

## **Deliverable 1.1**

# **Plan for Dissemination, Exploitation and Communication**

01/10/24 Version 1

*Pamela Cardillo and Ladina Jeisy. ERINN Innovation Ltd.*

**Public**

## DOCUMENT INFORMATION

<b>Grant Agreement</b>	<b>101157456</b>
<b>Project Acronym</b>	SURIMI
<b>Project Title</b>	Integration of innovative and reliable socio-ecological models and user-driven solutions into the Digital Twin Ocean, to facilitate what-if scenarios and decision support, under a co-creation approach.
<b>Deliverable Number</b>	D1.1
<b>Work Package Number</b>	WP1
<b>Deliverable Title</b>	Plan for Dissemination, Exploitation and Communication (PDEC)
<b>Lead Partner</b>	ERINN Innovation Ltd (ERINN)
<b>Author(s)</b>	Pamela Cardillo (ERINN) Ladina Jeisy (ERINN) Jane Maher (ERINN)
<b>Due Date</b>	30/10/2024 (M6)
<b>Submission Date</b>	29/10/2024
<b>Dissemination Level</b>	P - Public
<b>Type of Deliverable</b>	R - Report

<b>Version</b>	<b>Summary of Changes</b>
Version 0.1.	<ul style="list-style-type: none"> <li>• 16/07/2024, Ladina Jeisy (ERINN)</li> <li>• Updated and finalisation of the PDEC developed at application stage.</li> <li>• Not yet validated by the SURIMI consortium.</li> </ul>
<b>Version 1</b>	<ul style="list-style-type: none"> <li>• Validated by SURIMI consortium.</li> <li>• Distributed to all partners and submitted to the EC.</li> </ul>

## EXECUTIVE SUMMARY

The SURIMI Plan for the Dissemination, Exploitation and Communication Activities (PDEC) outlines the EC rights and obligations of the consortium for dissemination, exploitation and communication (DEC) of the project results. By adopting EC best practice guidelines, this document sets out the objectives of the SURIMI's DEC activities. Furthermore, it maps out stakeholders, suggests communication tools and channels, and outlines responsibilities and resources for conducting successful knowledge sharing and impact measurement.

It is the responsibility of all partners to engage in the DEC of SURIMI findings and products aimed at creating value, particularly in their local contexts and communities. The PDEC describes the DEC activities to be implemented, as well as the protocols and processes to be followed.

A dedicated SURIMI work package (WP), WP 1, led by EMB has been strategically designed to reach a broad audience with the project's communication activities, but also to bring specific dissemination and exploitation results to targeted stakeholder groups.

To support SURIMI partners, a Portfolio of Resources will be defined under WP1 (D1.4) and will be updated regularly, with complementary materials provided as necessary. SURIMI makes use of the latest tools and communication channels to ensure cost-effectiveness and high impact.

The PDEC has been developed by Task 1.1 lead ERINN Innovation (ERINN), who will also oversee its continuous implementation. This is the first version of the PDEC and as it is a dynamic document, it will be evaluated throughout the project and updated as necessary at EC reporting stages. ERINN will also lead Task 1.4 – The Exploitation Plan for SURIMI KERs.

# CONTENTS

Document Information.....	2
Executive Summary .....	3
1. Introduction .....	6
1.1. Rationale .....	6
1.2. Objectives .....	6
2. Key Principles Guiding the PDEC .....	7
2.1. Definitions and Terminology .....	7
2.2. Rights, Rules and Obligations Related to Results.....	8
2.2.1. Ownership of Results .....	8
2.2.2. Protection of Results .....	8
2.2.3. Exploitation of Results.....	8
2.2.4. Intellectual Property Rights (IPR) Management.....	9
3. Communication and Dissemination of Results .....	9
3.1. Pre-Dissemination Results .....	9
3.1.1. Obligation to Disseminate Results .....	9
3.1.2. Open Science and Open Access to Scientific Publications .....	9
3.1.3. Visibility of Funding .....	13
3.2. General Data Protection Regulation Implications .....	14
3.2.1. GDPR Compliance (Website, Events).....	14
4. Pre- and Post-Dissemination Requirements.....	15
4.1. Pre-Dissemination Results .....	15
4.1.1. Prior Notice Procedure .....	15
4.2. Post-Dissemination Requirements .....	16
4.2.1. Continuous Reporting of Dissemination Activities and Communication Activities .....	16
4.2.2. Continuous Reporting of Scientific Publications .....	17
4.2.3. Patents (IPR) Reporting .....	18
4.2.3. Datasets.....	18
4.3. Overview of Post-Dissemination Continuous Reporting Protocols.....	18
5. SURIMI Stakeholders .....	19
5.1. Internal Stakeholders – Project Bodies .....	19
5.1.1. External Advisory Board.....	19
5.1.2. Interoperability Expert Panel (IEP) .....	19
5.2. Stakeholder Engagement Strategy .....	19
5.3. SURIMI Stakeholder Engagement Events .....	22

5.3.1. Co-Design, Co-Creation & Co-Assessment Workshops .....	22
<b>6. Knowledge Management, Transfer and Exploitation of Results .....</b>	<b>22</b>
6.1. Knowledge Management and Transfer Overview .....	22
6.2. Knowledge Management and Transfer (KMT) .....	24
6.2.1. Collect and Understand .....	24
6.2.2. Analyse and Validate .....	27
6.2.3. Transfer and Exploit .....	29
<b>7. Dissemination and Communication Resources .....</b>	<b>30</b>
7.1. Promotional Materials .....	30
7.1.1. Logo and Brand .....	30
7.1.2. Project Dissemination Templates .....	31
7.1.3. Factsheet .....	32
7.1.4. Pull-Up Banner .....	32
7.1.5. Social Media .....	33
7.1.6. Press Releases .....	34
7.1.7. Video .....	35
7.1.8. Other Resources and Tools .....	35
7.2. Tools, Channels and Target Groups .....	35
7.3. External Events .....	37
7.4. SURIMI Specific Collaborations .....	39
7.5. Horizon Europe – Mission Ocean .....	39
<b>8. PDEC Monitoring and Evaluation .....</b>	<b>41</b>
<b>9. Partners Involved in the Work .....</b>	<b>41</b>
<b>Appendix .....</b>	<b>41</b>
Annex 1 – Glossary .....	41
Annex 2 – IP Assessment Form .....	43
Annex 3 – Continuous Reporting Log .....	45

## 1. INTRODUCTION

The health of the ocean and its diverse ecosystems is crucial for life on Earth. To understand its current state and predict future changes, it is essential to gather detailed information about how the ocean is impacted by society, ecology, and human and environmental pressures. The SURIMI project is part of the European Digital Ocean Knowledge System under the EU Mission 'Restore Our Ocean and Waters'. This mission plays a key role in the European Green Deal, which aims to make Europe climate-neutral by 2050 by promoting sustainable practices and reducing environmental impacts. Additionally, SURIMI aligns with the goals of the UN Ocean Decade, a global initiative focused on improving ocean health by fostering scientific research and collaboration to address the challenges facing marine ecosystems. Together, these efforts aim to ensure SURIMI's contribution to a sustainable future for both the ocean and life on Earth.

SURIMI will utilise various databases and employ advanced programming solutions to automate data flows between SURIMI component models and the EU DTO. By integrating data streams and coupling computational models, SURIMI will provide a comprehensive socio-ecological layer to the EU DTO. This contribution will transform the EU DTO into a holistic tool that not only simulates physical ocean conditions but also offers critical insights into the interconnectedness of human fishery activities and ecological systems.

SURIMI's socio-ecological models, coupled with policy and assessment models will enable the creation of "what-if" scenarios and exploration of plausible effects of those scenarios at different geographical scales. Embodying a truly interdisciplinary approach, the integration of SURIMI models to the EU DTO will contribute to more effective sustainable marine-resource management and conservation efforts in Europe. By bringing socio-economic and ecological models online, SURIMI will elevate the EU DTO from a simple repository of data and sensor information to a powerful decision-support tool for policymaking.

### 1.1. RATIONALE

The SURIMI PDEC describes the DEC strategies to be implemented by the consortium over the lifecycle of the project and beyond.

Drawing on EC best practice guidelines and adhering to the rights and obligations set out under the SURIMI Grant Agreement (GA), the PDEC defines the internal protocols and procedures set up to support communication, knowledge management and exploitation of SURIMI results. Specifically, it identifies key project stakeholders, communication tools and channels along with the means (tools, messages) for dissemination and supporting actions for exploitation.

### 1.2. OBJECTIVES

The PDEC's main objectives are to:

- Inform, promote and communicate project activities and results to targeted audiences following a well-designed strategy and appropriate communication channels to convey a clear message throughout the project's duration and beyond.

- Maximise the impact of project outcomes by making them public, using Open Science to share knowledge and results for others to use as a common good, (e.g., fishers and coastal communities) through publication of results in scientific journals, targeted conferences and databases.
- Provide valuable guidance to all SURIMI Consortium partners on DEC rules and responsibilities, for effective transfer of Key Exploitable Results (KERs) through the development of knowledge transfer (KT) plans. This will ensure an appropriate use of project results for commercial, scientific, societal and policy purposes while safeguarding intellectual property (IP).
- Ensure post-project ownership via long-term plans with a clear understanding of potential users and applications of the project's KERs and KT activities.

This PDEC has been developed by ERINN, who are also responsible for its implementation and management. All partners will feed in by actively engaging in communication, dissemination, KT and exploitation to spread awareness of the results for wider impact, particularly in their own communities.

Monitoring the strategy's success through measurable impacts is also essential; the PDEC will be periodically reviewed and monitored through using quality Key Performance Indicators (KPIs).

## 2. KEY PRINCIPLES GUIDING THE PDEC

### 2.1. DEFINITIONS AND TERMINOLOGY

The foundation of the SURIMI PDEC is the knowledge management process which has been implemented from the start of the project and which informs communication, dissemination, and exploitation (including KT), in line with the European Commission (EC) definitions<sup>1</sup> as follows:

- **Communication** is a strategically planned process that starts at the outset of the project and continues throughout its entire lifetime. It is aimed at promoting SURIMI and its results. It requires strategic and targeted measures for communicating about SURIMI and the project's results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. Activities used for communication purposes are, for example, a public website, press releases or social media.
- **Dissemination** is the public disclosure of the project results by any appropriate means (other than resulting from protecting or exploiting the results), including scientific publication in any medium. It makes research results known to various stakeholder groups in a targeted way, enabling them to use the results in their own work. Activities

---

<sup>1</sup> [https://rea.ec.europa.eu/dissemination-and-exploitation\\_en](https://rea.ec.europa.eu/dissemination-and-exploitation_en)

used for dissemination purposes are e.g., publications, conferences, education and training events, clustering activities and collaboration with other EU-funded projects.

- **KT and exploitation of results** is more advanced than communication and dissemination and requires several steps including identifying exploitation mechanisms and activities, such as developing and marketing a product or process, providing a service, standardisation activities and feeding back into policymaking activities. These activities will provide measurable impacts for SURIMI, while ensuring any project-generated IP is properly managed.

## 2.2. RIGHTS, RULES AND OBLIGATIONS RELATED TO RESULTS

This section outlines a summary of some key aspects of the rights and obligations relating to the protection of these results; however, it is not an exhaustive summary. For further details on the project and Horizon Europe rules surrounding ownership and protection of results please refer to the Grant Agreement (GA), Consortium Agreement (CA) and on specific rules for data outputs, please see D5.3. Data Management and Ethics Plan (DMEP).

