



Next BlueGeneration Communication & Dissemination Plan and Identity Toolkit

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Partner in charge	MILITOS CONSULTING S.A.
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Summary

This document, developed by Militos S.A. under the Next BlueGeneration project, serves as the communication and dissemination plan. It presents the strategy designed to effectively convey information regarding the project's advancements and outcomes to the designated target audiences. Following an introductory part on the communication and dissemination process, the plan details preparatory actions aimed at ensuring a smooth implementation process. The main part is divided into three sections covering the development of communication materials, presenting the chosen channels, and documenting the events that partners are expected to participate/organize, as foreseen by the grant agreement. Lastly, the plan records key performance indicators and provides information on assessment periods and methods. In accordance with the grant agreement, it undergoes updates every six months.

Introduction

This is the Communication and Dissemination (C&D) plan for Next BlueGeneration project, developed by Militos Consulting S.A. and intended for internal use, specifically the members of the Communication and Dissemination (C&D) group. Its purpose is to outline the project's communication strategy, detailing the planned actions and key performance indicators as stipulated in the Grant Agreement. The plan will be updated by Militos every six months in alignment with the project's progress.

The present document consists of the following sections:

- [Work Package 7 “Dissemination and Legacy”](#): Providing a concise overview of work package (WP) 7.
- [Communication and Dissemination Process](#): Detailing both processes and enumerating preparatory C&D actions.
- [Communication and Dissemination Material](#): Presenting the communication materials and channels stipulated in the Grant Agreement.
- [Time-plan](#): Expanding on the dissemination time-plan.
- [Monitoring and Reporting](#): Presenting key information about the process monitoring and reporting.

Work Package 7 “Dissemination and Legacy”

The seventh work package (WP7), titled “Dissemination and Legacy”, aspires to:

- Raise awareness, communicate and disseminate projects results throughout the project lifetime and beyond;
- Ensure that the project outcomes reach the targeted stakeholders in project countries and across the EU;
- Analyse and identify potential upscale areas and countries where project’s results can be used to achieve employability benefits;
- Attract quality key-target groups and ensure that they can contribute to results as and when required;
- Build a robust community of stakeholders identifying their needs and expectations;
- Exchange and transfer knowledge in order to increase the project efficiency in terms of quality of its outcomes and administration.

To achieve the aforementioned objectives, it foresees four main deliverables, presented in the following table:

Deliverable No	Deliverable Name	Lead Beneficiary	Due Date	Status
D7.1	Communication & Dissemination Plan and Identity Toolkit	Militos	November 2023 (first version)	Completed
D7.2	Website and Social Media	Militos	November 2023	Completed
D7.3	Executive summary of Final Conference	Militos	July 2026	Pending
D7.4	Exploitation and Legacy Plan	Militos	July 2026	Pending

All partners shall contribute to the implementation of WP7. The table below outlines the anticipated person months allocated to WP7 for each partner:

Partner	Total Person-Months
Sea Teach	5
ACTeon	3
MILITOS	12
EBI	3
PFRI	3
SUBMARINER	3
LudusXR	3
NTUA	3
CMMI	3

As mentioned earlier, this document consists of the Communication and Dissemination (C&D) plan which the C&D group (led by Militos) will use to oversee the implementation of C&D actions, including material development. This is a revised version incorporating partners’ feedback received during the project meeting in Palma.

Communication & Dissemination Process

An overview¹

The terms of communication and dissemination are usually used interchangeably and the respective activities often overlap. To this end, the following table presents information regarding both processes highlighting their common and different points. Although certain actions will still overlap in practice, the aim of the following table is to enable partners to share a common understanding and terminology when it comes to such issues.

	Communication	Dissemination
What	Inform, promote, and communicate your activities and results	Make knowledge and results publicly available and free-of-charge
Why	<ol style="list-style-type: none"> 1. Raise awareness about the project 2. Attract and engage key stakeholders 	<ol style="list-style-type: none"> 1. Maximise project results' impact 2. Make project results a common good
How	<ol style="list-style-type: none"> 1. Develop a well-designed strategy 2. Create material with clear messages 3. Use the right media channels 	
When	Any time, from project start to project closure	Upon completion of each project result
To whom	Citizens, the media, stakeholders ²	Project beneficiaries ³

Preparatory actions

This section presents the four actions that need to be taken by partners before the actual dissemination and communication activities facilitating their smooth implementation.

