



REMEDIES: Co-creating a plastic litter free future

DELIVERABLE: D6.1

TITLE: Dissemination, Communication and Community Engagement plan

REVISION TABLE		
Document Version	Date	Modified sections - Details
V.01	14.05.2023	IHA delivers version for review D6.1
V.02	20.02.2025	Revision by NTUA
V.03	31.03.2025	IHA resubmits D6.1
V0.4	30.06.2026	IHA reviews D6.1 based on the comments of Reporting Period 2
V0.5	28.08.2026	NIC reviews D6.1

V0.6	31.08.2026	Resubmission of D6.1
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Contractual Date of Delivery	14.05.2023
Actual Date of Delivery	14.05.2023
Resubmission Date	01.09.2026
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WP contributing to the deliverable	WP6
Type	R - Document, Report
Dissemination level	PU
Version	V.4

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Citation: Cite this deliverable as: "REMEDIES D6.1 Dissemination, Communication and Community Engagement plan (2026)"

Abbreviations and acronyms

	Title
AI	Artificial Intelligence
AITIP	Aitiip Technology Centre
ANGR	Alchemia-nova Greece
BMI	Bio-Mi
CC BY	Creative Commons Attribution International Public Licence
CIB	CIBOS Innovation
CINEA	European Climate, Infrastructure and Environment Executive Agency
CIT	Cittadini S.p.A.
CLERA	CLERA, ENERG+ d.o.o.
CNR	National Research Council of Italy
DCCP	Dissemination, Communication and Community Engagement Plan
DOI	Digital Object Identifier
DRL	Demand Readiness Level
EMODnet	European Marine Observation and Data Network
ETMI	Environmental & Territorial Management Institute
EU	European Union
EXIT	EXIT Foundation
F6S	F6S Network Ireland Limited
GDPR	General Data Protection Regulation
H2020	Horizon 2020
IHA	Impact Hub Athens

INFOR	Infordata Sistemi S.r.l.
KPI	Key Performance Indicator
MCG	Marine Conservation Greece
ML	Marine Litter
MOH	Mohammed Premier University
MP	Microplastic / Microplastics
MRL	Market Readiness Level
MSFD	Marine Strategy Framework Directive
NGO	Non-Governmental Organisation
NIC	National Institute of Chemistry Slovenia
NIR	Near-Infrared
NTT	Next Technology Tecnotessile
NTUA	National Technical University of Athens
RC	River Cleaning, MOLD S.r.l.
SMILO	Small Islands Organisation
TG ML	Technical Group on Marine Litter
UM	University of Maribor
VITO	Flemish Institute for Technological Research
VLPF	Venice Lagoon Plastic Free
W30	Wasser 3.0 gGmbH
WFD	Water Framework Directive
WP	Work Package
WWTP	Wastewater Treatment Plant

Executive Summary

This Deliverable presents the REMEDIIES Dissemination, Communication and Community Engagement Plan (DCCP), which provides the strategic and operational framework for communicating the project's mission, transferring its results and involving citizens and stakeholders in practical action against plastic pollution. The Plan supports the visibility, accessibility, uptake, replication and long-term relevance of REMEDIIES activities and innovations throughout the project lifecycle.

REMEDIIES contributes to the EU Mission "Restore our Ocean and Waters by 2030," primarily by supporting the prevention and elimination of pollution, while also contributing to ecosystem protection, circular and zero-waste solutions, public mobilisation and the transition towards a sustainable and carbon-neutral blue economy. The DCCP translates this alignment into a coordinated progression from awareness to uptake and action. Communication raises awareness and builds public understanding; Dissemination transfers project results, methodologies, evidence and innovations to audiences that can use or further develop them; and Community Engagement enables citizens, local communities and stakeholders to participate actively in learning, co-creation, citizen science and place-based environmental action.

The Plan establishes a practical KPI-accounting framework linked to WP6 Tasks T6.1 to T6.5. Each indicator is assigned to a primary category according to its principal purpose, while secondary functions may also be recognised. This approach enables cross-cutting activities to be monitored consistently and reduces the risk of overlap or double counting. The two principal reach-related indicators, 100,000 citizens reached through campaigning and 250,000 people reached through dissemination activities, will be monitored separately because they measure different forms of outreach.

The DCCP identifies five operational target-audience clusters: demo-site and local or regional communities; scientific, educational and research communities; policy, public authority and implementation actors; industry, business, innovators and investors; and the wider public, citizens and supporters. It provides guidance for adapting the project's common narrative, terminology, tone of voice, level of technical detail and preferred communication channels to the needs of each audience. The REMEDIIES glossary, visual identity, branded templates and EU acknowledgement requirements further support consistency across the consortium.

The Plan defines the principal tools and activities to be used under each operational area. Communication tools include the project website, social media platforms, newsletters, and the Ambassadors Group. Dissemination activities include scientific publications, conference presentations, Open Days, the Inauguration Event, short solution videos, webinars and trainings, Cluster Meetings, Policy Alignment Workshops, cooperation with connected initiatives and EU projects, and the REMEDIIES International Conference. Community Engagement activities include Anti-Litter Campaigns, workshops and summer schools, the PLASTIC FANTASTIC Hackathon, participatory seminars and Artistic Residencies.

Implementation is supported by a common monitoring, reporting and corrective-action framework. Consortium partners are responsible for providing timely, complete and evidence-based information on completed and upcoming activities, while the WP6 leader coordinates communication support, reviews

reporting categories and evidence, consolidates KPI progress and identifies implementation gaps. Quantitative monitoring is complemented by qualitative assessment of participation, interaction, knowledge exchange, stakeholder relevance, behavioural potential and follow-up opportunities. Detailed activity-level reporting and cumulative KPI progress will be presented in Deliverable D6.3.

Through this coordinated framework, REMEDIES aims to ensure that its scientific knowledge, practical solutions and community-based approaches are communicated clearly, shared with the actors able to use them and translated into meaningful participation. The DCCP therefore serves as the common roadmap through which the consortium will contribute to a plastic-litter-free future and to the wider objectives of the EU Mission Ocean and Waters.



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1. Introduction

The purpose of the Dissemination, Communication and Community Engagement Plan (DCCP) is to provide the strategic framework for communicating REMEDIIES' mission, disseminating its results to relevant users and actively engaging citizens and stakeholders in project-related activities. This plan ensures that the project's key messages reach targeted stakeholders effectively, fostering participation and support for its mission.