---

### 2.2.1. OWNERSHIP OF RESULTS

**Results are owned by the partner that generates them.** Two or more partners own results jointly if they have jointly generated them and it is not possible to establish the respective contribution of each partner or separate them, for the purpose of applying for, obtaining, or maintaining their protection (GA Article 16.2 – Annex 5). The joint owners must agree (in writing) on the allocation and terms of exercise of their joint ownership (joint ownership agreement), to ensure compliance with their obligations under the GA. If valuable results are not protected, the Commission may under certain circumstances assume ownership of the results (see GA Article 16 for further details).

---

### 2.2.2. PROTECTION OF RESULTS

**Each partner has an obligation to protect its results.** For any results that can reasonably be expected to be commercially or industrially exploited, must examine the possibility of protecting them and if possible, protect them even if this requires further research and development or private investment. If a partner intends not to protect its results, to stop protecting them or not seek an extension of protection, the EU may under certain conditions (GA Article 16.2 – Annex 5) assume ownership to ensure their ongoing protection.

---

### 2.2.3. EXPLOITATION OF RESULTS

**Each partner has an obligation to exploit its results.** They must, up to four years after the period set out in GA Article 16 take measures aiming to ensure exploitation of its results by: using them in further research activities; developing, creating, or marketing a product or process; creating and providing a service, or using them in standardisation activities (see GA

Article 7). If any beneficiary breaches its obligations under this Article, the grant may be reduced in accordance with GA Article 28.

---

#### **2.2.4. INTELLECTUAL PROPERTY RIGHTS (IPR) MANAGEMENT**

SURIMI will follow the rules for IP set out and regulated by the EC. More information can be found in GA (Article 16.4 – Annex 5) “Intellectual Property Rights (IPR) — Background and Results — Access Rights and Rights of Use.” The project partners will ensure that adequate steps towards protection are taken prior to DEC, preventing unapproved public disclosure of results, tools, products and services.

### **3. COMMUNICATION AND DISSEMINATION OF RESULTS**

#### **3.1. PRE-DISSEMINATION RESULTS**

---

##### **3.1.1. OBLIGATION TO DISSEMINATE RESULTS**

**Each partner must disseminate their results as soon as possible by disclosing them to the public.** However, no dissemination may take place before a decision is made regarding possible protection (Annex 5 – Article 17). Other partners may object if their legitimate interests in relation to their foreground or background could potentially suffer harm.

Partners that intend to disseminate their results must give at least 15 calendar days prior notice to other partners (unless agreed otherwise), together with sufficient information on the results they will disseminate (GA Article 17 – Annex 5).

Any other partner may object within (unless agreed otherwise) 15 days of receiving notification if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.

Notwithstanding the above, certain dissemination activities which, by their nature, must be carried out in a timely manner (e.g., social media posts, promotional articles and reports) will be exempt from the obligation to give prior notice to all partners so as not to impede the project’s dissemination strategy, provided that all SURIMI partners engaged in such dissemination are in agreement prior to such dissemination, and provided that the duty of confidentiality is respected (GA Article 13).

---

##### **3.1.2. OPEN SCIENCE AND OPEN ACCESS TO SCIENTIFIC PUBLICATIONS**

‘Open Science’ is an approach based on open cooperative work and systematic sharing of knowledge and tools as early and widely as possible in the research process.

The open science provisions in Horizon Europe contain a set of requirements and encouraged practices that cover some of the most important aspects of open science. They concern research outputs such as scientific publications and research data and additional open science practices.

‘Research outputs’ are results to which online access can be given in the form of scientific publications, data or other engineered outcomes and processes, such as software, algorithms, protocols, models, workflows and electronic notebooks.

This section outlines OA requirements for scientific publications. For more information on open science in relation to research data management and FAIR principles, please see the SURIMI DMEP (D5.3).

**Providing OA to peer-reviewed scientific publications in Horizon Europe-funded projects is an obligation for all grants (GA Article 17 – Annex 5).**

All beneficiaries must ensure OA to peer-reviewed scientific publications relating to their results. This includes articles and long-text formats, such as monographs and other types of books. Immediate OA is required i.e., at the same time as the first publication, through a trusted repository using specific open licences.

- As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a trusted repository for scientific publications.
- And, at the same time, provide information (about the research output, tools or instruments) needed to validate the conclusion of the scientific publication via the repository. Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
- Ensure open access, via the repository, to the bibliographic metadata that identifies the deposited publication, including at least the following: publication (author(s), identifying those involved in the action, title, date of publication, publication venue); the terms “European Union (EU)” and “Horizon Europe”; the name of the project (“Integration of innovative and reliable socio-ecological models and user-driven solutions into the Digital Twin Ocean, to facilitate what-if scenarios and decision support, under a co-creation approach”), acronym (“SURIMI”) and grant number (“101157456”); licensing terms; persistent identifiers. Metadata of deposited publications must be open (CC0 “No Rights Reserved” or equivalent) and in line with the FAIR principles (see D5.3 – Data Management and Ethics Plan).

**How to provide open access (source: Annotated Grant Agreement HE):**

Beneficiaries/authors may publish in the venue of their choice, either in an open access publishing venue or in a hybrid publishing venue, provided that all their open access-related obligations as detailed in the Grant Agreement are complied with.

● ‘Open access publishing venues’ are publishing venues whose entire scholarly content is published in open access (e.g. *open access journals, books, publishing platforms, repositories or preprint servers*).

● ‘Hybrid publishing venues’ are publishing venues which provide part of their scholarly content in open access, while another part is accessible through subscriptions/payments (e.g. *hybrid journals and books*). These are often journals/books based on subscription/purchase which provide open access to part of their content when an open access fee is paid by their authors/institutions (paid ad hoc or based on an institutional agreement with the publishers).

● ‘Mirror and sister journals’ (i.e. more recently established open access versions of existing subscription journals, which may share the same editorial board as the original journal and usually have (at least initially) the same or very similar aims, scope and peer review processes and policies; these journals often have a name similar to the subscription title (but a different ISSN) are considered open access publishing venues for Horizon Europe grants (not hybrid journals).

In parallel, beneficiaries/authors must deposit their publication in a machine-readable format (i.e. structured format that can automatically be read and processed by a computer) in a trusted repository — before or at publication time — and immediately provide open access to the publication through that repository.

⚠ Publishing in an **open access venue** without depositing in a repository, does NOT comply with the open access requirements. All peer-reviewed publications must be deposited in trusted repositories and open access provided to them through the repositories.

**Best practice:** Beneficiaries are encouraged to provide open access to ALL publications, even if they are not peer-reviewed.

When choosing the publishing venue and the repository, beneficiaries/authors must keep in mind that licensing requirements, metadata requirements and validation requirements must also be complied with at this time.

⚠ The European Commission offers Horizon Europe beneficiaries [Open Research Europe](#) (ORE), an **open access publishing platform with no publishing fees**. ORE is offered as an additional publishing option to Horizon Europe beneficiaries. When ORE is the selected publishing venue, all requirements for open access to scientific publications are automatically fulfilled, as ORE deposits publications in the all-purpose repository [Zenodo under the conditions required by Horizon Europe](#).

Immediate open access through the repository must be provided either to the final peer-reviewed manuscript accepted for publication or to the final published peer-reviewed version.

Please note that **publication fees are only eligible when publishing in full open-access publishing venues (venues in which the entire scholarly content is openly accessible to all)**

**and not in hybrid venues.** Publication fees may, in particular, include peer review fees, including where the peer review service has been provided by an organisation different from the one providing the publishing venue. Peer review fees for publications are eligible for reimbursement only for the first round of peer reviewers.

⚠ **Publishing fees** (including page charges or colour charges) for publications in other venues, for example in subscription journals (including hybrid journals) or in books that contain some scholarly content that is open and some that is closed are NOT eligible costs.

⚠ **Publishing fees** for open access books may be eligible to the extent that they cover the first digital open access edition of the book (which could include different formats such as html, pdf, epub, etc.).

⚠ **Printing fees** for monographs and other books are NOT eligible.

### **Repository requirements (source: Annotated Grant Agreement HE):**

Beneficiaries must ensure deposition of and open access to publications (and research data, where the case) through trusted repositories.

'Repositories' are online archives, where researchers can deposit digital research outputs and provide (open) access to them. Repositories help manage and provide access to scientific outputs and contribute to the long-term preservation of digital assets. They can be institutional, operating with the purpose of collecting, disseminating and preserving digital research outputs of individual research organisations (institutional repositories, e.g. University repositories) or domain-specific, operating to support specific research communities and supported/endorsed by them (e.g. All Atlantic Research and Innovation Alliance, CoMSES Network). There are also general-purpose repositories, such as for example Zenodo, developed by CERN.

Personal websites and databases, publisher websites, as well as cloud storage services (Dropbox, Google Drive, etc) are NOT considered repositories. Academia.edu, ResearchGate and similar platforms do not allow open access under the terms required and therefore are also NOT considered repositories.


For more information on OA, please consult GA Article 17 - Annex 5 (Communication, Dissemination, Open Science and Visibility), in particular the Annotated Model Grant Agreement provisions.

### **Licensing requirements and IPR:**

Scientific publications must be licensed under the latest available version of a Creative Commons Attribution International Public Licence (CC BY) or an equivalent licence. For monographs and other long-text formats, the licence may exclude commercial uses and derivative works (as in CC BY-NC, CC BY-ND, CC BY-NC-ND or equivalent licences).

For more guidance, including an explanatory checklist of the rights conferred by the above licences that will help researchers understand publisher-equivalent licences, see the HE Programme Guide.

Beneficiaries (or authors, where the case) must retain sufficient intellectual property rights to be able to comply with their open access requirements.

 The obligation to ensure open access under the conditions set out in the Grant Agreement precedes any subsequent publishing agreement and is therefore a prior obligation with respect to such agreements.

**Best practice:** Beneficiaries/authors retain the copyright on their work and grant, insofar as possible, non-exclusive licences to publishers. To facilitate this, beneficiaries should put in place institutional policies to ensure copyright retention by authors and/or beneficiaries and compliance with the open access requirements.

To help you find publishing venues that comply with Horizon Europe's open-access requirements, you can use:

- the Journal Checker Tool (Journal Checker Tool: Check which publishing options are supported by your funder's OA policy |) — can help to determine whether a specific publishing venue allows compliance with the open access obligations of Horizon Europe,
- the Directory of Open Access Journals (Directory of Open Access Journals – DOAJ) — can help to identify full open-access journals that allow open-access publishing under CC BY or an equivalent licence,
- Open Research Europe (Open Research Europe | Open Access ... | Open Research Europe (europa.eu)) — open access publishing platform of the European Commission, allows automatic compliance with the Horizon Europe requirements.

For more information on OA, please consult GA Article 17 - Annex 5 (Communication, Dissemination, Open Science and Visibility).

---

### 2.3.3. VISIBILITY OF FUNDING

Project partners are obligated to use the EU emblem when publishing and/or presenting work carried out under the SURIMI project (GA Article 17.2). Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must display the EU emblem. This includes conferences, seminars, information material (such as brochures, leaflets, posters, presentations, etc.), including electronic form via social media, etc. and any infrastructure, equipment or major result funded by the grant.

When displayed in association with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the project partners may use the EU emblem without first obtaining approval from the Agency. This does not, however,

give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

Any communication or dissemination activity related to the project must include the following EU emblem and funding acknowledgement:



**Funded by  
the European Union**

Funded by the European Union under the Horizon Europe Program, Grant Agreement No. 101157456 (SURIMI). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

UK participants in SURIMI are funded by UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding Guarantee [grant number 10132993].