(a) Form the C&D group

Following Militos' request, the Next BlueGeneration C&D group has been established, comprising one representative per partner. The C&D group is scheduled to have its first meeting in December 2023 to deliberate on crucial C&D matters, including operational details related to its functioning. Militos will lead the discussion.

(b) Allocate a person responsible for social media curation

To ensure a strong digital presence of the project, all partners shall designate a representative from their organization. This individual will be responsible for supplying content for social media posts.

During their first meeting, the Communication and Dissemination Group will be responsible for confirming (a) the role of partners in social media curation and (b) the duration of their respective periods in charge.

¹ <https://op.europa.eu/en/publication-detail/-/publication/58ad3394-0a63-11ee-b12e-01aa75ed71a1/language-en/format-PDF/source-287940279>

² Detailed list in the following section

³ Detailed list in the following section

Once decisions are finalised, representatives shall fill-in an excel document (provided by Militos) with (a) the name of the person in charge and (b) the links to his/her social media accounts. A social media plan can be found [here](#).

KPI to be achieved: At least 1.000 followers and 100.000 reactions

(c) Create a stakeholder database

As per the Grant Agreement, each partners shall create a database comprising a minimum of 200 contacts at the local and national levels. It is recommended that stakeholders be categorised as follows:

- i. Interest: Stakeholders expressing interest in the Next BlueGeneration project
- ii. Impact: Stakeholders who may be benefitting from the project
- iii. Influence: Stakeholders capable of influencing project decisions and/or outcomes

To fulfil this requirement, partners are urged to start building their stakeholder database, updating it every six months throughout the second and third year. To ensure GDPR compliance while maintaining proper documentation, partners are advised to use the MailChimp platform. Militos will provide a MailChimp template to guarantee consistency in emails.

KPI to be achieved: At least 2.000 contacts in total (~ 200/partner)

(d) Document in advance possible events and meetings of interest for the Next BlueGeneration project

In line with EMFAF recommendations⁴, each partner is urged to record (a) all events and meetings suitable for introducing the Next BlueGeneration project and/or (b) events/meetings of potential interest to the project's stakeholders. By documenting these in advance, partners can enhance the project's visibility across Europe, enabling better monitoring. Additionally, this approach facilitates the engagement of key stakeholders through timely updates via relevant social media posts and newsletters. Militos will provide a template for event documentation.

KPI to be achieved:

- Participation in min. 5 events (in total)
- Engage with more than 6 networks

⁴ <https://www.youtube.com/watch?v=8yaHXFddT-0>

Dissemination & Communication Material

Prerequisites

One of the most important elements of a successful project dissemination is its Visual Identity. Its importance is related to recipients being able to swiftly recognise messages and results that come from the project. The elements for a successful visual project identity are visual aids and templates in the same style, color scheme, and format so as to be used in a uniform way in events and occasions within and beyond project duration. Militos have therefore produced the following (as presented during the Kick-off meeting in Palma):

Logo

Militos designed the project logo to visually encapsulate the overarching goal of the project through a central graphic element. The logo incorporates the colors associated with the Blue Economy and is intended to serve as the primary visual representation of the project for stakeholders and partners. It has been integrated into all templates, and partners are kindly urged to utilize these templates for all project-related communications, including informational materials, meeting/event presentations, and internal reports.

Templates

As previously noted, Militos has developed templates that partners are required to use for both internal communication within the partnership and external communication beyond the partnership. All documents related to the project (e.g. project reports) should adhere to a consistent appearance in terms of formatting settings (such as fonts, headings, and paragraph formatting). Additionally, they should incorporate the project letterhead, which has been prepared by Militos.

EU Emblem (incl. the funding statement⁵)

All communication and dissemination material, along with project results, must acknowledge EU support by prominently displaying the European flag (emblem) and a funding statement. No other visual identity or logo may be employed to emphasize EU support besides the emblem.

Partners are strongly encouraged to refer to the document “The use of the EU emblem in the context of EU programmes 2021-2027” for guidance on the appropriate use of the EU emblem.

