D8.1 Dissemination & Communication Plan

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Instrument:	HORIZON-RIA
Contract Number:	101056782
Project coordinator:	Ana Lillebø (University of Aveiro)
Start of the project:	January 2023
Duration:	36 months

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List of abbreviations

C	Carbon
CBD	Climate Biological Diversity
CC	Climate Change
CERF	Coastal and Estuarine Research Federation
D	Deliverable
D&C	Dissemination and Communication
DSS	Decision Support System
ECCA	European Climate Change Adaptation
EEF	European Ecological Federation
ECoP	European (Coastal) Wetlands Restoration Community of Practice
ECSA	Estuarine and Costal Sciences Association
EU	European Union
EuroGEO	European Group on Earth Observations
EUROLag	European Coastal Lagoons
GHG	Greenhouse Gasses
M	Month
NbS	Nature-based Solutions
NEB	New European Bauhaus
SEFS	Symposium for European Freshwater Sciences
SWOT	Strengths, Weaknesses, Opportunities and Threats
R&D	Research and Development
UNCCC	United Nations Climate Change Conference
UVP	Unique Value Proposition
WP	Work Package

Executive Summary

All major European Union (EU) policies recognise the key role of wetlands to achieve the EU objectives regarding climate neutrality, biodiversity protection, zero-pollution, flood protection, and circular economy. Therefore, assessing the current extent and state of European wetlands, their current and potential greenhouse gases (GHG) profile and their medium to long-term mitigation capacity through restoration, or other measures, are key priorities of the European Union to tackle climate change. Led by the University of Aveiro, the Horizon project RESTORE4Cs (Modelling RESTORation of wEtlands for Carbon pathways, Climate Change mitigation and adaptation, ecosystem services, and biodiversity, Co-benefits) will assess the role of restoration action on wetlands capacity in terms of climate change mitigation and a wide range of ecosystem services using an integrative socio-ecological systems approach.

The present Dissemination and Communication Plan, prepared within the Work Package 8 (WP8) "Communication, dissemination, and exploitation", specifically in the framework of Task 8.1 "Development and implementation of the D&C Strategy" will ensure that all dissemination and communication needs of RESTORE4Cs are considered, planned and well-coordinated.

The D&C Plan sets out a strategy to maximise the impact during the project, to increase its visibility, and to ensure that project information reach a wide audience of relevant stakeholders. Importantly, the fifteen partners from nine countries, who form RESTORE4Cs consortium, are seen as ambassadors of the project and are involved to different degrees in communication and dissemination efforts.

As indicated in Task 8.1 "Development and implementation of the Dissemination and Communication Strategy", this plan sets the basis of the type and characteristics of the D&C activities to be carried out during RESTORE4Cs´ lifetime, and how partners will internally be organized and coordinated, mainly to provide their inputs in proper manner and time. For this purpose, a WP8 Taskforce has been created, gathering all communication specialists from RESTORE4Cs' different Work Packages. Chaired by WP8 Leader (LifeWatch ERIC / Università del Salento), the WP8 Taskforce has been created with the intent of generating non-confidential information and knowledge within the project to be distributed to the right audience.

1. Introduction

D8.1 presents the Dissemination and Communication Plan of the RESTORE4Cs project.

The D&C Plan gives an overview of the dissemination and communication activities that will be carried out throughout the project, mainly outlining how and where RESTORE4Cs is going to communicate important information about the project activities and results.

The D&C of projects is a strategically planned process, that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the project and its results. A solid D&C Plan is crucial to RESTORE4Cs and proper and tailored communication will increase the project success' rate, minimizing the risks while maximizing the impact and sustainability of the project after its end. Strategic dissemination will also identify the target audience and the end-users, potentially inspiring future projects and igniting European policy change.

In chapter 1, the background and objectives of RESTORE4Cs are introduced, showing the challenges the project is confronted to and detailing what the solutions to be developed, validated and finalised should be in order to be aligned with the European Green Deal and the EU Biodiversity Strategy for 2030, and also increase the knowledge and effectiveness in the implementation of Climate and Biodiversity policies at the European level.

This chapter also indicates how RESTORE4Cs' D&C Plan is going to ensure the outreach of the project's activities among relevant stakeholders and audiences.

An analysis of the Methodology is presented in chapter 2, featuring the introduction of the WP8 Taskforce, who will serve as sounding board and support for all D&C activities of RESTORE4Cs throughout the whole duration of the project.

Chapter 3 focuses entirely on RESTORE4Cs' Communication Strategy, pointing out the intent of achieving a consistent and focused information flow between the project and its target audience. The graphic identity developed for RESTORE4Cs is also extensively detailed in this chapter, pointing out the efforts made to make the project identifiable and unique. The communication channels, tools and activities are selected and introduced in order to improve the resonance of RESTORE4Cs through the European territory. Prominence is also accorded to the Sister Projects RESTORE4Cs will cluster with, and also to other relevant projects and ongoing Initiatives at European level, aiming at maximizing the impact of the project's results by also detecting synergies and sharing D&C strategies and campaigns. In 3.12 a list of Sister Projects, Clustering Projects and Initiatives is consolidated.

In chapter 4, Key Messages are identified and listed in order to target RESTORE4Cs' project audience, while chapter 5 will be focused on Key Audiences specifically.

Chapter 6 tackles the planning, monitoring and evaluation of the project, focusing on the main tools identified. An extensive description of RESTORE4Cs Logbook is provided together with an analysis of the other pertinent monitoring tools chosen for each D&C activity.

For this purpose, the data is collected throughout the whole life cycle of the project through the RESTORE4Cs D&C Logbook. This is identified as the main tool for planning and monitoring RESTORE4Cs activities.

The resources committed to WP8 of RESTORE4Cs are examined in chapter 7, while chapter 8 is entirely centered on the project's metrics.

Finally, the last chapter of this deliverable is dedicated to the conclusions.

1.1 Project Background

With a consortium made of fifteen partners (Universidade de Aveiro, Ecologic Institute Gemeinnützige GmbH, Universidad de Malaga, Consiglio Nazionale delle Ricerche, Fondation Tour du Valat, Universitat de Valencia, Universitat de Barcelona, Wasserkluster Lunz Biologische Station Gmbh, Remote Sensing Solutions Gmbh, Vertigo Lab, Universitatea Din Bucuresti, Klaipedos Universitetas, Secretariat Medwet, Università del Salento/LifeWatch ERIC and Stichting Wageningen Research) from nine countries, the RESTORE4Cs project aims to assess the role of restoration action on wetlands climate change mitigation capacity and a wide range of ecosystem services using an integrative socio-ecological systems approach. Focusing on coastal wetlands across Europe, the project aims at delivering standardised methodologies and approaches for the prioritisation of restoration promoting Cstorage and Greenhouse Gasses (GHG) fluxes abatement, while improving the ecological status and the provision of additional ecosystem services such as flood regulation and coastal erosion protection.

The results achieved with RESTORE4Cs will support the implementation of Climate and Biodiversity policies in the context of the European Green Deal. Effectiveness data on restoration and land use management actions on climate services and other ecosystem and socio-economic services will be gathered both from six Case Pilot across European coastal areas, including well-preserved, altered, and restored wetlands, and from meta-analysis.

Models and integrative assessment tools will also be upscaled to wider geographical (European) and ecological (other wetland types, including floodplains and peatlands) contexts using remote sensing and machine learning methods to develop an integrated status assessment of European wetlands.

The results gathered will be integrated into a digital platform to serve as a Decision Support System (DSS) for stakeholders that will steer project efforts as part of a newly created Community of Practice around wetland restoration.

1.2 Objectives of RESTORE4Cs Dissemination & Communication Plan

To recognize the objectives of D8.1, it is essential to understand from the very beginning, for all the partners in the consortium, what is defined as Communication and Dissemination activities, and their differences.

- **Communication** activities that can be thought of as increasing the public visibility of the project and its results, the consortium and the research programme, using clear and accessible language. This could include aiming for coverage in TV (in RESTORE4Cs it will be the specific case of online TV (www.lifewatching.tv) - LifeWatch Science Channel), radio, website, social media, and print and online media. Great impact of the research can be generated by encouraging people to communicate and use the project results.

- On the other hand, **Dissemination** is focused on making sure the project results are available to the scientific community, policy makers and industry – using scientific language prioritizing accuracy. Dissemination facilitates the scientific reuse of the results and creates long term scientific impact.

Table 1 > D&C According to H2020 Programme Guidance

DISSEMINATION	COMMUNICATION
Covers project results only	Covers the **whole** project (including results)
Happens only when results are available	Starts at the **outset** of the project
Specialist audiences, groups that may use the results in their own work, including peer groups, industry, professional organisations, policymakers	Multiple audiences, **beyond** the project's own community, including the **media and general public**. Think multiplier effect.
Enabling the take-up and use of results	Informing and engaging with society, to show how it can benefit from research
Legal reference Grant Agreement Article 29	Legal reference Grant Agreement Article 38.1

Table 2 > D&C Objectives, Language, Audience and Channels

	DISSEMINATION	COMMUNICATION
OBJECTIVES	Public disclosure of results	Promotion of the project and its results
LANGUAGE	Scientific language	Non-specialised language

AUDIENCE	Target groups, such as scientific communities, policy-makers, etc.	General public, including EU citizens, civil society and mass media
CHANNELS	Peer-review journals, scientific conferences, online repository of results, etc.	TV channels, radio, newspapers, generalist website, newsletters, etc.

Communication on project requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange. Communication efforts are intended to, on the one hand, facilitate efficient exchange of information among project partners, bolster coherence and enlighten the shared vision towards the further dissemination of results (internal communication). On the other hand, communication aims to support and promote the action and its results, by providing targeted information to the media and the public (external communication).

Dissemination means to make the results of a project public (by any appropriate means other than protecting or exploiting them, e.g., scientific publications). Dissemination of results implies the facilitation of the necessary tools, mechanisms and platforms where the results are shared and become accessible. Dissemination is supported by communication, and for that it will make the best use of the tools described in the Communication Strategy that will be detailed in this deliverable. Dissemination of results cannot replace communication activities (or vice-versa).