Objectives of the DCCP include:

- Developing a comprehensive Dissemination, Communication and Community Engagement strategy for all project partners.
- Ensuring that the project's innovations, results, and activities are widely known and understood.
- Engaging stakeholders, including local communities, policymakers, and the scientific community.
- Promoting a coherent message across all communication channels to build REMEDIIES' identity and reach.
- Establishing clear KPIs and metrics for assessing the success of dissemination, communication and community engagement activities.
- Contributing to the overall Mission goal: Restore Ocean, Seas and Waters by 2030.
 - Objective 1: protect and restore ecosystems and biodiversity.
 - Objective 2: prevent and eliminate pollution.
 - Objective 3: make the sustainable blue economy carbon-neutral and circular.
 - Enablers: public mobilisation and engagement, knowledge/data sharing.

The strategy was continuously monitored and assessed throughout the project. This deliverable received an updates at M28 (D6.1 V0.3) and M44 (D6.1 V0.4) due to reviewers' intervention and requests for corrections. While the document formed the pathway to a community engagement, communication and dissemination strategy, other deliverables followed and will follow to evaluate milestones and complement the current specific plans, including D6.2 Branded materials (M9), D6.3 Half-time report on Dissemination and Communication (M24), D6.5 Citizen engagement and co-creation guideline (M43) and D6.4 Final report on Dissemination and Communication (M46). This deliverable supports Article 17 of the REMEDIIES Grant Agreement (GA) on Communication, dissemination, and visibility.

1.1 REMEDIIES background

REMEDIIES's main objective is to contribute to the drastic reduction of marine and riverine litter, and microplastics in by bringing together 12 technologies and actions for:

DETECTION of pollution in the river and at the riverbank

- Monitor macro- and microplastic waste in Mediterranean areas through smart sensing and analytics.

- Use AI and automated detection to identify litter types and support decision-making via apps and dashboards.

COLLECTION of litter and macroplastics at the riverbank and litter, macro-, meso- and microlitter in the river

- Retrieve plastic pollution from riverine environments and river-adjacent zones.
- Support valorisation pathways for collected materials (e.g., via strategies linked to event-based collection and local circular economy routes).

PREVENTION of litter and plastics to enter the river (macro-, meso- and microplastics)

- Collect plastics from upstream waste streams before they enter the river.
- Prevent further deposition by combining targeted capture, anti-litter measures, and community-driven “zero-waste” solutions.
- Develop biodegradable alternatives to reduce reliance on currently non-degradable polluting products, limiting their potential arrival in the river as litter.

REMEDIIES is a Horizon Europe innovation program contributing to the EU Mission “Restore our Ocean and Waters”. It creates innovative solutions to monitor, collect, prevent, and valorise (micro)plastics from oceans and water bodies, grounded in science, circularity, and community engagement to protect ecosystems and support a climate-neutral blue economy. The project delivers strong impact through 12 breakthrough innovations, progressing from validation and demonstration to system prototyping in operational environments, implemented by a consortium of 23 partners across 12 countries. Deployment is supported through 8 demonstration sites plus 1 lighthouse site located in 8 Mediterranean countries, with additional replication through 33 new scaling-up sites across the Mediterranean. REMEDIIES focuses on monitoring marine plastic waste in 9 Mediterranean areas, and on the collection and valorisation of over 400 tons of plastic litter in both marine and riverine environments. It also aims to prevent further deposition of 61 tons of plastic. Public outreach and community mobilisation are central to the approach, with +250,000 citizens reached, 115 coastline clean-ups organised, and the distribution of €500,000 to support the development of zero-waste solutions. In addition, REMEDIIES supports the beneficiaries of its Open Call through a tailored pathway from Pilot Action to Replication, not just funding. Both Open Calls supports Associated Regions in developing practical solutions against plastic pollution, to implement aquatic ecosystem restoration measures and contribute to REMEDIIES objectives. The support combines financial support with mentoring, technical assistance, implementation follow-up, networking and capacity building, and broader assistance for exploitation and financing tools.

2. Communication, dissemination, and community engagement strategy

2.1 Strategic approach

The overall aim of the REMEDIIES Dissemination, Communication and Community Engagement Plan is to maximise the visibility, uptake, societal relevance and long-term impact of the project's actions and results. In order to respond to the objectives of WP6 and to ensure conceptual clarity across the deliverable, this plan distinguishes between three complementary but distinct areas of work: **Communication**, **Dissemination**, and **Community Engagement**. Each area has a different operational purpose, set of methods, allocated activities and expected contribution to the project goals.

For the purposes of REMEDIIES, these three concepts are defined as follows:

Communication refers to the strategic promotion of the project, its mission, activities and key messages to broad audiences, including the general public, media, local communities, civil society, policy stakeholders and non-specialist audiences. Communication is primarily outward-facing, accessible and awareness-oriented, focusing on communicating the project's objectives and EU funding. Its role is to make REMEDIIES visible, understandable and recognisable, to explain why marine and riverine plastic pollution matters, to inspire behavioural change, and to build a coherent public identity around the project's vision for a plastic-litter-free future. Communication activities include, among others, social media content (posts, stories, campaigns), website updates, newsletters, press releases, media posts, storytelling, audiovisual material and promotional material.

Dissemination refers to the targeted sharing and transfer of REMEDIIES results, outputs, evidence, methodologies, innovations and lessons learned to audiences that can use, apply, replicate, validate or further develop them. Dissemination is therefore results-oriented and uptake-oriented. It focuses on ensuring that scientific, technical, policy-related and innovation outputs reach the relevant end users, including researchers, public authorities, policymakers, environmental organisations, industry actors, investors, educational institutions, EU Mission projects and other specialist stakeholders. Dissemination activities include scientific publications, conference presentations, seminars, webinars and trainings, demonstration events, open days, short solution videos, policy-oriented exchanges, final conference activities and targeted presentation of project outcomes.

Community Engagement refers to the active involvement of citizens, local communities, stakeholders and relevant actors in participatory, co-creative and citizen science activities. Community engagement creates opportunities for people and organisations to take part in the project process itself. It aims to empower citizens and stakeholders as active contributors to plastic pollution prevention, monitoring, collection, valorisation and local action. Community engagement activities include anti-litter campaigns, beach clean-ups, citizen science activities, workshops, summer schools, hackathons, residencies, participatory seminars, local stakeholder meetings, ambassador activities and co-creation formats in demo-site communities.