EU disclaimer

In accordance with the guidelines outlined by CINEA⁶, partners are required to incorporate the following disclaimer whenever utilizing the funding logo:

“Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.”

Partners' logos

As per Militos' invitation, all partners have submitted their organizational logos in vector format (pdf/eps) or high-resolution png files (with no background) to the dedicated folder in AdminProject.

⁵ https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf

⁶ https://cinea.ec.europa.eu/communication-toolkit_en#disclaimer

Channels

The following paragraphs outline the communication channels foreseen by the Grant Agreement:

Website

Militos has developed the initial version of the project website presenting essential information about the project. Regular updates will be made to the website to align with ongoing project activities. Initially developed in English, partners will subsequently translate the content into their respective languages. It was collectively decided during the Palma meeting that the project website will be available in a total of eight languages: English, Spanish, French, Greek, Croatian, German, and Flemish (excl. Danish), considering the demographics of the targeted groups at the local and national levels.

Partners' role regarding the project website is described in the following tables:

Militos	<p>Responsible for:</p> <ul style="list-style-type: none"> - Launching the website - Maintaining the website in all versions (incl. English version) during the project lifecycle - Maintaining the website in all versions (incl. English version) for at least 5 years after the project's completion
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Sea Teach	<p>Responsible for:</p> <ul style="list-style-type: none"> - Translating the website content in their language - Double-checking the site version in their language (continually)
ACTeon	
Militos	
EBI	
PFRI	
SUBMARINER	
LudusXR	
NTUA	
CMMI	
EMSEA	

If two or more partners use the same language, they will internally decide how they will manage translation.

KPI to be achieved: min.10.000 unique visits, verified via google analytics tool or other similar tool

Social media accounts

In addition to the project website, social media accounts have been established to keep the project's target audiences informed about its advancements. The table provided below details the communication channels outlined in the Grant Agreement along with the intended audience:

Channel	Targeted Audience
Facebook	All target groups
YouTube	
LinkedIn	Teachers & Trainers

TikTok ⁷	Influencers
Instagram	

Militos has established both Facebook and LinkedIn accounts, designated as the primary channels for communication and dissemination. These accounts will undergo weekly updates following the procedures established by the Communication and Dissemination (C&D) group.

Additionally, Militos has set up a YouTube account, intended for selective use when videographic material is produced or if partners wish to live stream either an event held within the framework of the Next BlueGeneration project or an event thematically relevant to the project.

Militos has established TikTok⁸ and Instagram accounts, which will be utilized in paid social media campaigns targeting the youth demographic. It is advisable to coordinate the posting on TikTok and Instagram with influencers operating at both the national and EU levels to optimize outreach.

KPI to be achieved: At least 1.000 followers/subscribers and 100.000 reactions, verified via official platform report tools

Partners' accounts

According to Grant Agreement, partners are expected to actively engage in their respective social media channels and websites to independently promote the Next BlueGeneration project. Specifically, partners should establish a project page on their website containing details about the project's goals, anticipated outcomes, information about the consortium, and acknowledgment of EU funding. Dedicated guidelines and template will be provided by Militos. In terms of social media, all partners are required to share project-related posts through their individual social media accounts.

KPI to be achieved: n.d.

Material

Militos, in consultation with partners, will create five primary deliverables for promotional purposes:

- An informational leaflet (updates)
- A video-graphic project presentation
- A newsletter (x6)
- A press release (x6)
- A dissemination video
- A roll-up banner/poster

Here is a concise overview of each, with a corresponding timetable provided in the following section.

An informational leaflet

A generic project leaflet will be developed in electronic format enabling future updates when the main project results become available. The leaflet will also contain general information about the project, including objectives, results and information on the consortium.

⁷ Updates regarding the Tik Tok will be provided by Militos in the first C&D meeting.

⁸ See footnote No 7.

KPI to be achieved: 10.000 distributed, printed in recycled paper

A video-graphic project presentation

The video will shortly present the project, summarizing its purpose and objectives, highlighting the expected and encountered challenges and, finally, emphasizing the expected results and their impact on society.