Based on what has been explained so far, on the differences of the D&C scopes, the D8.1 Dissemination and Communication Plan aims to bring partners attention on the initial main information to communicate about RESTORE4Cs, i.e., its purpose, objective and goals. As long as the project advances, the information about the results achieved by RESTORE4Cs will be included both in the communication plan and in parallel in the dissemination activities.

The main objective within RESTORE4Cs Dissemination and Communication Plan is to ensure the outreach of the project activities and results among relevant target groups and stakeholders.

The specific objectives of RESTORE4Cs' D&C strategies are:

- To build awareness and generate a common understanding of what RESTORE4Cs is seeking to achieve;

- Ensure the visibility of the project and disseminate its outcomes to the identified target groups that will benefit from its results (e.g., policymakers; national and local administrative authorities, environmental managers, research community, general public);

- Raise awareness of the project and its outcomes towards the society at large;

- Support engagement of stakeholders and exploitation of RESTORE4Cs results;

- Guarantee the sustainability of the actions and outcomes of the project;

- Based on RESTORE4Cs results and products, support advocacy for wetlands conservation and restoration as Nature-based Solutions;

- Build new partnerships beyond the consortium and its network.

The D&C Plan discloses through various channels and tools, all tailored to accurately reach RESTORE4Cs target audience, with the following approach:

- 'Push' communication, which comprises visual identity, press releases, etc;

- 'Pull' communication and interaction, which includes website, social media, video documentary series, Summer School, liaison with sister projects and other relevant initiatives, joint communication, etc.

Note that D8.1 unavoidably takes into account and as a reference, the project identity (See RESTORE4Cs brand-book produced at M4) and all the related communication tools.

1.3 Scope and Expected Outcomes of RESTORE4Cs Dissemination and Communication Plan

The main objective of RESTORE4Cs is to provide tools and methodologies, applicable beyond the lifespan of the project, to assess pressures and impacts on the status of wetland ecosystems at various scales and relate these to the climate mitigation and adaptation potential, to biodiversity, and other ecosystem service provision, and associated co-benefits, combining social, ecologic, and economic perspectives. The RESTORE4Cs project points as well to predict restoration and management effects on GHG fluxes/removal, biodiversity, and other ecosystem services, while increasing functional biodiversity through conservation and/or restoration.

The aims of the communication activities of RESTORE4Cs are to ensure information about the project's objectives and results are effectively disseminated to relevant audiences and to promote the use of results from the project by the target groups that will benefit from the results (e.g., policymakers; national and local administrative authorities, environmental managers; research community; general public).

The dissemination of the RESTORE4Cs results and tools is one of the core objectives of the project which intends not only to create new tools for ecosystem restoration prioritization, assessment and decision making but also to foster their reception and use by the stakeholders involved as well as their scalability to all possible related ecosystems.

All of this is ensured by the provision of a structured effort within the workplan over four WPs:

- **WP2**: European (coastal) wetlands restoration Community of Practice (ECoP);

- **WP6**: Upscaling and integration for assessment of the status and restoration potential of wetlands in Europe;

- **WP7**: Online Platform and Toolbox for decision making to support wetlands restoration actions;

- **WP8**: Communication, dissemination, and exploitation.

The WP8 ensures that RESTORE4Cs enacts a strategic approach to all dissemination activities providing a framework and the necessary tools for the effective planning and implementation of all measures foreseen, ensuring the information and communication flow of all project activities towards the project audiences, supporting the involvement of the identified stakeholders' groups through the most appropriate channels and maximizing its impacts also thanks to the relevant networks of the project consortium. WP7 will also directly contribute, feeding WP8 with the development and dissemination of online tools (e.i. the RESTORE4Cs Online Platform and the multi-scale Toolbox to support wetlands restoration prioritization).

This D8.1 D&C Plan moves from these objectives.

To ensure the best visibility of the project, increase its impact and outreach, and to reach the communication objectives, RESTORE4Cs' D&C Plan is, in fact, expected to achieve the following results:

- To create a **Visual Identity** for RESTORE4Cs in order to make it easy for the audience and target groups to distinguish the project;

- To produce a **Brand Book**, with the goal of formalising and establishing the graphic parameters to be used by everyone to convey RESTORE4Cs' imagery, also providing specific guidelines for implementing it;

- To set up **Online Tools**: to develop and publish a project **Website**, where all information, actions and results about the project are made accessible, providing unique access points to all ICT services, toolboxes, documents and web platforms; to open **Social Media** accounts and regularly feed them with relevant content to ensure project outreach; in synergy with WP2, to identify and establish dedicated spaces on **LifeWatch ERIC Training and Community Platforms** to ensure access to all training and educational resources created and to support stakeholder engagement thanks to inclusive interactive tools;

- To establish a clear and shared **Layout and Plan** of the D&C among all consortium partners (with a focused effort supported by WP8 Taskforce) in order to ensure a correct deployment of the strategy;

- To set up an **Effective Coordination** with target stakeholders and sister projects in order to ensure a high outreach;

- To structure and deploy a **Media Plan** to ensure that all the milestones of the project have an accurate broadcasting and reach the targeted audience;

- To have a regular **Monitoring and Follow-up** of the D&C Plan deployment, ensuring its correct functioning and making the necessary corrections when it is needed.

2. Methods

LifeWatch ERIC will work closely with the project partners to ensure that the appropriate tools and channels (including relevant conferences, workshops, webinars and events) are selected and developed to meet the information needs of the target audiences and the D&C objectives of RESTORE4Cs.

A dedicated WP8 Taskforce, including representatives from LifeWatch ERIC, University of Salento, University of Aveiro, Secretariat MedWet, Fondation Tour du Valat, University of Valencia, University of Klaipeda, University of Bucharest and Wageningen University and Research, will serve as a sounding board and to support the development of the website, the video documentary series, the Summer School and all D&C materials. The WP8 Taskforce will ensure alignment between other tasks from WP8 RESTORE4Cs' D&C, especially with WP2 - European (coastal) wetlands restoration Community of Practice (ECoP) (Dissemination to the international scientific community, organisation of the Summer School, development of training and educational resources, outreach of the wide public, stakeholder engagement, etc.) as well as other WPs to ensure that projects results feed into the planning of D&C activities.

The WP8 Taskforce will contribute with relevant material in support of RESTORE4Cs D&C activities throughout the whole duration of the project. It will also provide feedback and suggestions over the contents and the design of the website (with a particular attention to the Case Pilots section), the video documentary series and other dissemination material, to ensure the best quality and address the specific needs of different stakeholders.

3. Communication Strategy

The key of RESTORE4Cs' success is also based on the deployment of a consolidated and effective Communication Strategy.

The Communication Strategy for RESTORE4Cs does not only convey the story of the project and its objectives, but it also identifies and engages interested stakeholders, creates synergies and promotes alliances actively and enthusiastically.

The D&C Plan of RESTORE4Cs is built on a set of well-designed and strategic activities that consider the core purpose of the project, the designated key audiences, key messages, as well as specific communication channels.

Under this scope, a SWOT Analysis has also been performed to identify Strengths, Weaknesses, Opportunities and Threats related to RESTORE4Cs. The SWOT Analysis made for RESTORE4Cs, whose ultimate goal is reinforcing the D&C strategy by assessing all of the project's strengths and weaknesses, as well as the potential opportunities and pitfalls within its area of interest, is presented in detail (e.g., Figure 1), below:
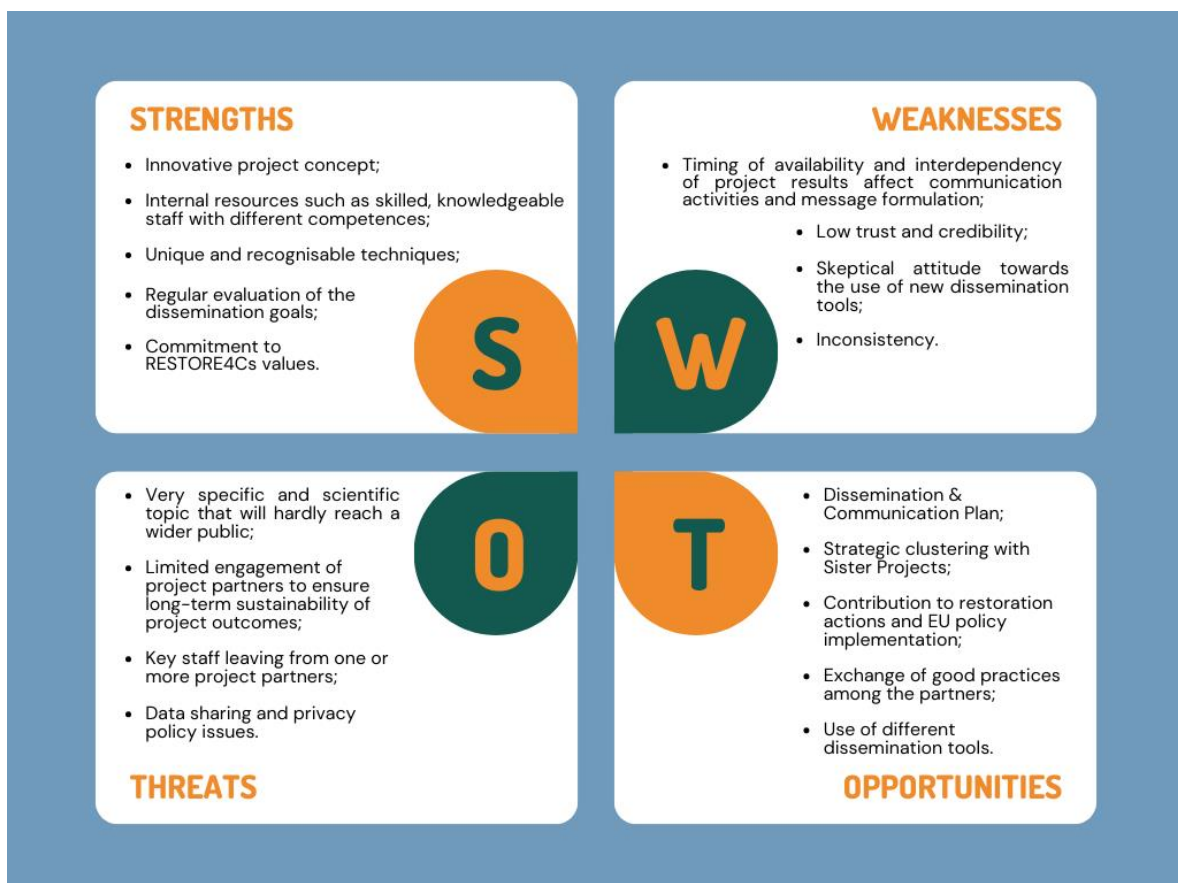

Figure 1 > RESTORE4Cs SWOT Analysis

3.1 Implementation Strategy

The Communication Plan adopted for RESTORE4Cs is built around a 3-step implementation strategy that includes the following phases:

1. Planning;

2. Implementing;

3. Reporting.

Figure 2 > RESTORE4Cs Communication Activities Cycle

The structure adopted (e.g., Figure 2) applies to every communication activity in RESTORE4Cs, ensuring coherent flow and reporting of all project information and results.