---

**When displayed in association with these non-EU funding emblems and acknowledgements, the EU emblem must have appropriate prominence.**

The EU and non-EU funding emblems and acknowledgements will be available on the project shared workspace. If you have any queries about their use, please contact ERINN ([pamela@erinn.eu](mailto:pamela@erinn.eu), [ladina@erinn.eu](mailto:ladina@erinn.eu)).

## **3.2. GENERAL DATA PROTECTION REGULATION IMPLICATIONS**

The General Data Protection Regulation (GDPR) (EU 2016/679) provides enhanced protection for individuals' data privacy rights. Organisations storing or using personal data (anything that allows identification of an individual) must clearly disclose what data is being collected and how, why it is being processed/used, how long it is being retained, and if it is being shared with any third parties. Personal data can be names, email addresses, job titles, phone numbers, and anything that allows identification of an individual.

---

### **3.2.1. GDPR COMPLIANCE (WEBSITE, EVENTS)**

The SURIMI project website ([surimi-project.eu](http://surimi-project.eu)) managed by ERINN, will be fully compliant with GDPR by incorporating a Privacy Statement and Cookie Bar informing website visitors about what SURIMI does with any personal data gathered.

Photographs and videos taken at SURIMI project events, workshops, meetings and promotional activities will comply with the GDPR through the use of consent forms to be signed by all persons involved. Personal data collected at events will be stored on secure databases and will not be used /shared for any other purpose.

## 4. PRE- AND POST-DISSEMINATION REQUIREMENTS

### 4.1. PRE-DISSEMINATION RESULTS

#### 4.1.1. PRIOR NOTICE PROCEDURE

For all types of publications, dissemination and communication activities (including scientific publications, oral and poster presentations, non-scientific and non-peer reviewed publications, etc.) where SURIMI results or outputs are presented, the Prior Notice Procedure (protocol below) must be applied.

The main partner involved in the dissemination of results from the SURIMI project (owned by one or several parties) must give the other partners at least 15 calendar days notice together with sufficient information on the results they will disseminate (GA Article 17 – Annex 5).

#### PROTOCOL – PRIOR NOTICE PROCEDURE

*Partner(s) proposing a dissemination activity (submission/communication/publication) must upload it (full draft, if possible, but at a minimum this must include an abstract and details on where it will be published or presented) to the SURIMI Teams Channel and are asked to inform all project partners of their intent via email **at least 30 calendar days**. This can be done using the ‘Prior Notice Email Template’ below.*

*Project partners have **15 calendar days** to object if they can show that their legitimate interests in relation to the submission/communication/publication would be significantly harmed if the disclosure is permitted.*

*Any objection to the planned submission/communication/publication shall be made in accordance with the GA by written notice to the SURIMI Coordinator and to the partner(s) proposing the submission/communication/publication, within **15 calendar days after receipt of the notice**. Any objection needs to be justified and precise suggested modifications given. An objection is justified if:*

- It adversely affects protection of results/background of the objecting party.*
- Legitimate interests of the objecting party would be significantly harmed.*

*If no objection is made within the above stated timeline, or if objections are addressed and accepted by the objecting partner(s), the submission/communication/publication is permitted.*

## EXAMPLE - PRIOR NOTICE EMAIL

Dear SURIMI colleagues,

We have prepared a [insert planned disclosure e.g., communication/publication] to be submitted to [insert communication/publication name/item] / presented at [insert event name/location] on [insert date]. Please see the [insert document type/information] attached.

In accordance with the Grant Agreement, any SURIMI partner who intends to disseminate their results must give prior notice to other partners, who are then provided **15 calendar days to object** to the proposed dissemination activity. In exceptional circumstances where a dissemination activity is planned unexpectedly in a shorter timeframe, then notice to other partners must be as soon as possible.

Objections are justified if:

- a. The protection of the objecting Party's Results or Background would be adversely affected, or
- b. The objecting Party's legitimate interests in relation to its Results or Background would be significantly harmed, or
- c. The proposed dissemination activity includes Confidential Information of the objecting Party.

Any objection must include a precise request for necessary modifications. Please submit justified objections, with precise modifications, to [main partner email] and the project coordinator (Patrycja Antosz, [paan@norceresearch.no](mailto:paan@norceresearch.no), [pmo-surimi@norceresearch.no](mailto:pmo-surimi@norceresearch.no)) within 15 days, so before [insert date].

If no objections are received within this timeline, we assume that all parties agree with the dissemination of these results.

## 4.2. POST-DISSEMINATION REQUIREMENTS

As part of the EU contractual requirements all scientific publications, dissemination activities and communication activities are reported as part of the Continuous Reporting of the project in the EC Funding and Tender Opportunities Portal (EC Portal).

---

### 4.2.1. CONTINUOUS REPORTING OF DISSEMINATION ACTIVITIES AND COMMUNICATION ACTIVITIES

SURIMI partners are encouraged to disseminate and communicate their findings to stakeholders. When disseminating project results, remember to give Prior Notice to all other partners (see PROTOCOL – Prior Notice Procedure).

**NOTE: Data on all Dissemination activities and Communication activities will be collated and uploaded to the EC Funding and Tender Opportunities Portal by ERINN.**

Beneficiaries DO NOT need to upload this information to the portal. To successfully manage the communication and dissemination activities, we require all partners to routinely update the “[SURIMI Continuous Reporting Log](#)” which has been shared with all partners. The following information is required for every communication and dissemination activity:

- **Type of activity** (specify number of activities per type): organisation of a conference or workshop, press release, exhibition, flyer, training, social media, website, communication campaign, participation in a conference, workshop or other event, video/film, brokerage event, pitch event, trade fair, participation in activities organised jointly with other Horizon Europe projects.
- **Type of audience reached** (specify the number of persons per type): scientific community, industry, civil society, the general public, policy makers, media, investors, customers.
- **Total funding** amount for dissemination and communication activities linked to SURIMI spent until the time of reporting. We request that you record the total funding amount attributed to each dissemination activity (please fill this in on the last column of the log). Total funding amount should include direct costs. For example, if a partner presents at a conference, the direct costs would include registration fees or hotel costs.
- 

---

#### **4.2.2. CONTINUOUS REPORTING OF SCIENTIFIC PUBLICATIONS**

**NOTE: Publications will be collated and uploaded to the EC Funding and Tender Opportunities Portal by ERINN.** Beneficiaries DO NOT need to upload this information to the portal. Partners are encouraged to send their publications to ERINN ([pamela@erinn.eu](mailto:pamela@erinn.eu), [ladina@erinn.eu](mailto:ladina@erinn.eu)) and NORCE ([paan@norceresearch.no](mailto:paan@norceresearch.no), [pmo-surimi@norceresearch.no](mailto:pmo-surimi@norceresearch.no)) as soon as available and no later than three months after the official publication date, see detailed instructions below.

Scientific publications must be uploaded to the EC Funding and Tender Opportunities Portal once they have been accepted for publication. This includes articles in journals, publications in conference proceedings/workshops, books/monographs, chapters in a book, thesis/dissertation, etc.

#### **PROTOCOL – EC REPORTING OF SCIENTIFIC PUBLICATIONS, DISSEMINATION ACTIVITIES AND COMMUNICATION ACTIVITIES**

- All partners are required to keep track of all their scientific publications, dissemination activities and communication activities during project implementation.*
- The “SURIMI Continuous Reporting Log” has been developed by ERINN to support the reporting of these activities and has been shared with all partners.*
- Partners should regularly contribute information to update the Log which contains separate worksheets to report on 1) Scientific Publications and 2) Dissemination Activities and 3) Communication Activities.*

- d. The log will be reviewed by ERINN for completeness and correctness at EC reporting stages, and ERINN will upload the information to the EC Funding and Tender Opportunities Portal.

---

### 4.2.3. PATENTS (IPR) REPORTING

SURIMI partners are responsible for tracking their Intellectual Property (IPR) resulting from the project. Whenever a new IPR has been filed (the EC recommends filing with the European Patent Office), partners are required to notify the coordinator ([paan@norceresearch.no](mailto:paan@norceresearch.no), [pmo-surimi@norceresearch.no](mailto:pmo-surimi@norceresearch.no)) and ERINN ([pamela@erinn.eu](mailto:pamela@erinn.eu), [ladina@erinn.eu](mailto:ladina@erinn.eu)) with the relevant information. Project partners are responsible for uploading the required information in relation to their IPR directly to the EC Portal.

Partners are required to provide the following details:

- Identification of IPR type and Confidentiality
- Type of IPR (Patent/Trademark/Registered Design/Utility Model/Other)
- Confidentiality (Yes/No)
- Application Title
- Embargo end date

---

### 4.2.3. DATASETS

For further details on the project and Horizon Europe specific rules for data outputs, please see D5.3 Data Management and Ethics Plan (DMEP).

## 4.3. OVERVIEW OF POST-DISSEMINATION CONTINUOUS REPORTING PROTOCOLS

The table below (Table 1) summarises the post-dissemination continuous reporting protocols and roles.

**Table 1. Overview of Post-dissemination Continuous Reporting Protocols**

Item	Action needed by acting partner	Partner uploading to EC Portal
<b>Scientific Publications</b>	<ul style="list-style-type: none"> <li>• Log in the 'SURIMI Continuous Reporting Log'</li> <li>• Send notice of publication to ERINN and NORCE</li> </ul>	<b>ERINN</b>
<b>Dissemination Activities and Communication Activities</b>	<ul style="list-style-type: none"> <li>• Regularly log all communication/ dissemination activities in the 'SURIMI Continuous Reporting Log'</li> </ul>	ERINN

<b>Patents (IPR)</b>	<ul style="list-style-type: none"> <li>Record and upload the required information to the 'SURIMI Continuous Reporting Log'</li> <li>Notify NORCE and ERINN of new IPR filed</li> </ul>	Partner owning the IPR
<b>Datasets</b>	<ul style="list-style-type: none"> <li>Log in the 'SURIMI Continuous Reporting Log'</li> <li>Send notice of publication to NORCE</li> </ul>	NORCE

## 5. SURIMI STAKEHOLDERS

The purpose of the activities described in the SURIMI PDEC is to facilitate dialogue, build relationships and generate exchanges between SURIMI and relevant stakeholders as described below.

### 5.1. INTERNAL STAKEHOLDERS – PROJECT BODIES

#### 5.1.1. EXTERNAL ADVISORY BOARD

An External Advisory Board will be established as a specialised group tasked with validating key results within SURIMI.

A key role of the External Advisory Board will be to verify deliverables and complement the Interoperability Expert Panel.

#### 5.1.2. INTEROPERABILITY EXPERT PANEL (IEP)

A core group of stakeholders will be selected to influence tactical decisions on a regular basis. This ongoing feedback loop ensures that their perspectives are well integrated into the project's development. This Interoperability Expert Panel (IEP) will act as a dedicated toolbox advisory committee providing comprehensive guidance for the model and tool development in the period between the co-creation and co-assessment workshops.

The list of IEP members can be found [here](#).

### 5.2. STAKEHOLDER ENGAGEMENT STRATEGY

The consortium has extensive experience in multinational, multi-lingual, multi-disciplinary and multi-partner collaborative research and innovation activities, and in effective communication of progress and results. The Stakeholder Engagement Strategy (D1.2) was drafted to achieve a common vision of engagement activities and guide partner actions. **Stakeholder engagement** refers to all reciprocal processes that SURIMI project partners implement when involving individuals, groups and organisations that affect or are affected by the project's outcomes in positive and meaningful activities related to mutual interests. As such, engagement activities

are a subset of communication activities characterised by reciprocity and common goals of participating parties. Stakeholder engagement is designed to **synergistically link those with a broader dissemination, exploitation and communication activities**. Working to connect stakeholder engagement with DEC, we have further grouped nine types of stakeholders outlined in D1.2 into likely end users of SURIMI Key Exploitable Results (KERs). The application of a proven Knowledge Management and Transfer (KMT) methodology will facilitate project impact. By focusing on Individual Outputs and associated Impact Plans, appropriate target and end users will be identified in a process supported by broad **stakeholder mapping**, along with potential application and exploitation routes.