KPI to be achieved: 5.000 views (including views from the dissemination video)

A newsletter (NL)

The e-newsletter will be published to facilitate communication with stakeholders and dissemination of project news. Every 6 months⁹ Militos will release a newsletter, including a concise summary of news and social media updates presented in a simple and interesting manner. Newsletters are sent to stakeholders database contacts and are also disseminated through project's and partners' social media accounts and website.

KPI to be achieved: Every 6 months, 6 in total, each one to be distributed to at least 2.000 unique contacts. By M36 to achieve at least 300 subscribers.

A press release (PR)

6 press releases are foreseen by the application form, which will be developed at major phases of the projects aiming to raise awareness beyond the project target groups, promote key milestones, and increase project's visibility. For newsletter development, Militos will provide the core text in English, which, subsequently, partners will translate into their national languages and promote it at national level.

KPI to be achieved: At least 6, to be distributed to 200 Journalists (3-4 journalists/press release/partner)

News Release VS Press Release

1. A press release announces something that will happen in the future while a news release covers something that is currently happening or happened in the past
2. A press release is used when the communication is intended specifically for journalists and members of the press — those who work in newspapers, magazines, radio stations, television networks, etc. while a news release is sometimes used when the communication is intended for a broader audience, beyond just the press.

With the advent of the internet and digital communication technologies, two terms are often used interchangeably and/or in different ways.

Sources:

- <https://blog.businesswire.com/press-release-vs.-news-release-is-there-a-difference>
- <https://www.ereleases.com/pr-fuel/news-release-vs-press-release-what-are-the-differences/>

A dissemination video

Suggestions will be circulated to C&D group members

⁹ See section "Time-plan".

KPI to be achieved: 5.000 views (including views from the video-graphic project presentation)

A roll-up banner/poster

While not specified in the Grant Agreement, it is crucial to have a roll-up banner or poster for promoting the project during onsite events, whether they are organized within the Next BlueGeneration project framework or not, as long as they are thematically relevant to the project. To address this, Militos will digitally design a poster in English, and partners can then print it based on the recommended dimensions, either as a roll-up banner or a poster.

KPI to be achieved: n.d.

Events

Third-party events

Partners shall attend third-party events with a two-fold purpose; disseminating information about the project and expanding the network. Example of events that partners plan to attend are the central European Maritime Days, the Posidonia conference in Greece, and UN Ocean Conference (if held in Europe).

KPI to be achieved: Attendance in 5 events

Project event

At the end of the project, Militos, with the support of EBI, will organize a final conference in Brussels to showcase and disseminate the project results as well as ensure project's legacy.

KPI to be achieved: min.150 participants verified with GDPR compliant attendance lists and/or photos

Time-plan

Dissemination activities will be carried out in accordance with both the project-wide dissemination schedule and the country-specific dissemination plans of the partners.

(The Next BlueGeneration time-plan is outlined below, with the reporting period schedule integrated into the subsequent section titled "Monitoring.")

Action	Partner(s) Involved	Target Group	When
<i>Dissemination strategy</i>			
Dissemination plan	Militos	Partners	November, 2023
Plan updating	Militos	Partners	Every 6 months (progress so far): 1. February, 2024 2. August, 2024 3. February, 2025 4. August, 2025 5. February, 2026 6. August, 2026
Stakeholder database creation ¹⁰	All	Partners	December, 2023 - January, 2024
Stakeholder database updates ¹¹	All	Partners	1. March, 2024 2. September, 2024 3. March, 2025 4. September, 2025 5. March, 2026
<i>Visibility toolkit</i>			
Project logo	Militos	Partners	November, 2023
Templates	Militos	Partners	November, 2023
<i>Dissemination material</i>			
Newsletter			Every 6 months (progress so far): 7. February, 2024 8. August, 2024 9. February, 2025 10. August, 2025 11. February, 2026 12. August, 2026
Press Release	Militos & All	Stakeholders	2023: 1. December (introducing the project & main results) 2024: 2. August (announcing MS3) 3. December (announcing MS4) 2025: 4. April (announcing MS6 & MS8)

¹⁰ To be discussed during the first C&D meeting.

¹¹ See footnote No 10.