The Communication Strategy of RESTORE4Cs has been established to achieve a relevant and consistent information flow between the project and its Key Audiences, who have been identified according to RESTORE4Cs needs.

3.2 Project Identity

The project brand identity has been developed with the aim of making RESTORE4Cs recognizable, build a strong visual identity and produce high quality communication to attract Key Audiences and stakeholders and convey the project's unique value proposition (UVP).

The idea is to make every project's document, communication activity or event completely identifiable, ensuring bigger impact and making the storytelling and evolution of the project trackable.

For this purpose, and to ensure consistent use, a Brand Book has also been designed and produced at M4.

3.3 Project Logo

A visual identity for RESTORE4Cs has been developed to support the consortium communicating more effectively with all Key Audiences and stakeholders.

The logo designed evokes the wetlands, as well as ecosystem and, on a broader note, the ecological context. The different versions are shown in Table 3, below:

Table 3 > RESTORE4Cs Logo Versions

VERSION	LOGO
Final Version	
Negative Version - Variation 1	
Negative Version - Variation 2	

Negative Version - Variation 3	
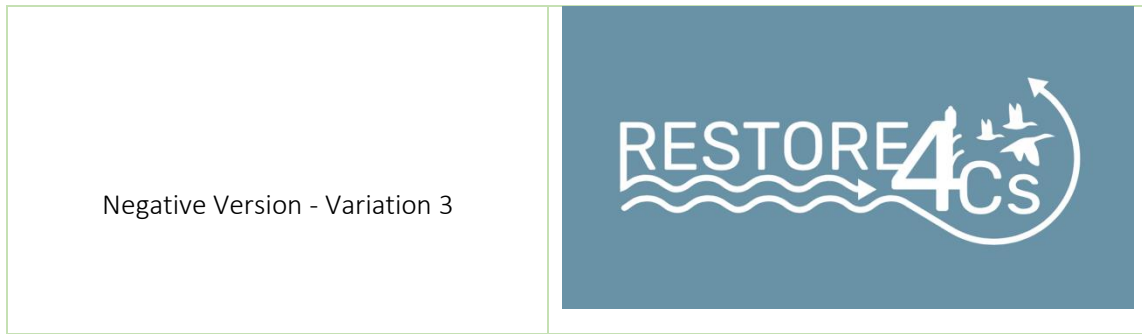
The logo cannot be used with different colours from the ones stated in the Brand Book and in this D&C Plan. The proportions will never be altered and any use of the logo on coloured background should respect the indicated guidelines and never alter its visibility.

Figure 3 > RESTORE4Cs Logo Usage on Accessories

Any information or promotional materials (such as brochures, posters, presentations, etc.) must:

Indicate that the action received funding from the Union. Example: "RESTORE4Cs is 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 European Climate, Infrastructure

and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.".

Figure 4 > EU Emblem

The EU emblem (e.g., Figure 4), in fact, is the most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem with funding statement in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU in the world. The emblem should be displayed ensuring sufficient visibility and prominence as requested in Art.17 of the Horizon Europe model grant agreement.

3.4 Graphical Layout Guidelines

The Brand Book guarantees RESTORE4Cs a recognisable and coherent image and is available to project partners in the private area of RESTORE4Cs, present in the project's workspace. This Brand Book sets the basic principles that have to be applied to the entire range of communication activities, tools, products and events involving the project.

The style, consistency and formal coherence of a project's communication sets the tone and defines its personality, allowing it to be remembered by large audiences. The document produced aims at normalising and making the graphic parameters of RESTORE4Cs homogenous and accessible to everyone in charge of representing the imagery of the project.

The distinctive font selected for RESTORE4Cs and in use on the official website, communication material and documents is Calibri. Therefore, the consortium should use the designated font for all official documents produced in house by RESTORE4Cs.

In some specific cases (mainly shared working documents), it is more convenient to use a widely spread font to avoid visualization and layout problems for those users who do not have the Calibri font installed on their computers. In these specific cases the font to opt for is Arial.

The primary palette selected for RESTORE4Cs consists of three main colours that are shown in figure 5, below:

RESTORE4CS GREEN

PANTONE 330C
CMYK 86% 38% 62% 37%
RGB   23 91 81
Web   #175B51

RESTORE4CS YELLOW

PANTONE 715C
CMYK 1% 52% 88% 0%
RGB   241 143 3
Web   #F18F2B

RESTORE4CS LIGHT BLUE

PANTONE 549C
CMYK 59% 28% 16% 2%
RGB   115 158 189
Web   #739EBD
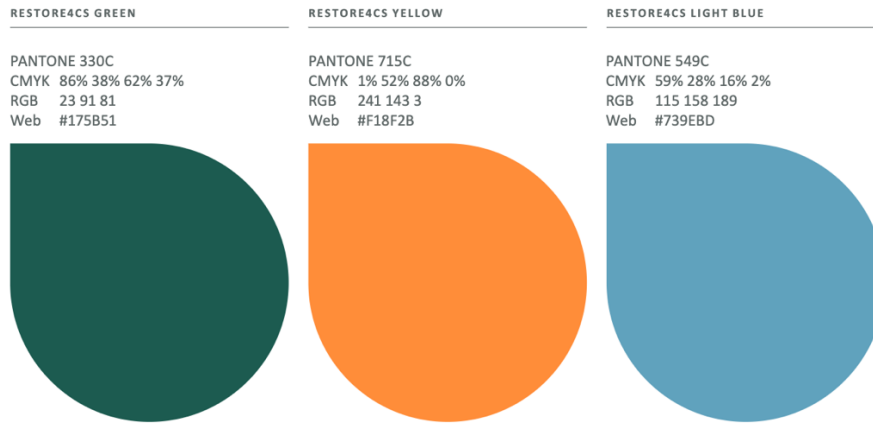
Figure 5 > RESTORE4Cs Colour Palette

The secondary palette of colours (e.g., Figure 6) shown below has been selected mainly for uses such as RESTORE4Cs artworks and presentation of scientific results:

RESTORE4CS TEXT GREY

PANTONE Cool Gray 10 C
CMYK 59% 51% 50% 20%
RGB   110 106 105
Web   #6E6A69

RESTORE4CS DARK GREY

PANTONE 7443 C
CMYK 12% 9% 10% 0%
RGB   229 228 228
Web   #E5E4E4

RESTORE4CS LIGHT GREY

PANTONE 7541 C
CMYK 15% 2% 22% 0%
RGB   226 234 221
Web   #E2EAD3

Figure 6 > RESTORE4Cs Additional Colours

3.5 Templates Toolkit

To ensure the compactness of internal and external communications of the consortium, templates have been designed for all confidential and public presentations and communications. These templates ensure unified RESTORE4Cs image transmission.
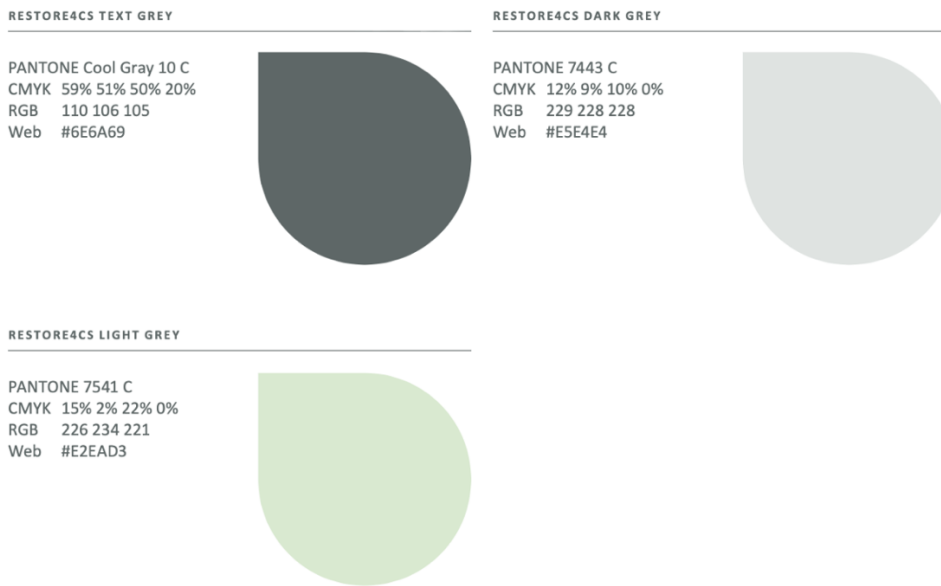
Two templates are already present and available within the project's private workspace, one conceived for RESTORE4Cs deliverables (e.g., Figure 7) and the other for PowerPoint presentations (e.g., Figure 8). The use of these templates is restricted to RESTORE4Cs consortium members only and is mandatory for any deliverable or presentation performed.