These three areas are mutually reinforcing but should not be used interchangeably. Communication creates visibility and public understanding. Dissemination supports the use and uptake of project results. Community engagement enables active participation, co-creation, citizen science and local ownership. Together, they provide the operational framework through which WP6 contributes to the wider REMEDIES ambition of preventing, reducing and valorising plastic litter while supporting behavioural change, active participation and long-term sustainability, aligning with Mission Ocean overall goals and objectives.

The REMEDIES communication, dissemination, and community engagement strategy follows a progression from **awareness** to **uptake** to **action**:

1. **Communication** raises awareness and builds public understanding of the problem, the project and the need for change.
2. **Dissemination** transfers project results, tools, evidence and innovations to the stakeholders who can use, validate, scale or replicate them.
3. **Community Engagement** enables citizens and stakeholders to participate directly, co-create solutions, contribute data, test approaches and become active agents of change.

This progression ensures that WP6 activities are not implemented as isolated outputs, but as a coordinated pathway toward measurable impact. For example, an anti-litter campaign may include communication elements, such as social media promotion and public messaging, dissemination elements, such as sharing results or lessons learned, and community engagement elements, such as clean-ups, citizen science and local stakeholder participation. The distinction between the three categories therefore does not prevent activities from being connected. Rather, it clarifies the primary purpose of each activity and allows the project to monitor whether it is informing audiences, transferring results or actively engaging communities.

Through this structure, REMEDIES ensures that its communication, dissemination and community engagement activities contribute directly to the goals of WP6: raising awareness, inspiring behavioural change, strategically communicating outputs and outcomes, empowering active communities, promoting participatory socio-ecological governance, and monitoring the impact of these activities throughout the project lifecycle.

2.2 KPIs and their relevance for the REMEDIIES project

The KPIs of the REMEDIIES Dissemination, Communication and Community Engagement Plan have been selected to monitor the effectiveness, relevance and impact of WP6 activities throughout the project lifecycle. Following the operational definitions introduced in Section 2.1, all KPIs are organised according to three main categories: **Communication**, **Dissemination**, and **Community Engagement**.

For KPI accounting purposes, each indicator is assigned to one **primary category**. Where an activity may serve more than one function, relevant secondary functions are also identified in the accompanying clarification. This prevents overlap and ensures that each KPI is counted consistently. For example, an Open Day may communicate the project's mission, disseminate demo-site results and engage local stakeholders through participatory formats. However, for monitoring purposes, it is assigned to one primary category according to its main purpose.

The categorisation follows the logic below:

Communication KPIs measure the project's capacity to reach, inform and inspire broad audiences. These indicators relate to visibility, awareness raising, public-facing messaging, campaign reach and behavioural change.

Dissemination KPIs measure the transfer of REMEDIIES results, scientific knowledge, technical outputs, methods, innovations and lessons learned to audiences that can use, apply, replicate or further develop them.

Community Engagement KPIs measure the active participation of citizens, local communities and stakeholders in project activities. These indicators refer to participatory, co-creative, hands-on or citizen science formats where participants are contributors to action, learning, testing, data collection, problem-solving or local mobilisation.

Tables 1, 2 and 3 translate the three operational categories defined above into a practical KPI-accounting framework. The indicators are linked to the five WP6 tasks established in the Grant Agreement: **T6.1 Communication, Dissemination, Community Engagement Plan - Building a Common Narrative; T6.2 Broad Communication - Active Advocacy; T6.3 Dissemination; T6.4 Networking - Clustering with Policy Relevance; and T6.5 Build Communities in Actions - Citizens Science**. For each indicator, the table identifies the relevant task, the primary category used for monitoring, a clarification of the indicator's intended function and the overall target. This structure supports consistent implementation across the consortium and enables activities with cross-cutting characteristics to be classified according to their principal purpose. Detailed provisions for recording audience reach, participation, format, location, audience type, supporting evidence and potential overlap are presented in Section 8.1.

Table 1: Communication related KPIs with targets

KPI / Indicator	Task	Clarification	Overall target
Communication KPIs			
Followers on social networks: X, Facebook, LinkedIn, Instagram, TikTok	T6.2	Tracks the growth of the audience connected to REMEDIIES-owned social media channels and the project's capacity to maintain sustained digital visibility. Followers are monitored separately from reach, impressions and engagement.	5,000
Citizens reached by campaigning	T6.2	Measures the documented awareness-oriented reach of campaigns and public-facing content promoting marine litter prevention, behavioural change, zero-waste practices and participation in REMEDIIES actions.	100,000
E-newsletters	T6.2	Counts the periodic newsletters used to inform stakeholders about project activities, milestones, opportunities and events. Newsletters also support dissemination when they present findings, outputs, demo-site results or lessons learned.	6
Connected Ambassadors	T6.4	Includes individuals and representatives who actively amplify REMEDIIES messages, campaigns, events and outputs through their professional, public or community networks. Ambassadors may also support stakeholder and community mobilisation.	>15

Table 2: Dissemination related KPIs with targets

KPI / Indicator	Task	Clarification	Overall target
Dissemination KPIs			
Conferences and clusters identified	T6.1	Establishes a strategic pipeline of scientific, policy, technical, sectoral and Mission Ocean events and networks through which REMEDIIES results, methods and innovations can be disseminated.	>30
Open Days	T6.3	Presents demo-site activities, technologies, methods and results directly to relevant stakeholders. Open Days also contribute to Community Engagement when they include participatory demonstrations, citizen science, facilitated dialogue or hands-on activities.	8
Presentations in conferences / seminars / trade fairs	T6.3	Counts formal REMEDIIES contributions at external scientific, policy, innovation and sectoral events where project results, technologies, methods or lessons learned are presented. These activities may additionally support networking and policy dialogue.	>200
Scientific publications	T6.3	Covers peer-reviewed and relevant open-access publications through which REMEDIIES findings, evidence and methodologies contribute to scientific validation and the wider knowledge base on plastic litter prevention, monitoring, collection and valorisation.	40

People reached through dissemination activities	T6.3	Measures the documented audience reached through result-oriented activities that present REMEDIES outputs, findings, methods, technologies, innovations or lessons learned to audiences that can use, apply, validate, replicate or further develop them.	250,000
Short solution videos	T6.3	For KPI accounting purposes, short solution videos are recorded under Dissemination. Their primary purpose is to explain REMEDIES technologies, results or practical solutions to audiences that may use, validate, adopt or replicate them. Videos may also serve a secondary Communication function when used to raise general awareness. They are not counted as Community Engagement unless they form part of an interactive activity.	8
Webinars / Trainings	T6.3	Supports structured knowledge transfer, practical guidance and capacity building. Webinars and trainings also contribute to Community Engagement when they include discussion, exercises, citizen science preparation or meaningful participant contribution.	8
Connected initiatives	T6.4	Records active relationships with relevant environmental, circular economy, citizen science and marine litter initiatives that support knowledge exchange, cooperation, uptake and replication of REMEDIES results.	>20
Connected EU projects	T6.4	Records active cooperation with relevant EU-funded projects to support Mission Ocean alignment, exchange results and methods, compare experiences, develop synergies and avoid duplication.	>5