			5. August (announcing MS5, MS7 & MS9)
Leaflet creation			2026: 6. May – June (announcing MS12)
Leaflet updates			December, 2023 When each PR becomes available: 1. September, 2024 2. January, 2025 3. May, 2025 4. September, 2025 5. June, 2026 6. July, 2026
Poster/Roll-Up Banner			January, 2023
Digital presence			
Website development	Militos	-	November, 2023
Website updates	All	Stakeholders	Continually
Updating partners' websites	All	Stakeholders	At the beginning of the project & Continually
Facebook account	Militos	-	December, 2023
Posting on Facebook	All (in rotation)	Stakeholders	Continually
LinkedIn profile	Militos	-	December, 2023
Posting on LinkedIn	All (in rotation)	Stakeholders	Continually
Posting on partners' social media accounts	All	Stakeholders	Continually
YouTube Channel	Militos	-	
Posting on YouTube channel	All	Stakeholders	<i>To be defined</i>
TikTok ¹² account	Militos	-	
Posting on TikTok account	All	Stakeholders	<i>To be defined</i>
Instagram account	Militos	-	
Posting on Instagram account	All	Stakeholders	<i>To be defined</i>
Events			
Participation in 3-Party Events	All	Stakeholders	Continually
Organisation of Final Event	Militos & EBI	Stakeholders	July 2025

¹² See footnote No 7.

Monitoring and Reporting

Monitoring process

In the role of communication and dissemination leader, Militos initiated the formation process of the C&D group, consisting of a representative per partner. The C&D group, led by Militos, will oversee the execution of the overall dissemination strategy and ensuring the implementation of dissemination plans at the national level by each partner. In pursuit of this, the group will collaborate closely with partners to implement and, subsequently, document all dissemination activities and address any necessary corrective measures.

The responsibilities of the C&D group, along with core operational issues (frequency of meeting), will be determined in the initial C&D meeting and subsequently integrated into the revised version of the C&D plan (February, 2024).

Reporting process

Upon completion of each activity, the designated partner must document it through the AdminProject. Militos will schedule a 1-1 meeting about the reporting process upon partner's request. At the conclusion of each reporting period, partners are required to review their documentation and update the necessary information (e.g., total reactions per social media post). It is crucial that partners avoid delaying reporting to the AdminProject to prevent any oversight of data. Additionally, partners are urged to upload available evidence when reporting a dissemination action, such as photos or screenshots of social media posts.

Militos will then consolidate the documented information along with the uploaded data into a comprehensive project report for each respective period. Corrective measures will be implemented if deemed necessary.

Reporting periods

The reporting periods are depicted in the following table:

No.	Due Month
1	February, 2024
2	August, 2024
3	February, 2025
4	August, 2025
5	February, 2026
6	August, 2026

Additional details regarding reporting will be disseminated by Militos with ample notice ahead of the reporting period.

Key Performance Indicators

The following table summarizes the KPIs provided by the application form¹³:

Indicator	Target Value	Mean of Verification	Responsible Partner
Dissemination Plan	1	A word document	Militos
Visibility Toolkit	1 set	<ul style="list-style-type: none"> Logo Templates 	Militos
Stakeholders Database	1 database (2.000 contacts)	The document	<ul style="list-style-type: none"> Militos (process monitoring) All (stakeholder mapping)
E-Newsletter	6 NL in total, each one to be distributed to at least 2.000 unique contacts By M36 to achieve at least 300 subscribers.	<ul style="list-style-type: none"> The NL document E-mailing list of recipients Links to pages where newsletters are uploaded 	<ul style="list-style-type: none"> Militos (development and process monitoring) All (translation in own language and NL circulation)
Press Release	6 PR to be distributed to min. 200 journalists in total	<ul style="list-style-type: none"> The PR document E-mailing list of recipients Links to pages where newsletters are uploaded. 	<ul style="list-style-type: none"> Militos (development and process monitoring) All (translation in own language and PR circulation)
Leaflet/Brochure	10000 in total (1000 / partner)	<ul style="list-style-type: none"> The leaflet Photos distributing it Photos from events depicting the material 	<ul style="list-style-type: none"> Militos (development and process monitoring) All (translation in own language and distribution)
Poster/Roll-Up Banner	-	<ul style="list-style-type: none"> The poster Photos from events depicting the poster 	<ul style="list-style-type: none"> Militos (development and process monitoring) All (translation in own language and poster use)
AudioVisual Material (Dissemination Video & Animated infographic)	min.5000 views in total	<ul style="list-style-type: none"> URL to material Data on unique views 	<ul style="list-style-type: none"> Militos (development, process monitoring) All (promotion)
Website	min.10.000 unique visits, verified via google analytics tool/ plug-in	<ul style="list-style-type: none"> The site URL Data on unique visits 	Militos
Facebook, LinkedIn, YouTube, TikTok, Instagram	<ul style="list-style-type: none"> min.1000 followers/ subscribers min.100.000 reactions 	<ul style="list-style-type: none"> URLs of all accounts Data from official platform report tools 	<ul style="list-style-type: none"> Militos (development, process monitoring, posting) All (posting)
Partners' websites	<ul style="list-style-type: none"> A page dedicated to project per partner's website 	<ul style="list-style-type: none"> URLs (a URL per partner) 	All partners