**Likely end users of SURIMI KERs include:**

- **Industry:** Maritime industry, national environmental protection agencies, national marine management bodies, aquatic ecologists, harbour and ports management bodies.
- **Academic & Scientific Community:** Model developers; data providers; EU DTO community; academics and researchers in ecological and economical modelling, in marine and coastal biology, environmental science, research infrastructures, observatories; research networks (e.g. EuroMarine; FishBase/SeaLifeBase network, other EU DTO projects, other EU projects that need socio-ecological models (e.g. Mission Atlantic), observation networks (e.g. GEO-BON via MBON, EuroGOOS/GOOS), EU technical expert groups).
- **Policymakers and Regulatory Bodies:** (e.g. environmental protection and standards agencies (e.g., national environmental protection agencies, national and local government departments for marine, national water management bodies, JRC, International level (e.g., CBD, IPBES, EC Director Generals, EU technical expert groups), National level (e.g. FNB - Foundation pour la recherche sur la biodiversité), EuropaBON, GOOS via BioEco Panel. Advisory bodies. Decision makers; Blue Parks and Mission Lighthouses).
- **Citizens and Society as a whole:** (Citizens/society at large; Advocacy groups (e.g. Ocean Conservancy, Marine Stewardship Council, Nature Conservancy)).
- The SURIMI Stakeholder Engagement Strategy is summarised below in Table 2. It is aimed at ensuring robust communication between stakeholder groups and it includes the objectives, activities and expected impact of engagement per main target stakeholder group throughout the full project duration.

**Table 2. Summary of SURIMI Stakeholder Engagement Strategy**

Target and End User Groups	Tools of Engagement	Expected Impact
<b>Academics &amp; Scientists</b>	<ul style="list-style-type: none"> <li>• Data shared to open access databases (Zenodo) to increase accessibility.</li> <li>• Conferences</li> <li>• Training</li> <li>• Presentations</li> </ul>	<ul style="list-style-type: none"> <li>○ Transfer of new knowledge.</li> <li>○ Raise awareness of the project results.</li> <li>○ Reuse of the project's scientific data.</li> </ul>

	<ul style="list-style-type: none"> <li>• Publications</li> <li>• Reuse the protocols for other digital twins and socio-ecological twins more broadly.</li> </ul>	<ul style="list-style-type: none"> <li>○ Boost the project sustainability through the development of new related research projects</li> </ul>
<b>Policy &amp; Decision makers</b>	<ul style="list-style-type: none"> <li>• Invitation to participate in SURIMI's co-design, co-creation and co-assessment workshops.</li> <li>• Capitalise on existing contacts with national Horizon Europe contact points to find relevant stakeholders and share results.</li> <li>• SURIMI Stakeholder Forum (SSF) and Interoperability Expert Panel allow policy makers to contribute to relevant KER's.</li> <li>• Policy analysis simulator developed by SURIMI that is accessible to all.</li> <li>• Consultations and Presentations of KERs to the EC Starfish meetings and EC POMESA meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• Address EU policy priorities and global challenges through R&amp;I.</li> <li>• Manage marine resources sustainably.</li> <li>• Contribute to the EU's fishery policy.</li> </ul>
<b>Business &amp; Industry</b>	<ul style="list-style-type: none"> <li>• Project website, news articles, blogs.</li> <li>• Publications in sector specific and industry relevant magazines.</li> <li>• Press releases.</li> </ul>	<ul style="list-style-type: none"> <li>○ Demonstrate and discuss business value chain models of SURIMI innovations with stakeholders along value chain.</li> <li>○ Promote adaptation and uptake of best practices.</li> </ul>
<b>Citizens &amp; society as a whole</b>	<ul style="list-style-type: none"> <li>• Project website, news articles, blogs.</li> <li>• Project branding and promotional materials (factsheets).</li> <li>• Media campaigns, press releases.</li> <li>• Social media channels (LinkedIn &amp; X) and campaigns.</li> <li>• Inspiring audio-visual material &amp; Infographics.</li> <li>• Participation in outreach events</li> </ul>	<ul style="list-style-type: none"> <li>○ Increase citizens' participation in the EU DTO</li> <li>○ Increased awareness of the importance of ocean health restoration and improvement.</li> </ul>
<b>Other EU projects &amp; networks in similar domains</b> (Sibling projects: SEADOTs, SEADITO, EcoTwin)	<ul style="list-style-type: none"> <li>• Invitation to SURIMI events.</li> <li>• Joint presentations at conferences.</li> <li>• Joint participation in workshops from other projects.</li> <li>• Joint events with sibling projects from Mission Ocean and other EU projects from other calls.</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinated dissemination activities to maximise project impact, exchange on R&amp;I results and improve robustness of project results.</li> <li>• Stronger collaborations and networks.</li> </ul>

### 5.3. SURIMI STAKEHOLDER ENGAGEMENT EVENTS

Extensive mapping efforts identified almost 100 individuals associated with 46 organisations or initiatives that are relevant to the SURIMI project. The identified individuals will be contacted and offered various forms of engagement such as joining the SURIMI Stakeholder Forum, participating in the SURIMI workshops or participating in the project's survey.

---

#### 5.3.1. CO-DESIGN, CO-CREATION & CO-ASSESSMENT WORKSHOPS

The core of SURIMI stakeholder engagement activities lies in a series of multi-actor stakeholder workshops organised by the project. The online and in-person workshops are fully aligned with the progress on developing the SURIMI toolbox and integrating its elements into the EU DTO. Stakeholder workshops will be held throughout the project to introduce and explain the proposed models and techniques, as well as to gather feedback from stakeholders. The objective of each workshop differs: the co-design workshop will focus on understanding stakeholder needs, the co-creation workshop will focus on obtaining feedback on hands-on demos of available prototypes and tools, while the co-assessment workshop will focus on showcasing final results and EU DTO integration.

For more information on the Stakeholder events, click [here](#).

## 6. KNOWLEDGE MANAGEMENT, TRANSFER AND EXPLOITATION OF RESULTS

### 6.1. KNOWLEDGE MANAGEMENT AND TRANSFER OVERVIEW

The European Commission has identified the importance of improving knowledge transfer between public research institutions and third parties, including industry and civil society organisations. SURIMI will employ a proven Knowledge Management and Transfer methodology to effectively address this key aspect of facilitating project impact.

This methodology was originally developed in the FP7 MarineTT project (GA #244164), further developed and applied by the H2020 COLUMBUS project (GA #652690) and has been applied in many FP7, Horizon 2020 and Horizon Europe funded projects since then.

**Knowledge Management** is the process of identifying, capturing, organising, analysing, and storing knowledge to ensure its availability to be transferred effectively to specific and relevant users.

**Knowledge Transfer (KT)** is the process of creating, organising, capturing/sharing/distributing knowledge to ensure its availability for future users, focusing the research being conducted on the wider needs of society and industry. The main benefit of successful KT is the application and influence of knowledge on targeted communities with a major impact (short and long term) in the academia, industry and society.

**A Knowledge Transfer Plan (KTP) / Pathway to Impact Plan** is an informed stepwise plan for achieving the identified eventual impact of any piece of knowledge, regardless of whether this impact is achievable in the short, medium or long term. In SURIMI these will be developed for all selected KERs. The KTP identifies the end user capable of producing the desired eventual impact and outlines a specific series of transfer activities to intermediate target users.

The methodology focuses on capturing all project **'Knowledge Outputs' (KOs)** and, through a series of analysis and prioritisation, identifying the **'Key Exploitable Results' (KERs)**.

**Knowledge Outputs (KOs)** are described as “a unit of knowledge or learning generated out of a research project. It is not limited to *de-novo* or pioneering discoveries but may also include new methodologies/processes, adaptations, insights, alternative applications of prior know-how/knowledge”. KOs are not necessarily the actual final results of the research but may also include some of the methodology to achieve the end result, which could be an innovation *per se* for the entire field of research.

**Key Exploitable Results (KERs)** within SURIMI are those KOs which have been deemed to be of **high priority** for project transfer actions. The means by which KERs will be identified is described in this section, but it is important to note that SURIMI is not implying any sort of value judgement. Rather, it's simply using this distinction to allow knowledge that is of the most direct impact to the project, or is most feasibly transferable by the project, to be prioritised when assigning resources for transfer. By focusing on identifying KERs and transferring them when they have been assessed as having potential application and impact, it is possible to fast track them, impacting on target- and end-users external to the project.

**End User(s)** are the individual(s) who are identified as being in a position where they could feasibly **apply** a KO/KER and by doing so create the desired eventual **impact** of that knowledge. The KO/KER may need to **evolve** to reach the end user.

**Target User** is an individual(s) (organisations should be avoided where possible as specificity is crucial), whose position makes them a potential stepping-stone needed for a KO/KER to progress towards an identified end user and eventual impact. Target users are not only potential users of knowledge but also individuals whose application of the knowledge is likely to advance it down a Pathway to Impact.

**A Pathway to Impact** is an informed stepwise plan for achieving the identified eventual impact of any piece of knowledge, regardless of whether this impact is achievable in the short, medium or long term. In SURIMI these will be adapted to all selected KERs and identifies the end user capable of producing the desired eventual impact and outlines a specific series of transfer activities to intermediate target users providing a feasible plan.

**Eventual Impact** is the ultimate end benefit of the application of the knowledge. It is defined as an overall enhanced situation, generally for society but it can also be research or industry specific. Eventual impacts can be the adoption of new technologies, products or innovation identified and refined within the project, or a change in protocols.

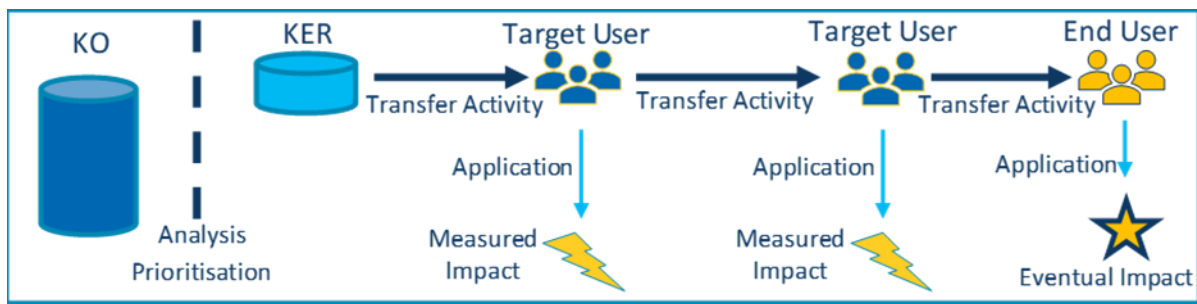
The methodology consists of the following three overall phases and is further described in detail below:

1. Collect and Understand
2. Validate and Analyse
3. Transfer and Exploit

This customised approach will increase the likelihood that 1) KERs will be transferred and exploited successfully, and the result applied; 2) there is an increased potential for impact from the transfer; and 3) it is possible to measure and demonstrate the impact of the transfer.

ERINN will coordinate and collaborate with other SURIMI WPs, to carry out KT. However, all partners will contribute to these activities by assisting in the collection and analysis of KOs and the transfer of high potential KERs to end-users.