Table 3: Community engagement KPIs and targets

KPI / Indicator	Task	Clarification	Overall target
Community engagement KPIs			
Key stakeholders participating in the DCCP formation	T6.1	Records the direct and documented contribution of stakeholders to the development of the DCCP through co-creation sessions, interviews, focus groups or consultation processes. It reflects active input into the strategy rather than simple attendance.	>20
Stakeholder allies mapped	T6.1	Identifies potential collaborators, multipliers, community actors, organisations and authorities that can support stakeholder mobilisation, local implementation, replication and continued engagement throughout the project.	>150
Connected local opinion makers	T6.4	Includes trusted local actors who help build legitimacy, adapt engagement to local conditions, mobilise participation and connect REMEDIES with place-based communities and stakeholder ecosystems.	>20



Anti-litter campaigns	T6.5	Mobilises citizens and stakeholders in concrete action, including clean-ups, citizen science, local campaigns and awareness activities. Communication supports recruitment and public awareness, while Community Engagement remains the principal function.	8
Workshops / summer schools	T6.5	Supports active learning, practical exercises, capacity building, co-creation and stakeholder dialogue. These activities also serve dissemination when REMEDIES methods, scientific knowledge or project results are transferred.	20
Hackathon	T6.5	Provides an intensive co-creation and innovation process through which participants identify, develop, validate and pitch solutions for plastic litter prevention, collection and valorisation, supported by experts and relevant stakeholders.	1
Residencies	T6.5	Supports place-based collaboration between artists, researchers and local communities around REMEDIES themes. Residencies also contribute to Communication when their artistic, cultural or research outputs are presented publicly.	5
Physical and digital participants in the inauguration event	T6.3	Records attendance at the project's public launch and its role in introducing the REMEDIES mission, objectives, expected impact, innovation pathways and connection with the EU Mission "Restore our Ocean and Waters by 2030". Physical and online participation should be reported separately where possible.	130
Clustering events	T6.4	Covers joint events and exchanges with related projects and initiatives to share results, identify synergies, strengthen policy relevance and support inter-project learning across the Mission Ocean and marine litter ecosystem.	10
Policy alignment workshops with other Mission projects	T6.4	Provides structured exchanges through which REMEDIES evidence, implementation experience, governance lessons and recommendations are discussed with other Mission projects, policymakers and public authorities.	>5
Participants in the final conference	T6.3	Records participation in the final presentation of REMEDIES results, innovations, lessons learned and policy relevance. The conference also supports cooperation with sister projects, public authorities, EU institutions and external stakeholders.	300
Seminars	T6.5	For KPI accounting purposes, this indicator covers participatory seminars whose principal function is Community Engagement. Eligible seminars should include structured dialogue, co-creation, stakeholder consultation, facilitated discussion or other meaningful participant contribution. Events consisting only of expert presentations or one-way dissemination of results should not be counted under this KPI and	40



		should instead be reported under the relevant Dissemination indicator.	
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To complement the KPI framework, **Table 4** provides an indicative timeline for the implementation of the main Communication, Dissemination and Community Engagement activities throughout the project period. It presents the expected sequencing of their development, launch and implementation across the project years and supports coordination, progress monitoring and timely planning among consortium partners. As the timeline is indicative, activities may be adjusted according to project progress, emerging opportunities and implementation needs.

Table 4: Indicative timeline of main DCCP activities

Activity	2023				2024				2025				2026			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Communication Activities																
REMEDIIES website	create	launch														
Social Media	launch															
Animation Video	finalise concept	create	launch													
Printed Materials	create	create	launch													
Newsletters			create	launch												
Press Releases																
Dissemination Activities																
REMEDIIES Inauguration Event			launch													
Publications in Scientific Papers																
Conference Presentations																
Open Days						launch				launch				launch		



Connected Initiatives and EU Projects																
Short Videos per Demo Site							create	launch								
REMEDIES Conference														create	launch	
Liaison and clustering workshops							launch						launch			
Community Engagement Activities																
Anti-Litter Campaigns																
Workshops - Summer Schools							create	launch			create	launch			create	launch
Hackathon							create	launch								
Residencies							create	launch					create	launch		
Seminars																

The KPIs presented above are further analysed in the thematic sections of this Plan. Section **5.1** examines the Dissemination activities and indicators, Section **6.1** addresses the Communication activities and indicators, and Section **7.1** presents the Community Engagement activities and indicators. Each section explains the purpose, implementation approach, monitoring arrangements, target audiences and corrective actions associated with the relevant KPIs.



3. Target audience analysis

Identifying and addressing the right audiences as a Mediterranean Lighthouse project of the EU Mission and as an innovation action project is crucial for the success of REMEDIIES, as well as for the uptake and use of the project results. It is important to target the right audiences with the right communication tools, dissemination means and community engagement formats in order to achieve the objectives of the Communication, Dissemination and Community Engagement Plan. For this reason, REMEDIIES defines its audiences through operational audience clusters. These clusters help partners plan activities, adapt messages and report results in a consistent way. The categories are not always mutually exclusive. The same actor may belong to more than one category depending on the activity and the purpose of engagement. For example, a citizen participating in a beach clean-up may be considered part of the local demo-site community for community engagement purposes, while also belonging to the wider public for awareness-raising purposes. Similarly, a municipality may be a local authority in reporting terms, but may also be part of the demo-site ecosystem when it participates in a local pilot activity. The geographic reach of each audience refers to the primary level at which this audience is engaged. Demo-site communities are primarily local and regional audiences. Their experience, lessons learned and good practices may later be disseminated at national or European level, but the communities themselves are not considered European-level audiences. Scientific, policy, investor and EU project audiences may have national, European or global relevance depending on the specific activity. For REMEDIIES, the target audiences are grouped into the following five operational clusters shown in Figure 1.