¹³ KPIs are also mentioned in the previous section of this document. The current table summarises the already provided information.

Networking with other projects	min.5	<ul style="list-style-type: none"> Any kind of evidence (e.g. photos, posting, publication) 	All partners
Networks to be engaged ¹⁴	min.6	<ul style="list-style-type: none"> Any kind of evidence (e.g. photos, posting, publication) 	All partners
Third-party events	min.5	<ul style="list-style-type: none"> Photos 	All partners
Final event	min.150 participants	<ul style="list-style-type: none"> Photos, Attendance lists verified with GDPR compliant 	Militos & EBI

¹⁴ Partners can introduce Next BlueGeneration project with existing networks, such as the EU4Ocean network, the BlueGeneration networks, and the Mentor Project network.

Risk-Management Mechanism

Militos will oversee the monitoring of dissemination activities and their reporting on the AdminProject. Consistent updates will be shared with the consortium during internal partner meetings. If substantial disparities between the anticipated and attained outreach are identified, the C&D group will decide if an additional partner meeting specifically focused on dissemination issues is required. This meeting will be reiterated until the implementation process is realigned.

Annex

Visual Identity

The logo suggestions have been included in the separate document, titled “Project’s Visual Identity” (presented during the Kick-off meeting in Mallorca). Below, there is the selected logo (logo in use) as well as the font and colour rules for the dissemination material.

(a) Project logo



(b) Font and Colour Guidelines for Dissemination Material

COLOR PALETTE



COLORS

BLUE 01 - C100 M65 Y0 K25 - #004687

BLUE 02 - C70 M15 Y0 K0 - #36A9E1

BLUE 03 - C85 M35 Y15 K15 - #0076A1

ORANGE - C0 M35 Y85 K0 - #F9B233

MAIN FONT

Montserrat Medium / Light

SECONDARY FONT

Inter Regular / Light

Templates

Screenshots of the word, ppt, and excel templates have been attached in the section.