## 6.2. KNOWLEDGE MANAGEMENT AND TRANSFER (KMT)



**Figure 1: SURIMI Knowledge Transfer Methodology**

This section of the PDEC outlines the stepwise process, which will be carried out within SURIMI Task 1.4. This methodology will see KOs identified, collected, reviewed, and prioritised to project KERs with developed Pathways to Impact. The figure above outlines an example of a full Pathway to Impact. The following subsections will refer to Figure 1. to demonstrate how each step contributes to the development of this.

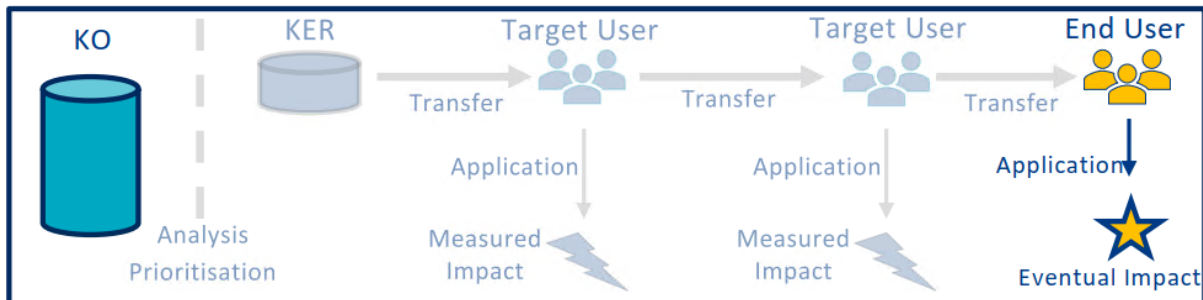
### 6.2.1. COLLECT AND UNDERSTAND

#### Phase 1: Capturing of KOs in an internal KO template (KOT).

Effective KT relies on careful identification and description of KOs to ensure that all key information is provided which will result in effective transfer (Figure 2). Quality control measures are performed, to ensure that the project outputs can be clearly understood by others who may not be experts in the relevant disciplines. Each partner will treat information from other partners as confidential unless otherwise stated and not disclose it to other parties unless the information is publicly available. It is important for all beneficiaries to note that KOs

are not only the final results of research, but they can also be part of the methodology to obtain the final result, which could be an innovation for a research area or process.

Phase one aims to understand the positioning of a KO to be better able to carry out impactful KT activities. It intends to help clarify how the KO could be beneficial to different targets and end users. This step identifies potential applications, target and end users and the eventual impact of a KO. This information will also inform the development of Knowledge Output Pathways (KOPs) of KOs that progress to being a KER having been assessed as having high potential application and impact.



**Figure 2: SURIMI Knowledge Transfer Methodology: Collect and Understand**

It should be noted that KOs/KERs, especially those collected early in the project, are likely to continue to develop over the course of SURIMI. Collected knowledge will be periodically reviewed by ERINN and partners asked to provide updates if applicable. As the collection template will be available on the project SharePoint/TEAMS, partners will be able to advise ERINN if a given KO/KER needs to be updated.

#### PROTOCOL – KNOWLEDGE COLLECTION

- a. ERINN will arrange calls with the SURIMI WP Leaders (or Task Leaders where appropriate) throughout the project to discuss updates on work and any potential outputs.
- b. ERINN will then draft a Knowledge Output description and share with the knowledge owner, who will be asked to review for accuracy and suggest additions, especially if:
- c. Once all are satisfied with the accuracy of the captured knowledge, the KO(s) will be marked as "confirmed".
- d. Next, the Scientific Community will carry out an IP assessment for each KO collected.
- e. If required, the KO(s) owner will be asked to provide further information (Annex 2) to the Scientific Community, who will provide guidance until all relevant parties are satisfied with IP protection to the future dissemination, communication, and exploitation of the KO.
- f. Once the IP assessment is completed, or if an IP assessment is not deemed necessary, KO(s) will progress to the validation and analysis stage.

#### PROTOCOL – KNOWLEDGE COLLECTION

1. ERINN sends the Output Collection Template to SURIMI Task Leaders, who are requested to complete it and update as necessary.
2. If the Task Leader thinks another project participant is better placed to provide the requested information, then they should send it on to the relevant person(s).
3. For each identified project output, all fields of the Template should be completed. Explanations are provided under each question.
4. Completed Templates are sent to ERINN.
5. ERINN arranges and conducts interviews with the output owner(s) for clarity on the knowledge collected.
6. After the interview, the output owner(s) will receive an updated draft of the Template to check for accuracy following on from the discussion.
7. Output owner(s) are requested to respond with any corrections or suggested additions/edits in a timely manner. In particular, this review should focus on:
  - If the title of the output(s) is sufficiently informative
  - If the description of the output(s) is sufficiently comprehensive for a non-expert to adequately understand the nature of the output and to determine its possible application
  - If the potential end users of the output, as well as the potential application by each of these end users is reasonable/desirable and if there are any other potential end users
  - If the output(s) is supposed to be publicly available or is subject to IPR protection, which would influence transfer potential.
8. Once the output owner is satisfied with the accuracy of their output they will be marked as “confirmed” in the Template.
9. Once confirmed, an IP review will be carried out. This involves:
  - If an IP assessment is deemed necessary, the generating participant is asked to complete an IP Assessment Form (see also section 3.1.2). Assessment Forms are reviewed by ERINN who will provide guidance as necessary until all relevant parties

believe sufficient IP protection rules have been applied to the further dissemination, communication, and exploitation of the output.

10. Once the IP assessment is completed, or if an IP assessment is not deemed necessary, outputs will advance to the validation and analysis stage.

---

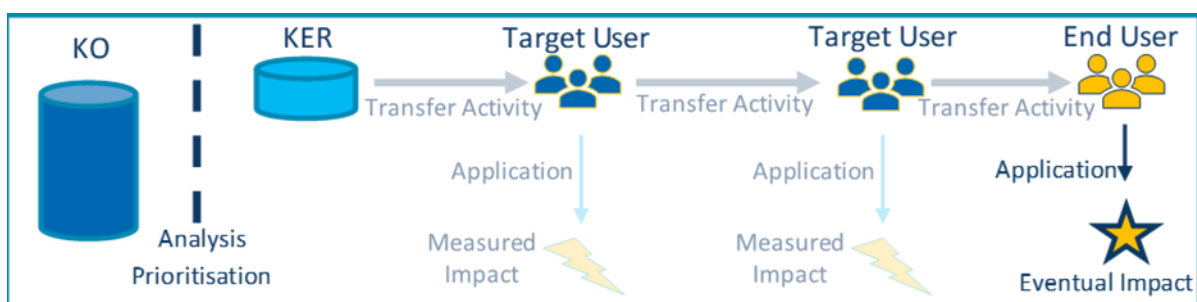
## 6.2.2. ANALYSE AND VALIDATE

**Phase 2: Collected project outputs are reviewed and assessed for potential application impact.**

Once validated, KOs go through a Due Diligence process, whereby a more thorough examination and evaluation of the KO and its applicability and readiness for transfer will be investigated (Figure 2). Following Due Diligence, outputs will be prioritised and those with high potential to have impact will proceed. This informs the identification of output applications, potential impact and respective end users (e.g., applications could be in various areas and sectors not just the one in the research area of the project) for each output which has been assessed as having high potential application and impact.

Important aspects are prioritisation of high potential KOs and profiling target and end users to gain valuable data to inform successful Knowledge Transfer Plans. This is not a ranking of their importance but rather a method to help **SURIMI** identify where to focus transfer and exploitation efforts. For those prioritised, the SURIMI Stakeholder Forum and the Interoperability Expert Panel will attempt to identify potential target users whose application of the knowledge would be of benefit in transferring it towards its eventual impact.

Those outputs that are validated and deemed to be of priority for the project will be re-labelled as **Key Exploitable Results (KERs)** and progressed to the third phase. Any output that is not made a KER will continue to be periodically reviewed and any remaining at the end of the project will still be captured as evidence of project results for final reporting. The identification of target users in the analysis stage is critical to laying the groundwork for transfer.



**Figure 3: SURIMI Knowledge Transfer Methodology: Analyse and Validate**

## PROTOCOL – KNOWLEDGE ANALYSIS

At periodic intervals, ERINN will organise “expert analysis meetings” together with the Scientific Community and WP1 relevant stakeholders.

The frequency and makeup of these meetings will be determined in collaboration with the Project Coordinator as well as based on the current status of knowledge collection and management in the project.

The expert analysis meetings will conduct a thorough examination and evaluation of the outputs (collected so far) and their applicability and readiness for transfer. Participants attention will be paid to:

- Identification of all likely target and end users. We encourage project participants to be as specific as possible and innovative when determining potential end users.
- It is important to consider the following when profiling target and end users:
  - o Understand the user’s mandate or responsibilities.
  - o Consider their background knowledge, attitude, and practice in relation to the issue.
  - o Understand their knowledge needs.
  - o Understand what and who may influence their decisions.
  - o Be aware of their preferred sources of information and knowledge.
- Identification of associated application and impact potential.

Assess the Technology Readiness Level (TRL) that could inform the development of an appropriate output pathway to impact, where the output requires further research, validation or scale-up.

Experts in these meetings will be asked to:

- Confirm the accuracy and feasibility of transfer both within and beyond the project (but as a direct result of the project) for each presented output, to the best of their understanding.
- Assign to each output a ranking to determine whether it should be prioritised as a KER based on its current status.
- Discuss and identify potential target users to whom the knowledge should be transferred to progress it towards its eventual impact.

After each expert analysis meeting, ERINN will revise the Knowledge Transfer Plan to identify any progression of knowledge (such as an output being changed to a KER).

If any questions emerge from the expert analysis meeting, ERINN will reach out to the relevant output owners to attempt to provide an answer.

### 6.2.3. TRANSFER AND EXPLOIT

#### Phase 3: Carry out transfer activities, measuring the application of the knowledge.

For each KER, a Pathway to Impact will be developed. Implementing an efficient Knowledge Transfer Plan (KTP) to progress KERs down a Pathway to Impact that is tailor-made to the needs and capacities of specific target and end users (profiled in phase 2) will maximise the chance of successful transfer resulting in uptake and application. The key to success is achieved through fully understanding the target and end-user and developing the KTP around them. There are several steps included with different downstream routes to reach its eventual impact (Figure 3). KTPs are the accumulation of numerous KT activities as represented in Figure 4.

KTPs will ensure KERs go through a Due Diligence process, whereby a more thorough examination and evaluation of the KER and its applicability and readiness for transfer will be investigated. Due Diligence will be undertaken so that any factors that could affect the transfer potential (confidentiality, competition, IPR) of the KER and ultimately the uptake and impact of the knowledge can be identified. The individual partner within SURIMI best positioned to conduct the transfer will be identified and this phase will attempt to clearly describe how the impact of SURIMI' KERs will be measured, even after the project has come to a close.

The work carried out in this phase will not only be important for accurately reporting the full breadth of impact of the project to the European Commission, but it will also assist all partners in carrying out exploitation activities. Not every KER Transfer Plan will be able to be reasonably executed during the project lifecycle but, by delivering clear plans, the Knowledge Management (KM) methodology will help establish how exploitation actions within the project will feed into the overall impact of the project as a whole and help achieve the societal goals of SURIMI.