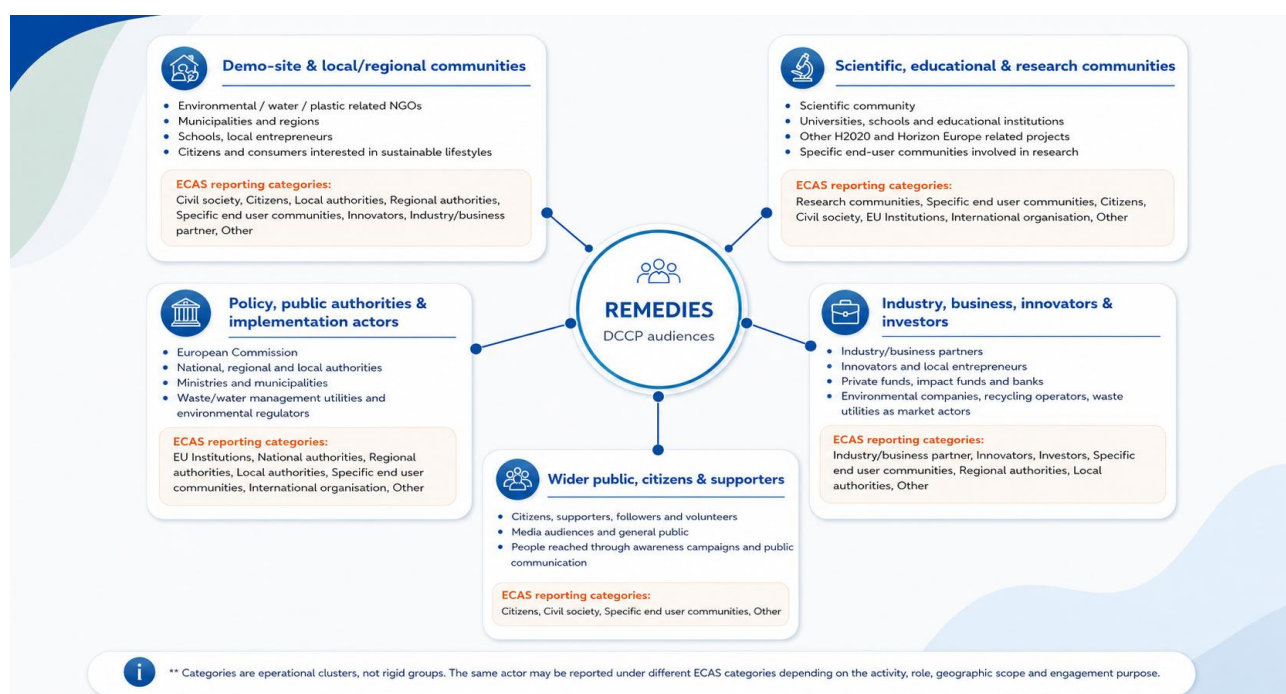


Figure 1: Target audience Clusters & Groups

For monitoring and reporting purposes, the REMEDIIES audience clusters will be translated into the audience categories used in the Funding & Tenders Portal Continuous Reporting system (ECAS). This allows the project

to keep a clear internal logic for planning activities, while ensuring that reporting follows the official European Commission categories. The Funding & Tenders Portal Continuous Reporting system (ECAS) audience categories include: Industry/business partner, Innovators, EU Institutions, National authorities, Regional authorities, Local authorities, Civil society, Citizens, Research communities, Specific end user communities, International organisation, Other, and Investors.

A detailed presentation of the **corresponding Funding & Tenders Portal Continuous Reporting system (ECAS) audience categories** follows:

- Industry, business partners: Commercial enterprises, private sector organizations, corporations, and associated networks operating for profit, including supply chain partners.
- Innovators: Individuals or teams pioneering new ideas, products, or technologies. This includes start-ups and tech incubators.
- EU Institutions: The official bodies and agencies of the European Union, such as the European Commission, European Parliament, and the Council of the EU.
- National authorities: Government ministries, regulatory bodies, and national agencies operating at the country level.
- Regional authorities: Governmental bodies, administrative councils, and agencies operating at a sub-national or state level.
- Local authorities: Municipalities, city councils, and local administrative or public service organizations.
- Civil society: Non-governmental organizations (NGOs), charities, non-profits, trade unions, and grassroots movements that represent community or public interest.
- Citizens: Individual members of the public, private persons, and European society.
- Research communities: Academics, universities, public and private research institutes, and scientific organizations.
- Specific end user communities: Niche groups, specific demographics, or specialized practitioners identified as the direct beneficiaries or users of a project's results.
- International organisation (UN body, OECD, etc.): Global institutions, multilateral governance bodies, and intergovernmental organizations like the United Nations or the OECD.
- Investors: Venture capitalists, angel investors, financial institutions, and investment funds providing or seeking to provide funding for commercialization.
- Other: Any stakeholder or demographic that falls outside the above predefined parameters.

Having outlined the overall dissemination, communication and engagement strategy in Section 2, this part focuses on one of REMEDIIES' five key target audiences that are explained in detailed defining target groups, geographical reach, needs and preferred channels:

- **Demo-site and local/regional communities**

Target groups: Environmental / water / plastic related NGOs, municipalities and regions, local entrepreneurs, schools, citizens and consumers interested in sustainable lifestyles.



This category refers to the people, organisations and local actors directly connected to the REMEDIIES demo sites and local/regional ecosystems.

Geographic reach: Primarily local and regional. In some cases, national relevance may apply when local practices are shared more widely. European relevance concerns the dissemination of lessons learned, not the direct geographic identity of the local community.

Needs: Active participation in the project's demonstration sites, support for sustainability initiatives, awareness of plastic pollution impacts, capacity building in local zero-waste strategies, and opportunities to participate in citizen science, clean-ups and local engagement activities.

Preferred channels: Seminars and webinars, Open Days, anti-litter campaigns, beach clean-ups, school activities, local media, social media, and direct engagement through demo-site activities.

- **Scientific, educational and research communities**

Target groups: Scientific community, universities, schools, educational institutions, other H2020 and Horizon Europe related projects, and specific end-user communities involved in research, monitoring and data collection.

This category includes actors that contribute to, validate, use or further develop REMEDIIES scientific and technical outputs. Schools are included both here and under demo-site communities, depending on the type of activity. For example, a school participating in an awareness campaign is part of the local community, while a school or university participating in educational or citizen science activities may also be part of the educational community.

Geographic reach: Local, national, European and global, depending on the activity. Scientific publications and research collaborations may have European or global reach, while school-based activities are usually local or regional.