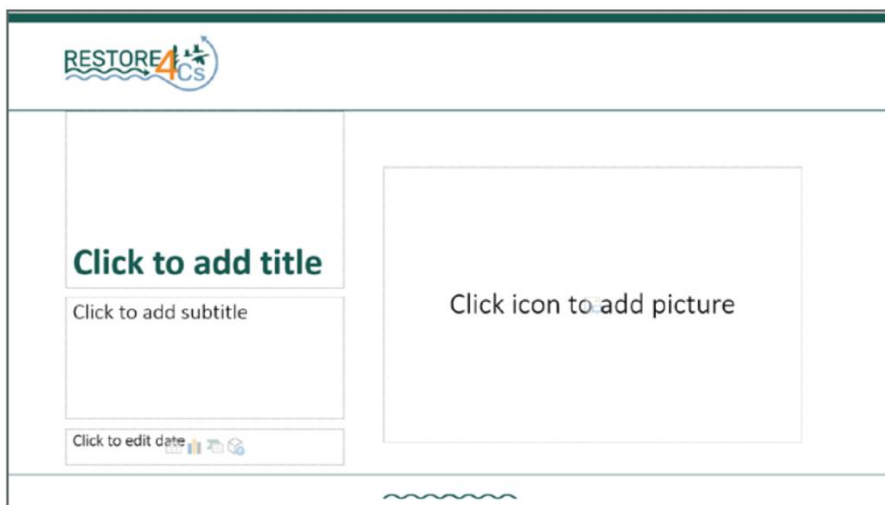Figure 7 > RESTORE4Cs Deliverable Template

Figure 8 > RESTORE4Cs Presentation Template

3.6 Dissemination & Communication Tools and Activities

The tools and activities that will be used in RESTORE4Cs are presented in detail in section 3.7 to 3.15 of this deliverable.

3.7 RESTORE4Cs Website and Social Media

A RESTORE4Cs project website, available at www.restore4cs.eu, was launched at M3 and has been operating since. The website gives an overview of the project, communicating up-to-date information and outlining main objectives. According to the developments of RESTORE4Cs, the content of the website is continuously extended and updated. Public deliverables are also made available for download from RESTORE4Cs website.

Available in English, the website will also be used for the partners to promote their involvement in RESTORE4Cs and it is linked to partners' websites and vice versa. Thus, each partner will publish information about the project in their website with a link to RESTORE4Cs website.

The website of the project (e.g., Figure 9) provides a RESTORE4Cs overview, highlighting the motivation, background, objectives, technical content and structure of the project, including also the composition of the consortium.

The main D&C objectives of RESTORE4Cs website are:

- To reach the Key Audiences and provide relevant and updated information about the project, thereby increasing project awareness;

- To provide the Key Audiences with pertinent and accurate information and share news and events related to the project;

- To spread knowledge that can lead to long-lasting research collaborations beyond the time frame of the project, therefore increasing clustering with Sister Projects and partner institutions;

- To ensure all public information about the project and its outputs is provided and made accessible to the audience;

- To be a common information database of all the activities carried out by RESTORE4Cs and its partners.
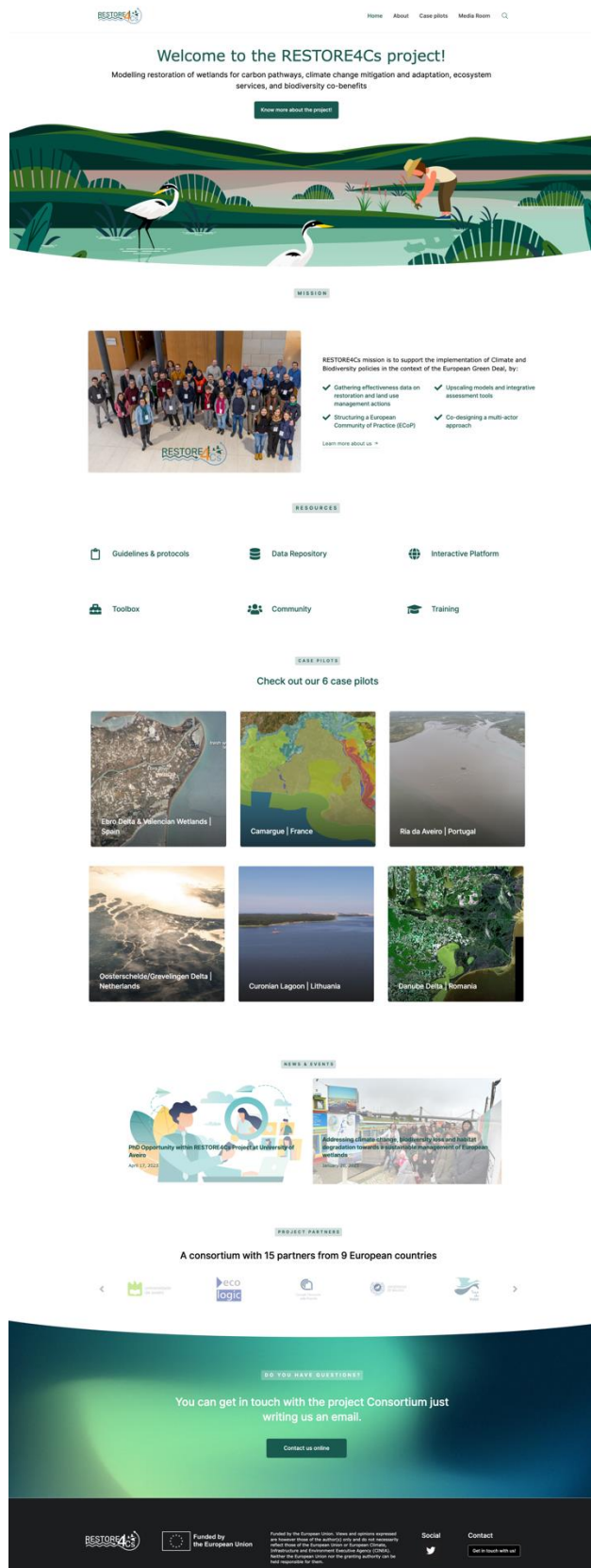
Figure 9 > RESTORE4Cs Website

The maintenance of RESTORE4Cs website is responsibility of LifeWatch ERIC / Università del Salento as leader of WP8, whilst the procurer of the information and documentation is the whole consortium.

In order to reach a broad public while establishing two-ways communication channels, RESTORE4Cs will use social media (e.g., Figure 10 and 11) to communicate, discuss, comment, consult and suggest research and policy topics with the different target audiences and stakeholders.

Social media are a powerful tool to achieve a multiplier promotional and informative effect on communication activities, therefore it is for this reason that RESTORE4Cs will constantly update, feed, and monitor its accounts to show RESTORE4Cs as an interesting, active and engaging project.

Specifically, RESTORE4Cs will participate in:

- **LinkedIn**: A dedicated account has been created for the project (www.linkedin.com/company/restore4cs), mainly addressing researchers, relevant professionals and policy makers. Project partners will share publications or publish related content using the handle @RESTORE4Cs and/or the hashtag #RESTORE4Cs;

- **Twitter**: A dedicated account has been created to share project news (https://twitter.com/RESTORE4Cs), mainly addressing researchers, relevant professionals and policy makers. Project partners will share publications or publish related content using the handle @RESTORE4Cs or the hashtag #RESTORE4Cs;

- **Instagram**: A dedicated account will be created at a later stage of the project to share and promote social awareness on the project outcomes. Project impact on the wellbeing of the local communities involved in the restoration actions, and project benefits demonstration, primarily addressed to the younger generation (society at large and students), will be advocated through actions of engagement. Project partners will publish related content using the hashtag #RESTORE4Cs.
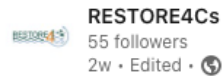
RESTORE4Cs
55 followers
2w · Edited · 🌐

All major European Union (EU) policies recognise the key role of #wetlands to achieve the #EU objectives regarding:
◆ Climate neutrality;
◆ Biodiversity Protection;
◆ #Zeropollution;
◆ Flood protection;
◆ #Circulareconomy.

Therefore, assessing the current extent and state of European wetlands 🌾, their current and potential greenhouse gases (#GHG) profile and their medium to long-term mitigation capacity through #restoration, or other measures, are key priorities of the European Union to tackle climate change.

Led by the Universidade de Aveiro, RESTORE4Cs (Modelling RESTORation of wEtlands for Carbon pathways, Climate Change mitigation and adaptation, ecosystem services, and biodiversity, Co-benefits) will assess the role of restoration action on wetlands capacity in terms of #climatechange mitigation and a wide range of ecosystem services using an integrative socio-ecological systems approach.

Read more on #RESTORE4Cs website ➡️ https://www.restore4cs.eu/

#HorizonEU #CINEA #EUGreenDeal #Restoration #Biodiversity

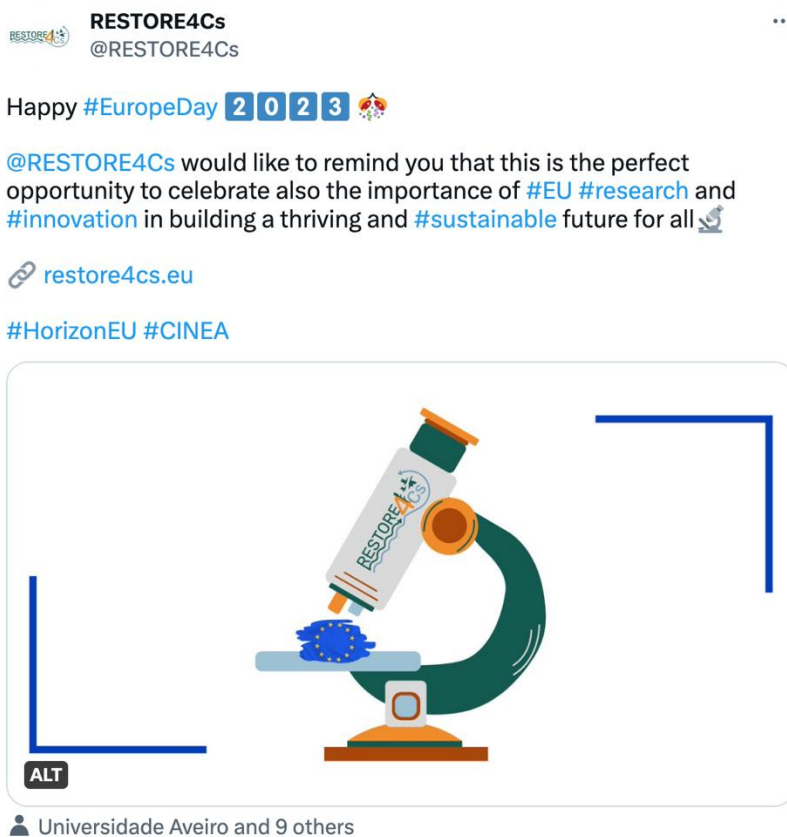*Figure 10 > RESTORE4Cs LinkedIn Post*

Figure 11 > RESTORE4Cs Twitter Post

Through frequent activity and interaction, the communication team, mainly supported by WP8 Taskforce, will ensure continual visibility of the project's efforts such as news posts, articles, publications, events and announcements. To increase RESTORE4Cs audience reach, a specific handle (@RESTORE4Cs) and a specific hashtag (#RESTORE4Cs) have also been created. Other appropriate hashtags and handles related to wetlands restoration will also be used (e.g., Table 4), along with ones related to the stakeholder profiles, in order to increase chances of gaining impressions from people that are not directly connected to RESTORE4Cs, but have an interest in the areas that the project works in. Official hashtags established by the Granting authority (e.g., #HorizonEU #CINEA_EU, #EUGreenDeal, etc.) will also be used to connect project promotion with the main institutional channel.