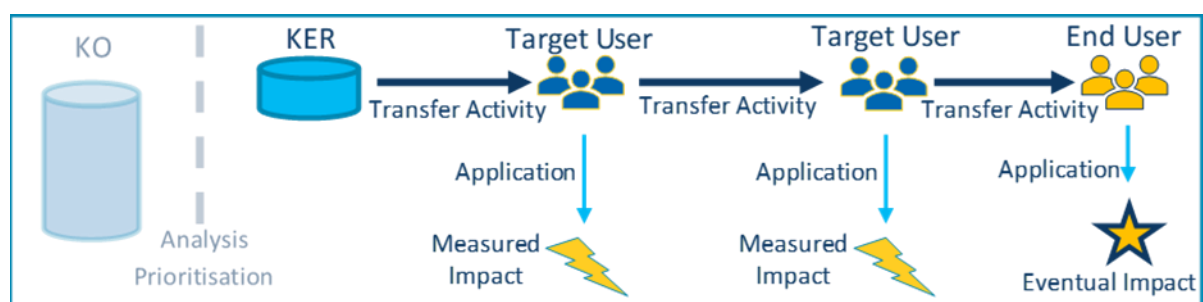


Figure 4: SURIMI Knowledge Transfer Methodology: Transfer and Exploit

### PROTOCOL – KNOWLEDGE TRANSFER AND EXPLOITATION

For any knowledge that has been determined to be a KER:

1. ERINN will collaborate with Scientific Community, relevant WP1 stakeholders and the owner(s) of a KER to develop a Pathway to Impact for each KER. In particular, this effort will focus on the following considerations regarding the first target user(s) in the plan:

- a) Building on the impact potential identified in the validation and analysis step, ensure that a concise and compelling narrative for the opportunity/business case is developed.
  - b) The technical level of the target user; the depth of information needed; and the style of language most effective for communicating with them.
  - c) The background knowledge of the target user.
  - d) Any preconceived ideas that the target user may have relating to the area of interest.
  - e) Ways in which to relate the knowledge to examples with which the target user is familiar, or ones they can easily envisage.
  - f) The level of evidence or validation that the target user requires.
2. ERINN will be responsible for drafting these plans, which will then be provided to the Project Coordinator and generating project participant(s).
  3. Once a Plan has been drafted and reviewed, it will be opened up for feedback from the Scientific Community.
  4. ERINN will work with all relevant partners to assist where possible in the translation of KTPs into exploitation activities. The nature of these exploitation activities will be highly dependent on the KER, the target user, the transferring partner, the timeline, resources available, foreseen activities in the DOA, and other variable considerations. The exploitation activities themselves may be carried out within a range of externally focused tasks.

## 7. DISSEMINATION AND COMMUNICATION RESOURCES

All SURIMI partners will participate in communication and dissemination activities and will be encouraged to engage in bidirectional exchange with the wider public, and the media where possible, with the overall goal to show how EU R&I funding has a positive impact on society. Through its communication activities, SURIMI will demonstrate why working together in a European consortium is important in addressing a challenge that affects the environment and society.

To facilitate communication and dissemination throughout the project, a portfolio of promotional project material has been developed by ERINN.

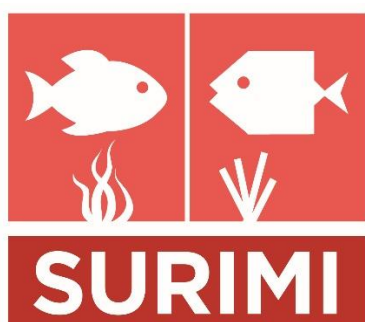
### 7.1. PROMOTIONAL MATERIALS

---

#### 7.1.1. LOGO AND BRAND

A project logo has been developed to visually represent the project. The project logo is an integral brand asset and will be included in all promotional materials both in print and online. The SURIMI project logo is available in three different versions: colour, black and white, and white. The different versions and guidance on how to properly utilise the SURIMI logo (correct use of the logo in relation to the background, spacing, etc.) can be found in the Brand Guidelines that have been developed alongside the logo.

The logo suite and Brand Guidelines are available on SURIMI Teams channel and can be requested from ERINN (contact: [pamela@erinn.eu](mailto:pamela@erinn.eu), [ladina@erinn.eu](mailto:ladina@erinn.eu)).



## PROTOCOL – UTILISING SURIMI BRANDING

While it is preferable that all partners use SURIMI branded resources when disseminating the project's results, we recognise that some institutions will require partners to use their own institutional branding for conferences and various presentations. To balance the interests of SURIMI, and our contractual obligations to the EC, with various institutional requirements, we require the following requirements to be included at minimum:

1. The SURIMI logo must be included on at least the Title Page and Conclusion/Thank You slide, however usage on all slides would be preferred.
2. The EU emblem and funding acknowledgement (GA Article 17) must be visibly present on the first and last slide.

---

### 7.1.2. PROJECT DISSEMINATION TEMPLATES

SURIMI PowerPoint Presentation and Poster Templates, Factsheet and Pull-up Banner have been developed to use at internal and external events when presenting the SURIMI project and/or its outcomes and can be downloaded from the project Teams channel and can be requested from ERINN (contact: [pamela@erinn.eu](mailto:pamela@erinn.eu), [ladina@erinn.eu](mailto:ladina@erinn.eu)).

## PROTOCOL – DISSEMINATION TEMPLATES

Partners should use [SURIMI Dissemination Templates](#) when promoting the project’s objectives or presenting project results. Please download Templates from the shared Teams channel or request from ERINN (contact: [pamela@erinn.eu](mailto:pamela@erinn.eu), [ladina@erinn.eu](mailto:ladina@erinn.eu)).

1. When using the PowerPoint Presentation Template, choose to insert “new slide” and pick your preferred content template.
2. Please respect all of the Templates’ format (background, font and layout).

Always ensure that the correct EU Emblem, EU and non-EU funding logos and acknowledgements are present on any SURIMI presentations, deliverables and reports etc.

---

### **7.1.3. FACTSHEET**

A promotional factsheet presenting the SURIMI objectives and expected results will be developed. The factsheet can be shared digitally and distributed at relevant events, both virtually and in-person. The factsheet will be used to raise awareness of the project and its goals. It will be available on the SURIMI website and the project shared workspace, or it can be requested from ERINN ([pamela@erinn.eu](mailto:pamela@erinn.eu), [ladina@erinn.eu](mailto:ladina@erinn.eu)). Partners are encouraged to distribute the factsheet through their networks and at relevant events. If partners wish to have the factsheet available in another language, they should follow the protocol outlined below.

#### **PROTOCOL – FACTSHEET TRANSLATION**

1. Contact ERINN ([pamela@erinn.eu](mailto:pamela@erinn.eu) , [ladina@erinn.eu](mailto:ladina@erinn.eu)) requesting the original factsheet template with English text.
2. ERINN supplies the template with the original text in English to requesting partner.
3. Partner translates the text (as laid out in the template) into their language.
4. Partner then sends translated text back to ERINN.
5. ERINN applies the translated text to the factsheet template and publishes the new version of the factsheet, after validation and sign-off from the partner responsible for the translation.

---

### **7.1.4. PULL-UP BANNER**

A SURIMI Pull-up Banner has been designed and developed for use at internal and external events to raise awareness about the project, for example at exhibition booths. The banner can be found on the SURIMI website, project Teams channel or it can be requested from ERINN ([pamela@erinn.eu](mailto:pamela@erinn.eu) , [ladina@erinn.eu](mailto:ladina@erinn.eu)).

#### **PROTOCOL – PULL-UP BANNER PRINTING**

Partners can make use of the SURIMI Pull-up Banner at internal and external events to raise awareness about the project.

1. The template is designed to print as a standard pull-up banner, however if a partner requires different dimensions, ERINN will endeavour to adjust the banner template to the partner's needs.
2. Please print the pull-up banner in full colour, making no adjustments to the colour settings.

The pull-up banner can be found on the project intranet, or it can be requested from ERINN ([pamela@erinn.eu](mailto:pamela@erinn.eu), [ladina@erinn.eu](mailto:ladina@erinn.eu)) for any queries around dimensions, printing and material requirements.

---

### 7.1.5. SOCIAL MEDIA

Social networking is an integral part of the SURIMI communication strategy. The project results and outputs will be actively disseminated through the SURIMI [X](#) & [LinkedIn](#) (managed by ERINN). Stakeholders are encouraged to follow SURIMI social media channels, which are forums for engagement with interested parties and contribute to capacity building, showing partner expertise and knowledge through active discussions.

As with other means of communication, attention should be paid to the content being shared on social media. The consortium should determine which information to keep private and which to publish, where and to what extent. If you have questions about what is appropriate, please contact ERINN ([pamela@erinn.eu](mailto:pamela@erinn.eu) , [ladina@erinn.eu](mailto:ladina@erinn.eu)).

For SURIMI to keep its reputation and create an engaging and thriving online community, it will be necessary to effectively manage potential risks. The following are guidelines for all partners who participate in social media and apply whether partners are posting to the SURIMI account, their own accounts or commenting on other accounts.

#### PROTOCOL – SURIMI INTERNAL CODE OF SOCIAL MEDIA CONDUCT

Partners should try to contribute to social media channels where possible. Support can be requested from ERINN.

#### General Rules

- Ensure the content is yours to share (research or opinions) or acknowledge the source accordingly.
- Ensure there are no IP issues.
- Use appropriate tags and hashtags to acknowledge funding.
- Do not use offensive language, argumentative or illegal content, etc.
- If you communicate publicly about SURIMI or SURIMI-related matters, you must disclose your role within the project.
- Be professional, use good judgement and be accurate and honest in your communications; unprofessional language or behaviour reflect poorly on the project, and may result in liability.

- Unless approved by the coordinator NORCE, your social media name, handle, and URL should not include SURIMI project’s name or logo.
- Be mindful around controversial subjects, where emotions may run high e.g., politics. It is important to show respect for others’ opinions.

### **X/LinkedIn**

- Partners wishing to communicate via the SURIMI X/LinkedIn accounts have the following options:
  - Send a short message (280 characters max) to ERINN ([pamela@erinn.eu](mailto:pamela@erinn.eu), [ladina@erinn.eu](mailto:ladina@erinn.eu)) who can post from the SURIMI account on your behalf. Ideally, include an image or short video to make it more visually appealing.
  - Refer to SURIMI by tagging the project (using [SurimiEU](#) & [Surimi-eu](#) on X & LinkedIn respectively) in your own tweets; ERINN will always aim to retweet/share such posts.
  - Retweet/share SURIMI posts through your personal and institutional social media accounts.

### **Tips**

- Social media is becoming increasingly visual — post pictures, videos, GIFs, or data visualisations.
- Engage with your audience using replies, retweets/shares or tags.
- Ask questions instead of making statements to drive conversation.
- Leverage existing social media presence e.g., the host institution, researchers, team members or other relevant organisations, and tag and follow relevant accounts, particularly EC accounts (i.e., @HorizonEU, @EUMissionOCEAN).
- Follow the news and use trending hashtags where appropriate.
- Content could include the announcement of milestones, results, scientific publications, press releases, newsletters, etc. or when the project is featured at a conference or event.

---

### **7.1.6. PRESS RELEASES**

Press releases are issued to appropriate media outlets (trade press, journals, web portals) to ensure that industry, communities, civil society, policymakers, and the wider community are aware of the project, its objectives and its later outcomes. The strategy is intended to ensure that there is media coverage at local, regional, European and international levels. ERINN will share project news through internal (consortium mailing list, stakeholder database and partner networks) and external (press releases, social media, etc.) channels, which ensures a broad awareness of the project across the spectrum of relevant stakeholders. Partners are encouraged to publish articles and press releases at regional, national, and international levels, making use of their own communication networks and channels. ERINN can support partners in these activities.

