plan has been developed and will be monitored and guided through Activity 1 and Tasks 1.4 'Communication, Dissemination and Outreach' and 1.3 'Engagement of Stakeholder and Policy Makers'. All project partners are obliged to follow its rules and participate in dissemination and exploitation actions in order to foster awareness and transfer results and enhance its impact, especially in their own countries and in their own communities.

The SC is responsible for managing and overseeing the use, exploitation and dissemination of results and streamlining the exchange of information to and from key stakeholders and end users and for the representation of the project at relevant key policy and scientific meetings of the Commission and the RSC UNEP/MAP.

Actions to ensure the involvement and active engagement of the different stakeholders (including the national authorities responsible for the implementation of the MSFD) for mutual benefit, have been embedded in the work of all Activities of the project and will run in collaboration with the actions carried out under Activity 1. For this purpose, a number of Activity workshops will be organized for partners and for the stakeholders where first

results and methodologies will be presented and put up for discussion; results of the workshop will be used as an input to final formulation of the project's results.

Engaging scientists from the partners to support the development of these dissemination, communication and stakeholder engagement actions is essential prerequisite for the success of the dissemination. They will help turning facts into stories, suitable to be communicated to the targeted audience in each occasion. During the KO meeting partners will be asked to identify their communication/dissemination contact points, who will work in close collaboration with the Activity 1 for this purpose.

Throughout the Project duration, the coordinator, the project manager, the Activity leaders and partners will present the outcomes to all major scientific and policy fora (particularly those related to the activities of the DG ENV, as are PCG meetings, conferences, working groups, as well as those of UNEP/MAP) on international and national level ensuring the dissemination and attraction of stakeholders.

Internal project communication will be carried out by the coordinator, assisted by the Project Manager. The Activity Leaders will ensure that communication between the project partners is running smoothly, facilitated by email and web conference tools or phone calls between Activity Leaders/Partners and through regular meetings, as required.

## **8 Validation, Evaluation and Monitoring**

The Dissemination and Communication Plan will be circulated for comments to all partners. The Plan will be agreed by the SC and then implemented during the project lifetime. The DCP will be adjusted and updated, if needed, at the mid-term of the project.

The progress of the Plan will be monitored throughout the project's life time ensuring that its account is presented in the Periodic Progress Report according to the desired standards. Uploads of all dissemination and communication actions to the website in a timely manner will assist in monitoring the progress.

## 9 Annex - Data Protection Officer Assignment Form



### Appointment of Data Protection Officer

#### Appointing Ms./Mr. DPO Name as Data Protection Officer

**(Name of the institution)**, beneficiary no. .... in ABIOMMED Consortium, (hereinafter referred to as "Controller") appoints **Ms./Mr./or Company DPO Name** as the Data Protection Officer pursuant to Article 37 GDPR. The appointment shall be effective for the duration of ABIOMMED project.

DPO Name is entrusted with providing consultancy services and ad-hoc spot checks to ensure company-wide adherence to the provisions of the GDPR and to further data protection regulations. His/her duties shall be derived from the GDPR and shall, specifically, be aligned with Article 39 GDPR:

- informing and advising the Controller about their obligations under the GDPR,
- monitoring compliance with the GDPR,
- cooperating with any data supervisory authorities,
- acting as a contact point for data subjects and processing their inquiries related to the Controller's data processing activities.

To facilitate the execution of this role as Data Protection Officer, he/she shall report directly both to ABIOMMED coordinator, namely HCMR, and to the management of **(Name of the institution)**.

Controller	Data Protection Officer
<p><b>(Name of the institution)</b></p> <p>_____</p> <p>signature</p>	<p><b>Data Protection Officer Name</b></p> <p><b>Email:</b></p> <p><b>Telephone:</b></p> <p>_____</p> <p>signature</p>



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**ABIOMMED**

SUPPORT COHERENT AND COORDINATED  
ASSESSMENT OF BIODIVERSITY  
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CYCLE OF MSFD IMPLEMENTATION