Project partners will amplify the social media messages through their own channels. The existing audiences of the partners' social media channels (e.g., LifeWatch ERIC, University of Aveiro, MedWet, EcoLogic Institute, University of Barcelona, etc.) will be called upon to view and share the content produced by RESTORE4Cs social media and thus contribute to its greater impact.

Table 4 > Examples of Relevant Twitter Hashtags and Accounts

CATEGORY	EU	SISTER PROJECTS	PARTNERS	OTHER
HASHTAGS	#EU #HorizonEU #CINEA_EU #EUGreenDeal #EUCommission	#REWET #Wethorizon #ALFAwetlands		#Restoration #Conservation #Wetlands #RestoreWetlands #RestoreNature #Peatlands #Floodplains #Biodiversity #Ecosystem #Environment #Research #Innovation #ClimateChange #Nature #WorldWetlandsDay #WorldWaterDay #EnvironmentDay #Mitigation #Habitats #GHG #Water #Resilience
HANDLES	@HorizonEU @cinea_eu @EU_Commission	@REWET_HE @WetHorizons @ALFAwetlands	@UnivAveiro @EcologicBerlin @ETC_UMA @CNRsocial_ @TourduValat @UV_EG @UniBarcelona @vertigo_lab @MedWetOrg @unisalento @LifeWatchERIC @WUR	@euMERLINproject **@porbiota** @ponds4climate @AquaBiodiv @SWOS_H2020 @ENVRIcomm @enbic2lab @MaCoBioS @RESTCOAST_H2020 @ALFAwetlands @WetHorizons

3.8 Scientific Publications – Press Media Campaign

The scientific community will be reached through the publication of at least forty articles in peer reviewed journals, which will be given relevance in a communication perspective, and the participation to scientific conferences and congresses, ensuring pertinent dissemination of RESTORE4Cs results to relevant audiences. This will allow to:

- Maximise RESTORE4Cs results' impact;

- Allow other researchers to go a step forward;

- Contribute to the advancement of the state of the art;

- Make scientific results a common good.

Create a good media presence will also help project's impacts maximisation: it will allow to boost the awareness of the project through Europe and beyond. Establish a media campaign strategy, distribute a coherent message and monitor the impact through the process are all essential actions. In fact, a wider audience could be reached by sharing the main publishable developments and results with appropriate and relevant media.

The media is an essential tool in any D&C Strategy, since they extend the impact of the project significantly, allowing RESTORE4Cs to reach the general public and a specific scientific segment through specialised media.

A preliminary list of media, which will be subject to changes and updates throughout the duration of RESTORE4Cs, is presented in Table 5. This list is built with the contribution of all the partners, including specialised print and online magazines and reference websites in the green research and innovation sector.

Table 5 > RESTORE4Cs List of Media

NAME	AREA	FORMAT	COUNTRY
The Guardian - Section Environment	General public	Online / Print journal	UK / International
Reuters - Section Sustainability (Land use & Biodiversity)	General public	Online	UK / International
Scientific American	General public	Online / Print journal	USA / International

Wired	General public	Online / Print journal	USA / International
La Repubblica (Green & Blue)	General public	Online / Print Journal	Italy
Radio 3 Scienza	General public	Radio	Italy
Agence France Presse (AFP)	General Public	Online	France / International
EURACTIV	General Public	Online	Belgium / International
POLITICO	General Public	Online	USA / International
Financial Times (Climate)	General Public	Online	England / International
EUobserver	General Public	Online	Belgium / International
Euronews	General Public	European Television	France / International

These media will receive popularised articles, press releases and the main news about RESTORE4Cs. This list will be constantly updated and reviewed throughout the life cycle of the entire project.

3.9 Summer Schools

The results achieved by RESTORE4Cs will be disseminated to the relevant stakeholders' groups in an adapted and targeted way, organizing summer schools to foster the use of the identified solutions. The two Summer Schools will be both organised by LifeWatch ERIC, Università del Salento (WP8), MedWet (WP2), and Tour du Valat (WP7).

The first Summer School will be organised for policy makers, at M32, with the specific goal of training them on the use of decision-making toolbox in their own context.

The second Summer School, to disseminate RESTORE4Cs' results and approaches to the scientific community, will be organised at M34, in tight connection to WP2, supporting also WP6 in the upscale to all potential wetlands and WP7 with the Online Platform and the Interactive Toolbox for decision-making (prioritise wetlands restoration areas and actions).

3.10 Video Documentary Series

Awareness on ecosystem restoration and related opportunities for societal well-being, as well as on direct project outcomes, will be raised through a short video documentary series (M32), with audio-visual materials to be developed and collected at the Case Pilots.

The short video documentary series will be planned and implemented with the support of WP8 Taskforce. The documentaries will be telling the success story of the project through the voices of the stakeholder and key players involved. Videos will be produced at the pilot sites and outputs will be distributed through LifeWatch Science Channel, LifeWatch ERIC web TV (www.lifewatching.tv), as well as at relevant events for the project. The short video documentary series will also be sent to relevant and specific film festivals in Europe.

The realization and production of the documentaries will also be a measure to interconnect and engage with other projects funded within this call hosting video contributions on their activities and outcomes, and how they liaise with RESTORE4Cs.

The video documentary series aims at promoting also social awareness on the project outcomes and their impact on the wellbeing of the local communities involved in restoration actions. All partners will contribute to translate subtitles to increase video documentary outreach.

3.11 Digital and Printed Material

The main aim of digital and printed material is to create and spread project awareness and to share the results achieved across Europe and beyond. The material created includes:

- Printed and digital Poster, (e.g., Figure 12);

- Printed and digital Brochure, (e.g., Figure 13);

- Printed and digital Badges, (e.g., Figure 14).

All the material will be used in any event attended or run by RESTORE4Cs.

The Poster developed for RESTORE4cs has been designed to provide accurate information about the project's mission and objectives. The graphic identity for the poster has been designed to highlight the topic and promising character of RESTORE4Cs.

To promote RESTORE4Cs to a wider audience, a brochure in English has been produced. The brochure includes a short and focused description of the project, its background and objectives as well as a list of partners involved. The brochure will be presented during conferences, workshops and any other key event and it will be distributed to partners, target audiences and relevant stakeholders.
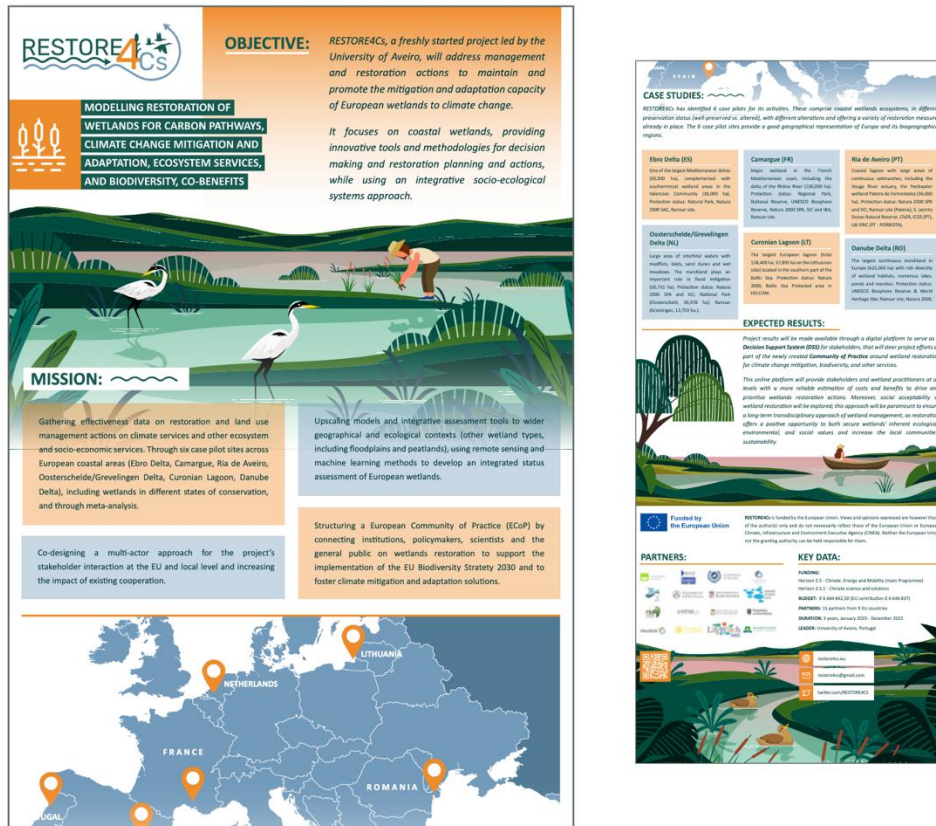
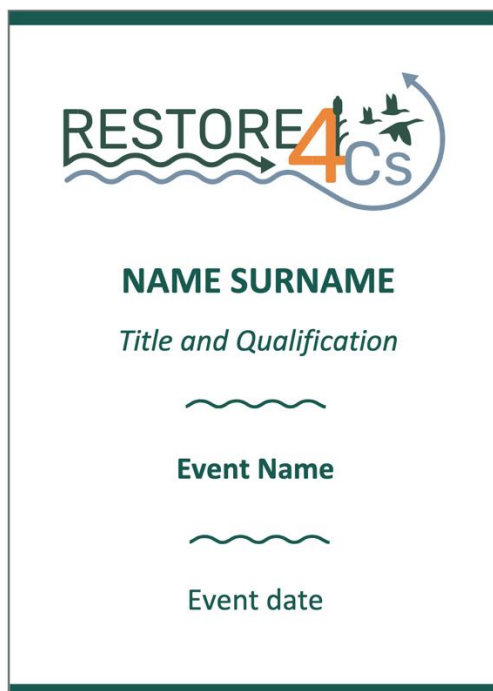*Figure 12 > RESTORE4Cs Poster*

Figure 13 > RESTORE4Cs Brochure

Figure 14 > RESTORE4Cs Badge

3.12 Interaction with Sister Projects, Cluster Projects and Ongoing Initiatives

The RESTORE4CS project will establish synergies with ongoing and future Sister Projects and initiatives to share relevant knowledge and communication campaigns and achieve common goals.