### **PROTOCOL – PRESS RELEASES**

Partners should notify ERINN in case of news suitable for an official project press release:

1. ERINN will develop a draft and seek approval from the SURIMI Coordination team.
2. Once approved, press releases will be disseminated using appropriate channels.
3. They will be uploaded to the project website and all partners are encouraged to distribute at national or regional level.
4. Where necessary the partners can adapt the press releases to customise them to their audience and if needed translate the articles.

**NOTE:** Partners may also initiate the writing of press releases (e.g., local, national). ERINN can then support writing and editing if required. Partners are asked to provide a short summary in English if the original communication is in another language. Partners who publish any article/press release at a regional or national level must send a copy to ERINN and where possible provide metrics to demonstrate uptake by other news channels/readership.

---

### 7.1.7. VIDEO

A SURIMI professional video will be developed for partners to disseminate and promote the SURIMI project at events and on social media. The video will showcase the project to the general public, explaining the approach and the value of the research being conducted by SURIMI. The video will be promoted on the SURIMI project website under the Resources section and partners will be encouraged to add it to their accounts of video-sharing websites, such as YouTube and Vimeo. Partners are also encouraged to share the video with their wider networks and so it is hoped the video will be adopted by the consortium for use in their existing international outreach activities.

---

### 7.1.8. OTHER RESOURCES AND TOOLS

As the project progresses, infographics, blogposts, social media visuals and GIFS, *etc.* will be created to present the project activities in an attractive and dynamic way. This visual material will be used by partners to disseminate and promote the SURIMI project and its outcomes. These resources and tools will be uploaded to the SURIMI website under the Resources section and partners will be encouraged to share them through their channels.

Other promotional material can be developed as required, depending on budget availability and considering sustainability. Please contact ERINN ([pamela@erinn.eu](mailto:pamela@erinn.eu), [ladina@erinn.eu](mailto:ladina@erinn.eu)) with any other ideas for promotional material to support your communication and dissemination activities.

## 7.2. TOOLS, CHANNELS AND TARGET GROUPS

A key component of the SURIMI communication strategy is co-development by ongoing engagement with key stakeholders and as the project progresses, it will be critical to ensure that the KOs are effectively and efficiently transferred to the relevant applications by policy,

community, and research users, etc. A distinct strategy will be applied to each targeted audience, using appropriate messages, means, and language. To effectively promote and spread awareness about the SURIMI concept and results so as to achieve the expected impacts, the following communication tools and activities (Table 3) will be designed and implemented by the consortium and coordinated and monitored by WP1.

**Table 3. SURIMI PDEC tools, channels and target groups (high level)**

	industry	Scientists	Polycymakers	Citizens
<b>Communication tools to increase SURIMI's visibility and showcase the work throughout the project</b>				
<b>Project website:</b> The project website will constitute the main communication tool as it provides easy access to a broad audience around the world. The website will be designed following the best practice guidelines for EU project websites. <i>Target: &gt; 7,500 visits over the project duration.</i>	x	x	x	x
<b>Branding portfolio:</b> Presentation templates, infographics, factsheet – presented & distributed at relevant events & online by all partners. <i>Target: reach &gt;5,000 people overall.</i>	x			x
<b>Press releases &amp; Promotional articles:</b> Press releases will be produced regularly making use of a range of services and publications aimed at increasing awareness about the project's objectives, progress and outcomes. <i>Target: at least 5 original press releases or promotional articles published, leading to publication of at least 15 articles across at least 30 online news outlets, the press &amp; specialised publications.</i>	x		x	x
<b>Videos:</b> Videos will provide, for example, an introduction to the project and its objectives, as well as project outcomes and contributions. <i>Target: At least 1 professional video and at least 5 shorter media clips are expected to be viewed by &gt;7,500 people in total.</i>	x			x
<b>Social media:</b> The project will have X and LinkedIn accounts that will target the general audience as well as specific stakeholder groups. All partners' social media channels will share content and point out the relevance for their specific target groups, and thus direct their audience to SURIMI channels and website. SURIMI will collaborate closely with sibling projects SEADITO, SEADOTs and EcoTwin to enhance social media presence. <i>Target: social media presence latest from M3 and for the full duration of the project, with X and other social media</i>	x	x		x

<b>activity and targeted promotional campaigns (for promoting specific topics) expecting to reach more than &gt;30,000 people</b>				
<b>Participation in relevant virtual and physical events: <i>SURIMI Target: SURIMI will be represented in &gt; 15 relevant international events (including for example UN Decade of Ocean Science program DITTO, AAAS, ECCWO, ICES conferences, International Institute of Fisheries Economics &amp; Trade (IIFET), FAO Fish Forum, UN Ocean Decade conference).</i></b>	x	x	x	
<b>Project network and events: SURIMI will actively cooperate with the other projects selected under this call topic (Mission Ocean), complementary successful projects, and sibling projects SEADITO, SEADOTs and EcoTwin. <i>Target: Interaction with &amp; capitalise on other marine-coastal biodiversity/socio-ecological modelling projects &amp; initiatives; collaborate with other project (including FishBase network) co-funded from the call/with concurrent projects (T1.5) &amp; reaching out to UN Decade Programmes to optimise synergies &amp; avoid overlaps; organise stakeholder co-creation surveys &amp; workshops (T1.3, T1.4); outreach events for end users of SURIMI's technical and analytical methods/solutions (T1.5; D3.10) e.g., World Oceans Day &amp; other awareness days, European Researcher's night, European Research Days</i></b>		x	x	
<b>SURIMI stakeholder co-design surveys, workshops &amp; meetings: (T1.3) KT resources (T1.4) &amp; outreach activities (T1.5). <i>Target: through the SSF &amp; Interoperability Expert Panel engage key stakeholders in co-design &amp; co-creation of SURIMI Toolbox models (WP3) and tools (WP4) to better understand the socio-economic pressures on EU marine and coastal ecosystems &amp; promote SURIMI's KERs towards better informed management procedures to preserve &amp; sustainably grow the blue economy (D1.4).</i></b>		x		
<b>Open access scientific publications in high impact peer-reviewed journals, <i>Target: &gt;8 publications.</i></b>		x		

### 7.3. EXTERNAL EVENTS

All partners have a responsibility to engage the public in their research activities and results and take advantage of the potential for public interest that SURIMI generates. Partners are

encouraged to initiate dissemination activities that are appropriate for the irrespective contributions and ERINN can provide support as required.

The project results will also be presented as oral presentations, posters, etc., at major international meetings and conferences of relevance to SURIMI. Conferences, seminars, workshops, and other meetings are very useful forums to consult with SURIMI target audiences in a face-to-face capacity and to address issues relevant to the work done in the project. International and sector relevant conferences, meetings, etc., will be frequently attended to communicate the results of the project to the maximum number of persons. See protocol for public outreach activities below.

Table 4 shows a list of potential events that may be of interest to SURIMI partners or stakeholders. These events will be added to the project website.

**Table 4. Relevant Events for SURIMI consortium and stakeholders**

Event	Location	Date
<b>All-Atlantic Ocean Research and Innovation Alliance Forum (AAORIA)</b>	International	Annually
<b>American Association for the Advancement of Science</b>	America	Annually
<b>Aquaculture Europe</b>	Valencia, Spain	22-25 <sup>th</sup> Sept 2025
<b>Digital Twin International Conference</b>	Milan, Italy	14-18 <sup>th</sup> Oct 2024
<b>Digital Twin of the Ocean (DITTO) Summit</b>	International	Occasional
<b>Effects of Climate Change on World Oceans (ECCWO)</b>	International	Occasional
<b>European Maritime Day 2025</b>	Cork, Ireland Limassol, Cyprus Santander, Spain	21-23 <sup>rd</sup> May 2025 2026 2027
<b>European Marine Science Educators Association (EMSEA)</b>	Europe	Annually
<b>European Maritime Spatial Planning Week</b>	Marseille, France	21-24 <sup>th</sup> Oct 2024
<b>Social Simulation Conference (organized by European Social Simulation Association)</b>	Europe	Annually
<b>EU Research and Innovation Days</b>	Belgium	Annually
<b>FAO Fish Forum</b>	Europe	Occasional
<b>Global Shrimp Forum</b>	Netherlands	Annually
<b>International Conference: Marine Protected Areas in Marine Spatial Planning</b>	Bodø, Norway	9-12 <sup>th</sup> July 2025
<b>International Conference of Environmental Ecosystems (ICES)</b>	Prague	13-17 <sup>th</sup> July 2025
<b>International Council for the Exploration of the Sea (ICES)</b>	Lithuania	15-18 <sup>th</sup> Sept 2025
<b>International Data Spaces Association (ESAAM)</b>	Berlin, Germany	22 <sup>nd</sup> Oct 2024
<b>International Institute of Fisheries Economics &amp; Trade (IIFET),</b>	International	Occasional
<b>International Fisheries Observer and Monitoring Conference (IFOMC) 2025</b>	Reykjavik, Iceland	19-23 <sup>rd</sup> May 2025
<b>International Marine Spatial Planning Forum</b>	Bali, Indonesia	8-11 <sup>th</sup> Oct 2024
<b>Mission Ocean and Waters Forum</b>	Brussels, Belgium	4-7 <sup>th</sup> March 2025

<b>MPA Day</b>	Europe	1 <sup>st</sup> August
<b>National Biodiversity Forum</b>	Palermo, Italy	20-21 <sup>st</sup> May 2024
<b>Network Nature</b>	Belgium	Annually
<b>One Ocean Science Congress 2025</b>	Nice, France	4-6 <sup>th</sup> June 2025
<b>The Mediterranean Science Commission (CIESM)</b>	Palermo, Italy	14-18 <sup>th</sup> Oct 2024
<b>Researchers' Night</b>	Europe	Annually
<b>World Ocean Day</b>	Global	8 <sup>th</sup> June 2025
<b>World Environmental Day</b>	Republic of Korea	5 <sup>th</sup> June 2025
<b>World Ocean Summit</b>	Tokyo, Japan	12-13 <sup>th</sup> March 2025
<b>World Sustainability Congress</b>	Amsterdam, Netherlands	23-24 <sup>th</sup> October
<b>2025 UN Ocean Conference</b>	Nice, France	9-13 <sup>th</sup> June 2025

## 7.4. SURIMI SPECIFIC COLLABORATIONS

### 7.5. HORIZON EUROPE – MISSION OCEAN

EU Missions start from the idea that complex societal challenges require a coordinated effort across Europe to deliver impact. The mission supports the ambitious priorities of this Commission and recognise that we need to go beyond the existing instruments. SURIMI will deliver results through a *new role for research and innovation* under the Horizon Europe programme, combined with a coordinated, *all-in approach*, and a *new relationship with citizens*. EU Missions set out bold, concrete and measurable targets in a well-defined timeframe during which results can realistically be expected. Monitoring and evaluations will be continuous. The missions constitute a coordinated effort by the Commission to pool the necessary resources in terms of funding programmes, policies and regulations, data services and sources, as well as other activities to achieve their objectives. They will fully mobilise and engage with public and private actors, such as EU Member States, regional and local authorities, research institutes, entrepreneurs and public and private investors, all to create real and lasting impact. A particularly critical element of EU missions will be to reach out to local communities and engage with Europe's citizens, its people, to ensure that there is societal uptake of these new solutions and approaches.