Needs: Access to scientific findings, research collaboration, participation in citizen science methodologies, knowledge exchange, data, monitoring protocols, and opportunities for collaboration with other projects.

Preferred channels: Scientific publications, conferences, workshops, webinars, trainings, educational content, citizen science protocols, academic events and EU project exchanges.

- **Policy, public authorities and implementation actors**

Target groups: European Commission, national authorities, regional authorities, local authorities, ministries, municipalities, waste/water management utilities, environmental regulators and public service providers.

This category clarifies that not all actors involved in policy-related dialogue are policymakers. Ministries, the European Commission, national authorities and regional authorities are policy actors. Municipalities and local authorities can act both as policymakers and implementation actors depending on the context.



Geographic reach: Local, regional, national and European, depending on the actor. EU institutions have European reach. Ministries and national authorities have national reach. Municipalities, regional authorities and utilities usually operate at local or regional level.

Needs: Evidence-based recommendations, data to support environmental regulations, practical strategies for reducing marine litter, implementation guidance, knowledge exchange with other Mission projects, and understanding of how REMEDIIES solutions can support policy and governance objectives.

Preferred channels: Policy alignment workshops, strategic roundtables, cluster meetings, targeted policy briefs, Open Days, technical meetings, seminars and project result presentations.

- **Industry, business, innovators and investors**

Target groups: Industry/business partners, local entrepreneurs, innovators, private funds, impact funds, banks, environmental companies, recycling operators, waste utilities when acting as market or implementation actors, and other organisations interested in the adoption or scaling of REMEDIIES solutions.

This category brings together the actors that may support the exploitation, adoption, investment, scaling or market uptake of REMEDIIES innovations. Local entrepreneurs may also belong to demo-site communities when they are engaged in place-based activities.

Geographic reach: Local, national, European and global, depending on the type of actor. Local entrepreneurs may operate at local or regional level, while investors, industry actors and innovation networks may have national, European or global reach.

Needs: Investment opportunities in sustainable technologies, clear information on project outcomes, scalable solutions, market potential, business models, environmental and social impact, and opportunities for collaboration with REMEDIIES partners and technologies.

Preferred channels: Business forums, investment briefings, innovation showcases, pitch events, hackathons, Open Days, trade fairs, conferences and targeted meetings.

- **Wider public, citizens and supporters**

Target groups: Citizens, supporters, followers, volunteers, media audiences, general public and people reached through awareness campaigns.

This category refers to broad audiences reached through communication and awareness-raising activities. It overlaps with local communities when citizens participate in place-based activities such as beach clean-ups, community initiatives and local events. The distinction is based on the purpose of the activity: when the aim is general awareness, the audience is reported as wider public / citizens; when the aim is active participation in a local activity, the audience may also be reported under demo-site and local/regional communities.

Geographic reach: Local, national, European and global, depending on the communication channel. Social media, website content and videos may reach European or global audiences. Physical public events and clean-ups usually reach local or regional audiences.

Needs: Awareness of plastic pollution's impact, accessible explanations of REMEDIATION solutions, opportunities to participate in local actions, citizen science, clean-ups, workshops and community events.

Preferred channels: Social media, website, newsletters, press releases, public events, awareness campaigns, beach clean-ups, audiovisual material and simple educational content.



4. Engagement methods

Effective content creation and storytelling are central to engaging diverse audiences and ensuring that REMEDIES innovations and technologies are communicated clearly and persuasively to a wide audience. REMEDIES aims to convey a clear and powerful message: we are addressing one of the most pressing environmental challenges of our time, plastic marine litter. Our mission is to mobilize individuals, communities, policymakers, researchers, innovators and industries to take action. REMEDIES not only presents solutions but also empowers communities to be part of this transformation.

The content creation strategy incorporates different styles, language tones and visual elements to align with the preferences, knowledge levels and expectations of various target groups, ranging from local communities and the general public to policymakers, investors and academia. For this reason, the REMEDIES narrative should not be used in exactly the same wording in all cases. Instead, the core message should be adapted according to the audience, the communication channel and the purpose of the activity. When addressing non-specialist audiences, including citizens, schools, volunteers, local communities and the general public, partners and the official channels of REMEDIES should avoid EU-project jargon and technical terminology, or explain it in simplified language. When addressing specialist audiences, including researchers, policymakers, public authorities, industry actors and EU project stakeholders, more technical terminology may be retained where relevant.

This distinction ensures that REMEDIES communicates consistently while remaining accessible. The project's common narrative provides the shared foundation, but the language, examples and level of detail should be adapted so that each audience understands why the project matters, how it is relevant to them and how they can contribute to a plastic-litter-free future.

4.1 REMEDIES narration

The following text constitutes the core narration of the REMEDIES programme. It sets the tone of the partners' common effort and provides a shared narrative foundation for collaboration with other people and organisations. However, this text should not be understood as a fixed message to be used unchanged in all cases. Partners should adapt the wording depending on the target audience, avoiding technical or EU-project-specific language when addressing non-specialist audiences.

For general public communication, local events, community activities, schools, clean-ups and social media campaigns, partners are encouraged to use the simplified public version below. For policy, academic, technical and EU-project audiences, partners may use the more detailed version that follows.

The REMEDIES narration is directly aligned with the EU Mission "Restore our Ocean and Waters by 2030". The Mission provides the wider European framework within which REMEDIES communicates its results, activities and long-term ambition. In this context, REMEDIES contributes primarily to the Mission objective of preventing and eliminating pollution of ocean, seas and waters, while also supporting the protection of



marine and freshwater ecosystems and the transition towards a sustainable, carbon-neutral and circular blue economy.

This Mission alignment should be reflected in REMEDIES storytelling by connecting concrete project actions, such as plastic litter monitoring, collection, valorisation, prevention, citizen science, clean-ups, zero-waste activities and circular innovations, with the broader goal of restoring ocean and waters by 2030. In all communication activities, partners should present REMEDIES not as an isolated project, but as part of a wider European movement that mobilises citizens, researchers, innovators, public authorities, businesses and communities to act collectively for healthier ocean and waters.

Public-facing version

We are on a Mission! Let's Restore our Oceans

We believe that our oceans are the lifeblood of our planet and that we all have a responsibility to protect them for future generations. Healthy oceans are important not only for marine life, but also for the well-being of people and communities around the world.

Our waters are facing serious challenges, including plastic pollution, microplastic pollution, overfishing and climate change. These problems are connected, and they cannot be solved by one person, one organisation or one country alone. They require cooperation, creativity and practical action.