The main Sister Projects (e.g., Table 6) mapped are:

Table 6 > RESTORE4Cs Interaction with Sister Projects

PROJECT	OBJECTIVES – RESULTS	RELEVANCE TO RESTORE4Cs	PARTNERS
ALFAwetlands	Improvement of geospatial knowledge base of wetlands, to evaluate the pathways of wetland restoration that incorporate a co-creation process, and to provide information and indicators for sustainability to maximise CC mitigation,	Contribution to restoration actions. Contribution to **EU policy implementation** supporting CC adaptation and mitigation (EU restoration targets).	UNIVERSITAT DE BARCELONA

	biodiversity and other benefits.		
REWET	Restoration of WETlands to minimize emissions and maximise carbon uptake. A strategy for long-term climate mitigation.	Contribution to restoration actions. Contribution to **EU policy implementation** supporting CC adaptation and mitigation (EU restoration targets).	STICHTING WAGENIGEN RESEARCH REMOTE SENSING SOLUTIONS GMBH
WET HORIZONS	Improvement of wetland knowledge and develop tools to enhance protection and restoration of Europe's wetlands. Focused on biodiversity.	Contribution to restoration actions. Contribution to **EU policy implementation** supporting CC adaptation and mitigation (EU restoration targets).	

More interactions will be established with projects and initiatives considered as relevant for RESTORE4Cs.

The main Clustering Projects (e.g., Table 7) and initiatives mapped are:

Table 7 > RESTORE4Cs Interaction with Cluster Projects

PROJECT	OBJECTIVES - RESULTS	RELEVANCE TO RESTORE4Cs	PARTNERS
MERLIN H2020	Demonstrate and promote systemic solutions for upscaling freshwater ecosystem restoration at landscape scale.	Data and information for **WP6** upscaling to freshwater and peatland ecosystem restoration.	ECOLOGIC INSTITUT GEMEINNÜTZIGE GMBH
W4C Wetlands4Climate LIFE	Experimentally test good restoration practices (in Mediterranean wetlands) to increase C-storage and GHG fluxes abatement.	Data for **WP4** meta-analysis and **WP5** assessment of restoration actions on wetlands CC mitigation.	UNIVERSITAT DE VALENCISA
BESIDE H2020 ERA Chair	Reinforce and consolidate at UAveiro research expertise in Environmental	Support on **WP5** cost-benefit analysis; environmental-economic modelling and impact assessment.	UNIVERSIDADE DE AVEIRO

	Economics and Natural Resources.		
PORBIOTA PT-FCT (FEDER & POCI)	Portuguese e-infrastructure to manage biodiversity data (LifeWatch ERIC). Includes ICOS-PT and LTER-Portugal.	Case Pilot data sets (**WP1**-**WP5**) and national and international networks for **WP6** scaling up results.	UNIVERSIDADE DE AVEIRO
PONDERFUL H2020	Investigate how ponds can be used as nature-based solutions (NBS) for CC adaptation.	Support on **WP5** cost-benefit through the application of economic analysis of NbS and financing instruments.	ECOLOGIC INSTITUT GEMEINNÜTZIGE GMBH
ETC/BD EEA	EU Nature report 2024, preliminary work on indicators for BDS2030, SOER.	Support wetland status assessment (**WP3**-**WP6**).	ECOLOGIC INSTITUT GEMEINNÜTZIGE GMBH
ETC/ICM EEA	EU floodplain conditions assessment, work on indicators for BDS2030, EU Water report 2024, SOER.	Support wetland status assessment and pressures assessments related to river basins (**WP5**-**WP6**).	ECOLOGIC INSTITUT GEMEINNÜTZIGE GMBH
ETC/DI EEA	MAES ecosystem assessment, incl. wetland ecosystem assessment, SOER.	**WP6**-**WP7** data integration and assessment of wetland status.	UNIVERSIDAD DE MALAGA STICHTING WAGENIGEN RESEARCH
AQUACROSS H2020	Ecosystem based management approach to support EU efforts to protect aquatic biodiversity and ensure the provision of aquatic ecosystem services (incl. Information Platform).	Support **WP2** ECoP, **WP1** policy analysis; **WP5** ecosystem services and biodiversity causal-links indicators, and cost-benefit analysis, **WP6** upscaling, **WP7** data portal.	ECOLOGIC INSTITUT GEMEINNÜTZIGE GMBH UNIVERSIDADE DE AVEIRO
CLIMAWETCONS	To assess the effect of the ecological status of	Data for **WP4** meta-analysis and **WP5**	UNIVERSITAT DE VALENCIA

AEI-Spain	different types of Mediterranean wetlands on its C-storage capacity and GHG fluxes.	assessment of restoration actions on wetlands CC mitigation.	
SWOS H2020	Development of remote-sensing based monitoring and mapping tools, definition of wetland ecosystem service indicators and set up of SWOS portal (aka GEOWetlands portal).	Provide methodologies for WP6 information integration, remote sensing and upscaling. Provide the backbone of the WP7 decision making portal.	UNIVERSIDAD DE MALAGA FONDATION TOUR DU VALAT REMOTE SENSING SOLUTIONS GMBH
ECO POTENTIAL H2020	Development of approaches and solutions for the upscaling of local and regional concepts to pan-European conditions (e.g., CC, ecosystem services) by blending modelling efforts.	Support WP2 ECoP. Support climate scenario development (WP3) and upscaling (WP6). Support the conversion of models into web services for decision-making (WP7).	CONSIGLIO NAZIONALE DELLE RICERCHE FONDATION TOUR DU VALAT KLAIPEDOS UNIVERSITETAS UNIVERSITÁ DEL SALENTO UNIVERSITATEA DIN BUCURESTI
EOMORES H2020	Development of remote sensing-based inland and coastal ecological water quality indicators for operational monitoring and WFD reporting.	Provide methodology on satellite data operational processing, remote sensing data integration for WP6 upscaling and WP7 portal.	KLAIPEDOS UNIVERSITETAS
OPTAIN H2020	Identification of easy-to-implement modelling techniques for	Support to WP3 scenarios (wetland restoration actions,	KLAIPEDOS UNIVERSITETAS

	management of agricultural catchments.	accounting for climate and land use changes).	
ALTER-C AEI-Spain	Understand how CC, water abstraction, and dams alter key carbon cycling processes, affecting carbon sinksource dynamics in water bodies.	Knowledge and methods on Carbon cycling in aquatic ecosystems; Cstorage, metabolism and gaseous carbon fluxes (**WP4**).	UNIVERSITAT DE BARCELONA
ENVRIplus H2020	Create a more coherent, interdisciplinary and interoperable cluster of Environmental Research Infrastructures across Europe.	Harmonisation and interoperability of different sources and typologies of environmental and biodiversity data (**WP3-WP6**).	UNIVERSITÁ DEL SALENTO
ENVRI FAIR H2020	Environmental research infrastructures building FAIR services for research, innovation and society.	Implementation (**WP8**) of European Research Infrastructures open and FAIR Data & Services.	LIFEWATCH ERIC
EnBIC2 Lab (Spanish National LifeWatch)	Development of a Virtual Research Environment for Biodiversity and CC Services.	Automatization tools and Big Data capacities on biodiversity and CC for **WP6** upscaling.	UNIVERSIDAD DE MALAGA LIFEWATCH ERIC
MaCoBioS H2020	Management and conservation strategies for marine coastal ecosystems to face CC.	Analysis of ecosystem functions, services and values from restoration strategies; Case Pilot (**WP4-WP5**).	STICHTING WAGENIGEN RESEARCH
REST-COAST H2020 Green Deal	Demonstrate to what extent upscaled coastal restoration can provide solutions (e.g., climate adaptation, disaster risk reduction, gains in BDV status).	Support **WP6** on how to overcome barriers/activate enablers for largescale coastal restoration.	SECRETARIAT MEDWET FONDATION TOUR DU VALAT

ABRESO BELMONT FORUM	Address the effects of landscape/landuse transitions combining ecological (impacts on water, soil, C-sequestration) and social (values) perspectives.	Methodological inputs on the application of the IPBES model and the analysis of stakeholders' perception (**WP5**).	CONSIGLIO NAZIONALE DELLE RICERCHE
WaterShift Mava Foundation	Develop, test, and demonstrate the feasibility of sustainable economic models (with Birdlife and IUCN).	**WP5** development of financing schemes and stakeholders' engagement.	VERTIGO LAB
DES Interreg Danube Transnational P.	Improve wetlands water quality and status by developing an integrative floodplain management based on ES.	Danube Case Pilot data sets (**WP1- WP5**) and national and international networks for WP6 scaling up results	UNIVERSITATEA DIN BUCURESTI

3.13 Events and Conferences Participation

Participation in relevant events and conferences is an important way to promote and ensure the implementation of the D&C Strategy of RESTORE4Cs. To maximise the impact of these activities it is decisive that the events and conferences selected are aligned with the project goals and are well organised and properly followed up as well.

Face-to-face meetings are essential for creating project awareness. Exchange knowledge in person and connect directly with different target groups is also crucial to the progress and success of the project. For this purpose, choosing the right and appropriate events can have a significant impact on its achievements.