With a 2030 target, the EU Mission "Restore our Ocean and Waters" aims to protect and restore the health of our ocean and waters through research and innovation, citizen engagement and blue investments. Man-made, climate-driven changes are putting our ocean and waters, and consequently our societies, at a serious risk. The mission's new, systemic approach will address the ocean and waters as one and play a key role in achieving climate neutrality and restoring nature. The mission will help achieve the EU objectives of protecting 30% of the EU's sea area as well as restoring marine eco-systems and 25.000 km of free-flowing rivers, prevent and eliminate pollution by reducing plastic litter at sea, nutrient losses and use of chemical pesticides by 50% and make the blue economy climate-neutral and circular with net-zero maritime emissions.

The Restore our Ocean and Waters mission will foster a digital ocean and water knowledge system, which includes preparation of the European Digital Twin of the Ocean to be integrated with the Destination Earth initiative of the Digital Europe Programme. The mission will pilot and test ground-breaking research and innovation to map, monitor, predict, manage and restore the ocean and waters under adverse climate change and anthropogenic pressures. It will build on and extend existing and planned European infrastructures and services such as Copernicus or and EMODet.

The Mission supports regional engagement and cooperation through area-based “lighthouses” in major sea/river basins: Atlantic-Arctic, Mediterranean Sea, Baltic-North Sea, and Danube-Black Sea. Mission lighthouses are sites to pilot, demonstrate, develop and deploy the Mission activities across EU seas and river basins.

WP1 will develop communication tools for SURIMI partners and establish visionary narrative for the Mission by spotlighting project updates and content via social media, website and events. WP1 will support SURIMI partners in their communication, exploitation and dissemination activities while adhering to Mission Ocean branding for a unified and cohesive effort, while collaborating with and supporting sibling projects SEADITO, SEADOTs and EcoTwin to maximise the reach of the project results to the broadest possible audience.

SURIMI will contribute to the Mission Ocean Newsletter, encouraging stakeholders to keep up to date with the latest news on the Mission, as well as developments on Mission Charter Actions, the EU Blue Parks Community.

## PROTOCOL – PUBLIC OUTREACH ACTIVITIES: INTERNAL AND EXTERNAL EVENTS

Partners should notify ERINN if there is news suitable for an official project press release:

- Partners should inform the Project Coordinator and ERINN of their planned outreach activities so they can be promoted.
- Partners should inform other partners about the event via email. If the planned outreach activity involves the dissemination of SURIMI results, the pre-dissemination requirements of the prior notice protocol and the IP assessment form must be carried out (see section 3.1).
- All activities, including attendance at external events should be added to the SURIMI Continuous Reporting Log, providing insight on type of activity, objectives, target audiences, reach (number of people) and the total cost allocated for the activity (see section 3.2).
- All public engagement and outreach activities must be reported during (internal and external) reporting periods.
- ERINN will include events on the SURIMI website.

ERINN will update the EC Portal on all Dissemination Activities.

## 8. PDEC MONITORING AND EVALUATION

The PDEC functions as an operation manual and will be updated throughout the project. ERINN will continue to review and amend the PDEC in line with the latest DEC activities and project results. As part of the revision process, each subsequent version of this deliverable will be validated by the consortium. Furthermore, all project partners will also review the PDEC at each review stage and provide recommendations.

## 9. PARTNERS INVOLVED IN THE WORK

All partners are expected to carry out dissemination and exploitation activities as well as communication activities. ERINN will provide coordination and support to all activities.

## APPENDIX

### ANNEX 1 – GLOSSARY

“**Access rights**” are the rights to use results or background related to the project, as set out in the Grant Agreement

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>

“**Background**” Any data, know-how and/or information, whatever its form or nature (tangible or intangible) – including any rights such as intellectual property rights – which are needed to carry out the project or exploit its results. <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>

“**Dissemination**” means the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium. (<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>)

“**End Users**” are last Target User identified on the *Knowledge Output Pathway*, i.e. individual(s) who will apply the *Knowledge Output* at the end of the *Knowledge Output Pathway*. Once they apply the KO, Eventual Impact is reached. The Knowledge Output may have undergone several revisions/adaptations through the value chain before reaching/being relevant to the needs of the end-user. Definition according to COLUMBUS (Horizon 2020 project: 652690).

**“Exploitation”** means the use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities. [SURIMI \(suri https://www.surimi-project.eu/mi-project.eu\)](https://www.surimi-project.eu/mi-project.eu)

**“Eventual Impact”** the ultimate end benefit of the application of the *Knowledge Output*, and its influence/effect once taken up and applied by the target community. It is defined as an enhanced situation that is contributing to a need (political, industrial, scientific, or societal). Definition according to COLUMBUS (Horizon 2020 project: 652690).

**“Knowledge Management”** is the process of identifying, capturing, analysing, organising, and storing knowledge to ensure its availability and ability to be *transferred effectively* to specific users. It comprises a range of practices used by organisations to identify, create, represent, and distribute knowledge for reuse, awareness and learning. Definition according to MarineTT (FP7 project number 244164); COLUMBUS (Horizon 2020 project: 652690).

**“Knowledge Outputs”** are units of knowledge or learning generated by or through research activity. They are not limited to de-novo or pioneering discoveries but may also include new methodologies/processes, adaptations, insights, alternative applications of prior know-how/knowledge. Definition according to COLUMBUS (Horizon 2020 project: 652690).

**“Knowledge Output Pathway”** can be a single step or a series of steps required to carry a Knowledge Output to its Eventual Impact. Where there are a series of steps, it will include detailed mapping of the steps, the users involved at each step and their predicted role in the pathway to Eventual Impact. Definition according to COLUMBUS (Horizon 2020 project: 652690).

**“Knowledge Transfer”** is the term for the overall process of moving knowledge between knowledge sources to targeted potential users of knowledge. Knowledge Transfer consists of a range of activities which aim to capture, organise, assess and transmit knowledge, skills and competence from those who generate them to those who will utilise them. Definition according to COLUMBUS (Horizon 2020 project: 652690).

**“Knowledge Transfer Plan (KTP) / Pathway to Impact Plan”** is an informed stepwise plan for achieving the identified eventual impact of any piece of knowledge, regardless of whether this impact is achievable in the short, medium or long term. In SURIMI these will be developed for all selected KERs. The KTP identifies the end user capable of producing the desired eventual impact and outlines a specific series of transfer activities to intermediate target users.

**“Stakeholder engagement”** refers to all reciprocal processes that SURIMI project partners implement when involving individuals, groups and organizations that affect or are affected by the project’s outcomes in positive and meaningful activities related to mutual interests. As such, engagement activities are a subset of communication activities characterized by reciprocity and common goals of participating parties.

**“Target User”** is the individual(s) who you have identified in your Knowledge Output Pathway to whom a Knowledge Output will be transferred. They are not necessarily the end-user or partner of the KO; rather they can be the steppingstone needed for a KO to progress towards an *Eventual Impact*. More than one Target User can be part of one KOP. Definition according to COLUMBUS (Horizon 2020 project: 652690).

## ANNEX 2 – IP ASSESSMENT FORM

**Table 5. IP Assessment Form for screening of dissemination and communication activities to ensure protection of results.**

IP Assessment Prior to Dissemination	Description / Comments
Title of the Dissemination or Communication Activity	
Type of Dissemination or Communication activities, including details on names, dates, places, etc.	<p><i>Scientific Publications: Article in Journal; Publication in Conference proceedings/ Workshop; Book/ Monograph; Chapter in a Book; Thesis/ Dissertation; Other</i></p> <p><i>Dissemination and Communication activities: Organisation of a Conference; Organisation of a Workshop; Press release; Non-scientific and non-peer-reviewed publication (popularised publication); Exhibition; Flyer; Training; Social Media; Website; Communication Campaign (e.g., Radio, TV); Participation to a Conference; Participation to a Workshop; Participation to an Event other than a Conference or a Workshop; Video/ Film; Brokerage Event; Pitch Event; Trade Fair; Participation in activities organized jointly with other Horizon Europe project(s); Other</i></p>
Where to find it (if it is/will be published)?	<i>Give information on where to find the Dissemination or Communication Activity, if it will be in the public domain, e.g., website address, scientific journal details, etc.</i>
Have all contributors to the Dissemination or Communication Activity been included in the author list where relevant, or are otherwise properly acknowledged?	<i>Include the names of the authors here</i>

<p><b>Do all authors agree on this Dissemination or Communication activity?</b></p>	<p><i>Declaration of the main/ corresponding author</i></p>
<ul style="list-style-type: none"> <li>• Q1: Have different institutions been involved in this Dissemination or Communication Activity?</li> <li>• Q2: If yes, have you taken care of ownership issues? How?</li> </ul>	<ul style="list-style-type: none"> <li>• Answer to Q1:</li> <li>• Answer to Q2:</li> </ul>
<p>Is appropriate acknowledgment to EU included?</p>	<p><i>Note: always include the statement indicated in the SURIMI Brand Guidelines into any SURIMI Dissemination or Communication Activity.</i></p> <p><i>If possible, also include the EU emblem</i></p>
<p>Which part of the SURIMI project does the Dissemination or Communication Activity correspond with?</p>	<p><i>Include WP number and, if possible, tasks numbers</i></p>
<p>Does the Dissemination or Communication Activity include work originating also from non- SURIMI work, e.g., from other EU or nationally funded projects?</p>	<p><i>Include name/ code (Grant Agreement number) of the project</i></p>
<ul style="list-style-type: none"> <li>• <b>Q1: Is the result you are aiming to disseminate considered to be commercially/ industrially exploitable?</b></li> <li>• <b>Q2: If yes, have you protected the result prior to dissemination, please give details?</b></li> </ul>	<ul style="list-style-type: none"> <li>• Answer to Q1:</li> <li>• Answer to Q2:</li> </ul>
<p>Do you, as a reviewer, consider the result that is aimed to be disseminated here, to be commercially/ industrially exploitable? Please give clarifications.</p>	
<p><b>Does the information contain any personal data?</b> <b>If yes, has permission been obtained for the public use of such data? If yes, please include this.</b></p>	
<p>Do all authors agree on the Dissemination or Communication Activity being disclosed through the SURIMI channels (e.g., project website) once accepted/ presented?</p>	<p><i>A declaration of the main/ corresponding author indicates that all partners agree</i></p>
<p>Which stakeholders could be interested in knowing about the results and the conclusions of your Dissemination or Communication Activity?</p>	<p><i>Choose the relevant target group(s) among:</i></p> <ul style="list-style-type: none"> <li>A. <i>Industry</i></li> <li>B. <i>Policy/ decision-makers</i></li> <li>C. <i>Scientists</i></li> <li>D. <i>Consumers/ general public</i></li> <li>E. <i>Other stakeholders (please specify)</i></li> </ul> <p><i>Please specify as detailed as possible</i></p>
<p><b>Date of submission to WP1 Lead ERINN</b></p>	

**Recommendations:**



## Scientific Coordinator

Patrycja Antosz | [paan@norceresearch.no](mailto:paan@norceresearch.no)

## Project Management

Catherine Lourdes Dy | [PMO-SURIMI@norceresearch.no](mailto:PMO-SURIMI@norceresearch.no)

## Press and Communications

Pamela Cardillo | [pamela@erinn.eu](mailto:pamela@erinn.eu)

Ladina Jeisy | [ladina@erinn.eu](mailto:ladina@erinn.eu)

## More Information

Website | [surimi-project.eu](http://surimi-project.eu)

X | [@surimi\\_project](https://twitter.com/surimi_project)

LinkedIn | [SURIMI Project](https://www.linkedin.com/company/surimi-project)



Funded by the  
European Union

Funded by the European Union under the Horizon Europe Program, Grant Agreement No. 101157456 (SURIMI). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.



UK Research  
and Innovation

UK participants in SURIMI are funded by the UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding Guarantee [grant number 10132993].