That is where REMEDIES comes in.

As part of the wider European Mission to restore our ocean and waters by 2030, REMEDIES shows how local action, citizen participation and practical innovation can contribute to cleaner seas, healthier ecosystems and more sustainable communities.

REMEDIES brings together researchers, innovators, local communities, public authorities, organisations and citizens to help reduce plastic pollution in our seas and coastal areas. The project develops and tests practical solutions to detect plastic waste, collect it, prevent it from reaching the ocean, and find new ways to reuse or transform it.

Through community activities, citizen science, clean-ups, workshops and awareness campaigns, REMEDIES supports people to act, learn and contribute to a plastic-litter-free future. We want to help build a more plastic-conscious society, where citizens, communities, businesses and decision-makers understand the problem and take part in the solution.

We invite people and organisations to join us in this mission. By working together, we can create a healthier, cleaner and more sustainable future for our oceans.

Join the REMEDIES movement!

Technical and institutional version



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We are on a Mission! Let's Restore our Oceans

We believe that our oceans are the lifeblood of our planet and we have a responsibility to protect and preserve them for future generations. The health of our oceans is crucial not only for the survival of countless marine species, but also for the well-being of human communities around the world.

Our waters are facing significant challenges from plastic and microplastic pollution, overfishing and climate change. These challenges are complex as well as interconnected and they require a collaborative and innovative approach to be tackled.

That's where REMEDIES comes in.

Within the framework of the EU Mission “Restore our Ocean and Waters by 2030”, REMEDIES contributes to Mission Objective 2, preventing and eliminating pollution, through its focus on plastic and microplastic pollution. At the same time, the project supports Mission Objective 1 by reducing pressures on marine and freshwater ecosystems, and Mission Objective 3 by promoting circular economy pathways, valorisation of collected plastic litter and zero-waste solutions.

REMEDIES is a Horizon Europe innovation programme creating innovative solutions and technologies to monitor, collect, reduce and valorise plastic and microplastic pollution from our oceans. Our approach is rooted in science, circularity and community engagement, aiming to protect water ecosystems, reduce pollution and contribute to a climate-neutral blue economy.

Across the project duration, 23 partners from 12 countries will showcase 12 breakthrough innovations, from validation and demonstration to system prototyping in operational environments. The innovative solutions will be tested in 8 Mediterranean countries. 33 new sites will follow in order to scale them across the whole Mediterranean.

Through collaborative, participatory methodologies and citizen science activities, we want to create a more plastic-conscious society. We provide opportunities for stakeholders to act, learn and contribute to a plastic-litter-free future. Moreover, REMEDIES will grant financial support to public entities in associate regions in order to boost the deployment of plastic litter collection and valorisation schemes, as well as to push towards the development of zero-waste supply chains through two open calls.

We are inviting stakeholders from across the globe to join us in this mission. By working together, we can create a healthier, more sustainable future for our oceans.

Join the REMEDIES movement!

4.2 Guidance for adapting the narration

When using the REMEDIES narration, partners should adapt the language, level of detail and emphasis according to the five target-audience clusters defined in Section 3:

For demo-site and local/regional communities, partners should use simple, practical and action-oriented language that connects REMEDIES activities to local needs and everyday realities. Technical terms should be replaced or clearly explained. For example, “valorisation” can be described as “turning plastic waste into new



useful products,” while “microplastic monitoring” can be explained as “tracking tiny plastic particles in the environment.” Messages should highlight local benefits, opportunities for participation, citizen science, clean-ups and community action.

For scientific, educational and research communities, partners may use more technical and evidence-based language, including terms such as monitoring, detection, valorisation, citizen science, validation and demonstration. Terminology should remain consistent with the REMEDIES glossary. Messages should focus on scientific findings, methodologies, data, research collaboration, knowledge exchange and opportunities to use or further develop project results. For schools and non-specialist educational audiences, technical concepts should still be adapted to the participants’ level of knowledge.

For policy, public authorities and implementation actors, partners should connect REMEDIES activities and results to policy priorities, environmental governance, circular economy, public services and implementation needs. Technical concepts should be explained clearly and linked to practical public benefits, evidence-based recommendations, regulatory relevance, implementation feasibility and the objectives of the EU Mission “Restore our Ocean and Waters by 2030.”

For industry, business, innovators and investors, partners should focus on the practical value, scalability, adoption potential and market relevance of REMEDIES technologies and solutions. Messages should highlight business models, environmental and social impact, investment opportunities, replication pathways, operational benefits and opportunities for collaboration with technology providers, demo sites and project partners.

For the wider public, citizens and supporters, partners should use accessible, engaging and non-technical language. Messages should explain why plastic pollution matters, how REMEDIES contributes to addressing it and how people can participate. Communication should use relatable examples, visual storytelling and clear calls to action, encouraging audiences to join campaigns, attend events, share project messages and adopt more sustainable practices.

This audience-based approach ensures that REMEDIES maintains one coherent identity and common narrative, while presenting its messages in a form that is understandable, relevant and actionable for each target-audience cluster.

4.3 Approach for creating engaging content for various platforms

The REMEDIES project adapts its content style to suit different communication channels, including the project website, social media, newsletters, scientific journals, stakeholder meetings and conferences. Each piece of content is tailored according to the five target-audience clusters identified in Section 3 and the following principles:

Demo-site and local/regional communities



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Tone & style: Simple, positive and action-oriented language with a clear call to action.

Content goal: Create relatable messages that inspire local action and connect communities with REMEDIES' objectives. Focus on practical examples, storytelling, local relevance and real-life impact.

Message example:

"Together, we can make a difference! Join us in our mission against plastic pollution to create a cleaner, healthier future for our oceans. REMEDIES brings practical solutions that help us detect plastic waste, collect it, prevent it from reaching the sea, and turn plastic waste into useful new resources. Let's work together to protect our planet and create a better world for future generations. Take action today and be part of the movement for a plastic litter-free future!"

"Join REMEDIES to build a cleaner, healthier future for our oceans. Together, we can make a positive impact on our planet and create a sustainable world for all. Our practical solutions help monitor, collect and reduce litter, while promoting better ways to reuse resources and move towards less waste. Join us to protect our planet and create a better future for generations to come."

"Join the REMEDIES movement and contribute to a plastic litter-free future for our oceans. Together, we can make a positive impact on our planet and build a healthier world for all. Take action today and become part of our community of ocean defenders!"