The guidelines to guarantee a successful event for RESTORE4Cs feature:

- **Research & Compile**: The first step in selecting the right events for the project begins with researching and compiling a list of the most relevant events. This list should be intended as complementary to the one already established in the Grant Agreement. The events selected are designated to extend throughout the whole duration of RESTORE4Cs, and the ones detected up to now are presented in RESTORE4Cs D&C Logbook and in Table 8 of this deliverable;

- **Determine the Goals**: Before selecting a specific event and type of participation, the goals to achieve for the project must be identified. Why the RESTORE4Cs should be exhibited there? Why will the project benefit from this participation? It is important to bear in mind that an event should be selected on the basis of the achievements that are expected;

- **Key Audiences**: This section is crucial to the success of the D&C activity and will be addressed more in depth in Chapter 5 of this deliverable. If the expected visitors of the event do not align with the chosen Key Audiences, it does not matter how important the event identified and selected is;

- **Organisation & Communication**: Events in the scope of RESTORE4Cs must be recorded in the D&C Logbook. As soon as the participation in an event is certain and its organisation has been confirmed, it must be confirmed and recorded as "attended" in the Logbook. In this way, if the event is recorded beforehand, RESTORE4Cs partners, especially LifeWatch ERIC as leader of WP8, can provide support and coverage through RESTORE4Cs official channels, ensuring the boosting of the impact brought by this activity. Identified by the consortium, potential events should be recorded in the D&C Logbook under the label "potential". By the end of the project, all the potential events that have been identified and listed, but not attended must be marked as "not attended". This system will allow to detect potential pertinent and relevant events and record confirmed ones in the document.

- **Follow up**: At the end of the event, the crucial phase to be carried out is the follow up one. The most important action to be performed at this point is to get in touch with the people met and send them a follow up email to keep the interest in RESTORE4Cs alive.

The consortium of RESTORE4Cs takes part in conferences and other relevant events that are aligned to wetlands restoration, CC mitigation, ecosystem services and biodiversity. Below, in Table 8, is presented a list of favourable scientific conferences and events RESTORE4Cs would potentially benefit from. This list is to be considered as a collection of events the project will likely take part to until its end at M36.

Table 8 > Potential Events from M1 to M36[1]

TYPE	NAME OF THE EVENT	DATE & LOCATION
Scientific Conference	European Coastal Lagoons (EUROLag) Conference	19 – 23 June 2023 Gdynia, Poland Next Editions Not Available Yet

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[1] All the events RESTORE4Cs will attend will be mapped and constantly updated, until the end of the project (M36), in the dedicated document: RESTORE4Cs Logbook.

Scientific Conference	Symposium for European Freshwater Sciences (SEFS 13)	19 – 23 June 2023 Newcastle, England
Scientific Conference	Estuarine and Costal Sciences Association (ECSA) Conference	11 – 12 July 2023 Scarborough, England Next Editions Not Available Yet
Scientific Conference	CERF Conference	12 – 16 November 2023 Portland, Oregon, USA Next Editions Not Available Yet
Scientific Conference	European Ecological Federation (EEF) Conference	Next Editions Not Available Yet
Policy Event	Ramsar COP 15	Next Editions Not Available Yet
Policy Event	International Union for Conservation of Nature (IUCN) Congress	Next Editions Not Available Yet
Scientific Conference	European Conference on Biodiversity and Climate Change	26 – 28 September 2023 Bonn, Germany Next Editions Not Available Yet
Scientific Conference	European Climate Change Adaptation (ECCA) Conference	19 – 21 June 2023 Dublin, Ireland Next Editions Not Available Yet
Scientific Conference	Climate Biological Diversity (CBD) COP	Turkey 2024 Next Editions Not Available Yet
Scientific Conference	United Nations Climate Change Conference (UNCCC) COPs	30 November – 12 December 2023 Dubai, United Arab Emirates Next Editions Not Available Yet
Presentation Event	EU Green Week	3 – 11 June 2023 Online Next Editions Not Available Yet
Workshop	EuroGeo Workshop 2023	2 – 4 October 2023 Bolzano, Italy

		Next Editions Not Available Yet
Festival	The Festival of the New European Bauhaus (NEB)	April 2024 Brussels, Belgium

Next Editions Not Available Yet |

3.14 Webinars and Serious Game Competition

Since awareness on the global scale importance of wetlands for Cstorage and GHG fluxes, and CC mitigation is restricted mainly to researchers and environmental managers, one of the objectives of RESTORE4Cs is to design and implement a specific activity, targeting school students (middle school and high school) through informal education and learning by doing approaches, stimulating them to learn more about ecosystems, their role for the well-being of society and the importance of restoration actions through serious games. The serious games developed will be accompanied by disseminative materials to increase knowledge on this subject and by three webinars, and will be made accessible for all teachers, students and interested citizens on the project website after the end of the competitions, as online education resource (M24).

Interactive models will be embedded into serious games with the aim of being used by the ECoP beyond the lifespan of the project, supported by hands-on training action. Awareness raising about aquatic biodiversity, CC adaptation and mitigation and the need for restored wetlands and their long-term management will be supported, as it represents an investment with significant net societal benefits.

3.15 RESTORE4Cs Final Conference

At the conclusion of RESTORE4Cs, the consortium will organize a final conference (inM36), where R&D results will be show-cased, as well as other dissemination actions on the project findings and results, to ensure utilization of the outcomes by relevant end-user institutions and the public.

The final conference will be organized in Brussels. Synergies with Sister Projects and other initiatives will be exploited to increase the outreach of potential stakeholders, organise joint events, exchange knowledge, experience and best practices, and stimulate discussions among key players and the scientific community.

4. Key Messages

The overall objective of RESTORE4Cs is to assess the role of restoration action on wetlands CC mitigation capacity and a wide range of ecosystem services using an integrative socio-ecological systems approach. Focusing on coastal wetlands across Europe, RESTORE4Cs aims at delivering standardised methodologies and approaches for the prioritisation of restoration promoting Cstorage and GHG fluxes abatement, while improving the ecological status and the provision of additional ecosystem services such as flood regulation and coastal erosion protection.

The main impacts of RESTORE4Cs are:

- To strengthen the European Research Area on CC by delivering standardised methodologies and approaches for the prioritisation of restoration promoting Cstorage and GHG fluxes abatement, while improving the ecological status and the provision of additional ecosystem services such as flood regulation and costal erosion protection;

- To support the implementation of Climate and Biodiversity policies in the context of the European Green Deal as well as the increase of transparency, robustness, trustworthiness and practical usability of the knowledge base on CC for use by policy makers, practitioners, other stakeholders and citizens, by building the European (costal) wetlands restoration Community of Practice (ECoP);

- To increase the impact of existing cooperation on wetlands restoration and protection results by capitalising the results of other EU programmes (LIFE, H2020, ERDF, etc.) and by promoting cooperation, consultations and joint activities on cross-cutting issues and share of results with other relevant projects;

- To promote awareness and capacity-building to foster ecosystem restoration and behavioural transformations towards the transition to a climate-neutral and resilient society and economy.

In the early stages of the project, the dissemination will mainly focus on general messages explaining the potential benefits of restoration action on coastal wetlands CC mitigation capacity and a range of ecosystem services using an integrative socio-ecological systems approach. As project progress and results become available, specific messages on RESTORE4Cs' achievements will be produced and will be adapted to be clear and accessible by each of the relevant target audiences listed in chapter 5.

To convey the project's key messages, a communication strategy will be established in three phases, following RESTORE4CS progress and achievements:

- **Phase 1**: From M1 to M12;

- **Phase 2**: From M13 to M24;

- **Phase 3**: From M25 to M36.

Phase 1

During Phase 1 of RESTORE4Cs, most part of the activities will revolve around general communication about the project, although there will be a public deliverable to be disseminated:

- D8.1 - Dissemination and Communication Plan (M1).

The main objective of D&C activities during this phase will be creating awareness about RESTORE4Cs and preparing all D&C channels of the project (website, social media, dissemination materials, etc.).

The messages of this phase will be designed and tailored for explaining the project objectives, activities, expected results and impact.

Phase 2

During Phase 2 of RESTORE4Cs the D&C activity will focus on spreading general information about the project as well as project's advancements. The aim of communication activities will be to create awareness about RESTORE4Cs, increase awareness of benefits of the project's expected results and clustering with relevant Sister Projects. Another important communication objective will be engaging stakeholders to achieve best practice policy alignment at EU, national and subnational levels and contribute building RESTORE4Cs' network.

Messages will be designed for explaining RESTORE4Cs objectives, activities and already achieved and expected results and impacts of the project and engaging stakeholders in the project.

Phase 3

The Phase 3 of the project will see the joining of communication activities and dissemination of results, as it will coincide with the final part of the project and important results will have to be disseminated. The final aim of RESTORE4Cs dissemination activities will be to promote and share the results of the project in order to increase awareness of their benefits, improving the key audiences' perception and allowing project's outcomes sustainability also after the ending of the funding period.

This last phase of dissemination of RESTORE4Cs results and tools will be crucial not only to create new tools for ecosystem restoration prioritization, assessment and decision making but also to foster their reception and use by the stakeholders involved as well as their scalability to all possible related ecosystems. This will be ensured in particular by the provision of a structured effort within the workplan of:

- **WP2** – European (costal) wetlands restoration Community of Practice (ECoP);

- **WP6** – Upscaling and integration for assessment of the status and restoration potential of wetlands in Europe;

- **WP7** – Online Platform and Toolbox for decision making to support wetlands restoration Actions;

- **WP8** – Communication, dissemination, and exploitation;

- **WP9** – Management and coordination (for overall support).

5. Key Audiences

RESTORE4Cs addresses a wide range of audiences and stakeholders, each requiring appropriate and tailored information. Each outreach task will be carefully designed to have the maximum chance of reaching the audiences concerned.

RESTORE4Cs will address the following audiences:

<u>TA1. Policy Makers, Governmental Agencies, EU, National and Regional Administrative Authorities</u> – Institutions

The project will address policy makers, governmental agencies, EU, national and regional administrative authorities to inform them about the interactive online platform and the toolbox to be developed by the project for wetland restoration prioritization, status assessment, assessment of benefits in terms of Cstorage and other ecosystem services and decision making, and incentive its use, and incentive its use.