(a) Word document template

SEA TEACH

ACTeon

militos

EBI
European
Bank Industry

SUBMARINER NETWORK

University of Rijke
FACULTY OF MARITIME STUDIES

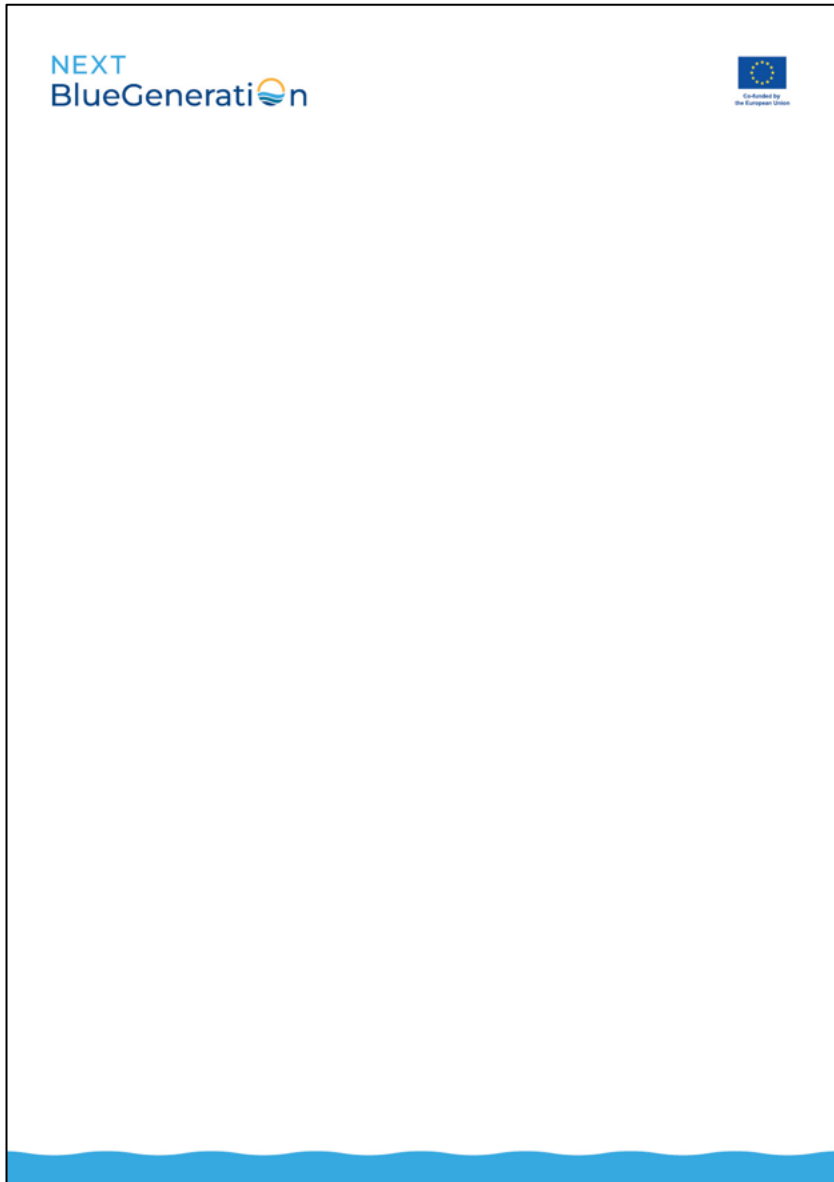
CYPRUS
MARINE &
MARITIME
INSTITUTE



LudusXR

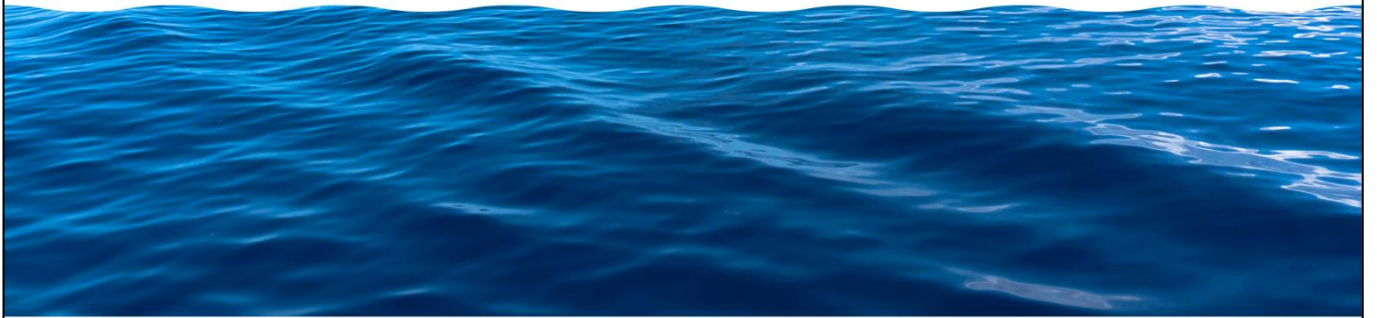
emsea

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(b) Power-point template

NEXT BlueGeneratin



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NEXT BlueGeneratin



NEXT BlueGeneratin



→ www.nextblugeneration.eu














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thank you

(c) Excel template

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	NEXT BlueGenerati  n																				
2	MAIN TITLE																				
3																					
4	TITLE 1	TITLE 2	Name 1	Name 2																	
5	Sample Text	Sample Text																			
6																					
7																					
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