This target group will be reached mainly through the following channels: Website, engagement and training platforms, Twitter and LinkedIn, events, communication materials, training activities, policy feedback and interface, etc.

TA2. Wetland Managers – Practitioners

The wetland managers will be involved in the co-design of the toolbox and will be approached as well to co-design, launch and grow the community for wetland restoration and protection. They will also be involved as key actors in the community building process, and trained to the online platform and the toolbox developed within the project to transform them into users.

In this context, it is particularly relevant the Network of Mediterranean Ramsar Site Managers – MedWet Managers, created by MedWet to gain valuable insights and fostering cooperation in wetland restoration and protection efforts.

This target group will be reached mainly through the following channels: Website, engagement and training platforms, workshops, and training sessions, networks and community of practice.

TA3. The International Academic and Research Community – R&D

RESTORE4Cs will reach out to the international academic and research community (R&D), including international initiatives such as Intergovernmental Panel on Climate Change (IPCC) and Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) to inform and discuss the project processes and outcomes, methodologies and approaches used, to start working for the scale up of project's results to all possible wetland (and not only) ecosystems. Moreover, interaction with this target group will also contribute to strengthening international cooperation and the overall excellence of the European Research Area.

This target group will be reached mainly through the following channels: website, engagement and training platforms, Twitter, publications ISI journals, presentation and demonstration at scientific conferences and the organisation of a Summer School

TA4. Society at Large – Society

The society at large will be involved to promote social awareness on RESTORE4Cs outcomes and its impact on the wellbeing of the local communities involved in restoration actions, and to demonstrate, especially to the younger generation, through actions of engagement and capacity building.

This target group will be reached mainly through the following channels: website, engagement and training platforms, Instagram, serious game competition and video documentaries.

Figure 15 > RESTORE4Cs Target Audiences

The target audiences identified (e.g., Figure 15) and the channels exploited in RESTORE4Cs are outlined in Table 9, below:

Table 9 > RESTORE4Cs Target Groups and Channels

CHANNELS	INSTITUTIONS	PRACTITIONERS	R&D	SOCIETY
Website	■	■	■	■
Engagement & Training Platforms	■	■	■	■
Twitter	■		■	
LinkedIn	■		■	
Instagram				■
Events	■	■	■	
Communication Material	■			
Training Activities	■			
Training Sessions		■		
Policy Feedback & Interface	■			
Workshops		■		
Publications ISI Journals			■	
Presentation & Demonstration at Scientific Conferences			■	

Summer School	▓	▓	▓	
Serious Game Competition				▓
Video Documentaries	▓	▓	▓	▓

Key stakeholders will be also involved in RESTORE4Cs from the start to achieve best practice policy alignment at EU, national and subnational levels. Relevant key stakeholders already engaged at each Case Pilot are:

- **Ebro Delta** – Ministerio para la Transición Ecológica y el Reto Demográfico; Confederación Hidrográfica del Ebro; Agència Catalana de l'Aigua; Comunitat de Regants – Sindicat Agrícola de l'Ebre; Observatori del Ebro.

- **Camargue** – Parc Naturel Régional de Camargue, Réserve Naturelle Nationale de Camargue, Conservatoire du Littoral, Réserve Naturelle des Marais du Vigueirat, Domaine de la Palissade.

- **Ria de Aveiro** – Portuguese Environmental Agency; Institute for Nature Conservation and Forests; Regional Coordination and Development Commission; Aveiro Region Intermunicipal Community; Landowners.

- **Oosterschelde/Grevelingen Delta** – Rijkswaterstaat; Waterschappen Hollandse Delta & Scheldestromen; Provincies Zeeland & Zuid-Holland; Staatsbosbeheer; Toeristisch Zeeland; Vissers Zuidwest Nederland.

- **Curonian Lagoon** – Environmental Protection Agency under the Ministry of Environment, State Service for Protected Areas under the Ministry of Environment, Direction of Nemunas delta regional park.

- **Danube Delta** – Danube Delta Biosphere Reserve Authority, Environmental Protection Agency, "Danube Delta" National Institute for Research and Development, Tulcea County Council.

A database of the stakeholders will be created in a dedicated section of RESTORE4Cs' workspace. All project partners will identify relevant stakeholders in their country and invite them to join the project as stakeholders. Moreover, the consortium will expand its network during the project implementation.

6. Planning, Monitoring and Evaluation

6.1 Tools for Dissemination & Communication Monitoring and Reporting

Routine collection of data during project implementation and systematic monitoring are crucial activities to establish whether an intervention is moving towards the objectives set or the project goals. For this purpose, data will be collected throughout the whole life cycle of the project through the RESTORE4Cs D&C Logbook (e.g., Figure 16). This is identified as the main tool for planning and monitoring RESTORE4Cs activities.

All D&C activities revolving around the project must be recorded in this document. All partners are responsible for properly and punctually filling this document.

When RESTORE4Cs partners release or carry out a specific dissemination action (for example, organization of an event, publication on their website, publication on their social media, attendance to a third-party workshop to promote RESTORE4Cs, etc.) a new entry on this Excel Logbook must be added, including details about the action performed (partner identity, date, location, specific channel used, brief description, etc.).

Figure 16 > RESTORE4Cs Logbook

The main RESTORE4Cs D&C activities and relevant groups identified, as well as the monitoring tools selected are presented more in detail in Table 10, below:

Table 10 > D&C Activities and Monitoring Tools

ACTIVITES	GROUPS	MONITORING TOOLS
Project Website	All	Google Analytics
Social media		Page Views
		Number of Users
		Provenance
		Number of Followers
		Engagement Rate

Guidelines White papers Field Trips Summer School	Institutions Practitioners R&D	Number of Copies Distributed Number of Downloads Number of Views Number of Participants Number of Items in Media Outlets Feedback Surveys Number of Policy Events Attended Number of Presentations and Demonstrations
Dissemination of Scientific Results	Practitioners R&D	Number of Articles Published in Peer Reviewed Journals Number of Citations and Views/Downloads Number of Presentations in Conferences Number of Booths Organised
Engagement Training Platforms	All	Number of Users Registered/Group Members Number of User Generated Content Number of Downloads and Views of the Training Resources
Workshops Training Packages	Practitioners	Number of Trainees Number of Hours of Training Feedback and Evaluation
Serious Game Competition	Society	Number of Teams Registered Provenance Number of Downloads of Supporting Materials Number of Access to Game
Video Documentary Series	Society All	Number of Views on LifeWatch ERIC Web TV Engagement Rate on Social Media Channels Screening to Relevant Festivals Number of Events Where the Audio-visual Products are Shown

7. Resources Committed

Resources allocation provides the budget estimation of the necessary resources to achieve RESTORE4Cs success.

From the very beginning of the project, great importance has been devoted to all the activities allowing to maximise the impact of RESTORE4Cs, including D&C activities.

In this section an assessment has been carried out to define the percentage of resources granted to this type of activities, compared to the amount of total resources made available to ensure RESTORE4Cs correct implementation and success.
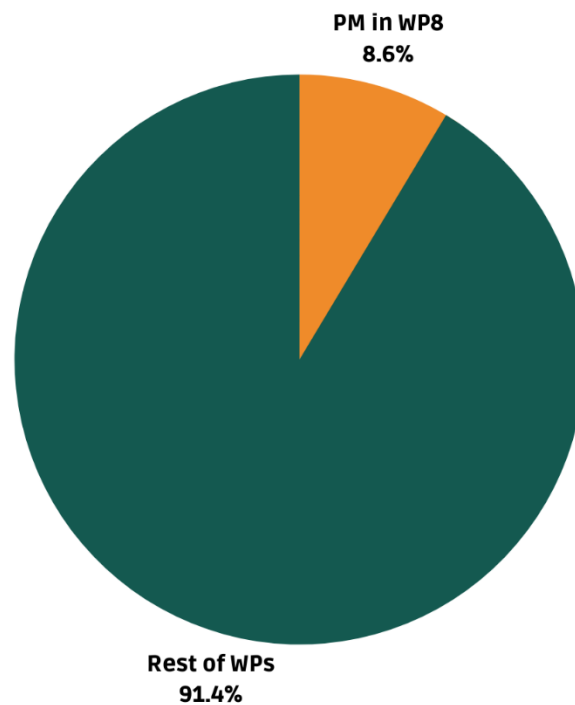
Figure 17 > RESTORE4Cs PMs Allocated under WP8

If we take into account the PM allocated entirely to WP8, with respect to the total global PM of the project, it is observed that they represent **8,6%** of the total (e.g., Figure 17). This percentage indicates the high involvement of resources in activities that are related to D&C.

The committed resources throughout the whole duration of the project reflect the importance that RESTORE4Cs confers to maximising its impact, thus to D&C activities.

7.1 Dissemination & Communication Activities Timeline

The timeline for RESTORE4Cs' foreseen D&C activities is shown below (e.g., Figure 18):

Dissemination & Communication Plan

ACTIONS	MONTH																																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Website			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Social Media		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Communication Material				■																																
Summer School																																■		■		
Scientific Results Dissemination																		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Engagement Training Platforms																							■	■	■	■	■	■	■	■	■	■	■	■	■	■
Workshop Training Packages													■		■			■																		
Serious Game Competition																							■													
Toolbox	■	■	■	■	■	■	■	■	■	■	■	■																								
Video Documentary Series																																■				
Sister Projects Interaction	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Final Conference																																				■

Figure 18 > RESTORE4Cs Timeline

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8. Metrics

An internal methodology to follow-up and collect the evidences on the D&C activities has been established between LifeWatch ERIC and the rest of the partners (with a specific focus on those who are involved in the WP8 Taskforce), with the necessary templates.

A common workspace has been defined under Microsoft Teams RESTORE4Cs collaboration hub. This workspace will be the only one central area of uploading internal documents. A specific folder has been opened to gather D&C information and it will be kept updated as much as possible throughout the whole duration of the project.

9. Conclusions

In this deliverable, it has been presented the Dissemination and Communication Plan of RESTORE4Cs. This document provides a solid framework to communicate the activities, outcomes and results of the project. This D&C Plan is a live document, subject to continuous update, following the progress of RESTORE4Cs and its results.