Special recommendations:

- Use the above key messages in combination with the public-facing version of the REMEDIES narration.
- Provide practical examples of REMEDIES' impact on everyday life, such as plastic litter collected, plastic litter prevented, local clean-up activities, citizen science participation and community benefits.
- Explain, using simple language, how the project's innovations may affect different aspects of community life, from tourism and local economic activity to marine life.
- Where participation in an activity is free of charge, this should be communicated clearly to potential participants.
- Use visuals in presentations and infographics.
- Use practical examples at all levels.
- Place local applications within the wider Mediterranean and European context.
- Showcase relevant activities and results from other demo sites.
- When speaking to institutional or technical actors within local and regional ecosystems, use terms such as "piloting" or "prototyping." For non-specialist audiences, use expressions such as "trying practical solutions in real places" or "showing how the solution works in practice."

Scientific, educational and research communities

Tone & style: Technical and evidence-based language, adapted to the knowledge level of the specific scientific or educational audience.



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Content goal: Promote REMEDIES as a contributor to knowledge and innovation in plastic litter prevention, reduction, monitoring and valorisation, encouraging collaboration and participation in research, educational and citizen science activities.

Message example:

“The REMEDIES project paves the way for the future of our oceans through innovative plastic litter valorisation, monitoring and reduction pathways. Its practical solutions support the monitoring, collection and prevention of litter while promoting zero-waste approaches and circular economy solutions. REMEDIES invites researchers, educational institutions, scientific partners and related projects to collaborate in creating a cleaner, healthier world for generations to come.”

Special recommendations:

- Use the above key message in combination with the technical and institutional version of the REMEDIES narration.
- Explain the project’s innovations and provide examples of how they are implemented.
- Provide relevant information about the scientific consortium, methodologies, data and research outputs.
- Highlight opportunities for scientific collaboration, knowledge exchange, education and citizen science.
- Use the project glossary to ensure terminology consistency.
- Adapt the level of technical detail when addressing schools, students or non-specialist educational audiences.

Policy, public authorities and implementation actors

Tone & style: Persuasive, formal and evidence-based, with a policy and implementation focus.

Content goal: Present REMEDIES as a solution-oriented project that aligns with relevant policy frameworks and provides evidence, tools and practical approaches that can support environmental governance, public services and the implementation of circular economy and marine litter measures.

Message example:

“REMEDIES’ mission is to develop groundbreaking solutions for a sustainable future and for the health of our oceans through the deployment of effective plastic litter monitoring, reduction, collection and valorisation pathways. Our innovative solutions support the transition to a circular economy, bringing economic, social and environmental benefits for communities and public systems. We invite policy actors, public authorities and implementation organisations to join our movement for a plastic litter-free future and a cleaner, healthier planet.”

Special recommendations:



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- Use the above key message in combination with the technical and institutional version of the REMEDIES narration.
- Explain the project's innovations and provide examples of how they are implemented.
- Explain how REMEDIES results can support environmental and circular economy policies at local, regional, national and European levels.
- Provide relevant information about the scientific and technical consortium.
- Connect the message to policy priorities, public benefit, implementation feasibility, governance needs and long-term environmental impact.
- Distinguish between policy development and practical implementation when addressing ministries, municipalities, regulators, utilities and public service providers.

Industry, business, innovators and investors

Tone & style: Dynamic, forward-looking and persuasive, highlighting economic, social and environmental impacts.

Content goal: Emphasise the long-term potential of REMEDIES technologies and solutions, including their scalability, adoption pathways, market relevance and investment potential. Provide data-backed information on project outcomes and transferability.

Message example:

"At REMEDIES, we are tackling one of the biggest environmental challenges of our time: plastic pollution in our oceans. But we are not just offering one solution. We are creating practical pathways for cleaner waters, circular use of resources and sustainable growth. Our innovative technologies and practical solutions in eight locations help monitor, collect and reduce litter, while also creating new opportunities for sustainable development. Adopting, supporting or investing in REMEDIES solutions means contributing to a cleaner, healthier planet for future generations. Join the REMEDIES movement today and become part of a game-changing vision for a plastic litter-free future!"

Special Recommendations:

- Use the above key message in combination with the REMEDIES narration, adapting the level of technical detail to the audience.
- Explain the project's innovations and provide examples of how they are implemented.
- Present the scaling and replication potential of the project through the transferability sites.
- Provide more information about the academic, business and technological profiles of REMEDIES partners.
- Elaborate on exploitation activities, business models, adoption pathways and future market opportunities.
- Highlight opportunities for collaboration with technology providers, demo sites, innovators, businesses and investors.

Wider public, citizens and supporters



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Tone & style: Informative and engaging, using non-technical, explanatory and action-oriented language.

Content goal: Raise awareness, promote more sustainable and zero-waste practices, and encourage participation in campaigns, clean-ups, citizen science, workshops and community events.

Message example:

“Join our mission for a plastic litter-free ocean! REMEDIES brings people, communities and researchers together to stop plastic pollution, clean up what is already there, and find better ways to reuse plastic waste. Together, we can create a cleaner, healthier future for our planet. Join the REMEDIES movement today!”

Special recommendations:

- Use the above key message in combination with the public-facing version of the REMEDIES narration.
- Provide practical examples of REMEDIES’ impact on everyday life.
- Explain, using simple language, how the project’s innovations relate to different aspects of daily life, from tourism and consumption to cultural and community activities.
- Explain how project solutions may be transferred and used in other locations, using accessible examples.
- Use clear calls to action, such as joining a clean-up, attending an event, subscribing to the newsletter or sharing REMEDIES content.
- Avoid unexplained technical terms such as “valorisation pathways,” “detection protocols,” “operational environments,” “associated regions,” “open calls” or “stakeholders.” When such terms are necessary, explain them through simple examples.

4.4 Storytelling techniques

To bridge the gap between complex scientific concepts and public understanding, REMEDIES uses a variety of storytelling techniques. These techniques should be applied especially when adapting the REMEDIES narration and suggested texts for non-specialist audiences.

Human-centric narratives: Center stories around people, communities and everyday scenarios to illustrate the impact of REMEDIES innovations in real-world contexts. For example, instead of talking only about “microplastic monitoring,” use a story of a local community group contributing to data collection and protecting their coastline.

Simplified explanations with analogies: Break down technical terms like “valorisation pathways” or “detection protocols” using analogies and visual representations. For instance, describe valorisation as “turning plastic waste into new useful products” or “turning trash into treasure” to make the concept more relatable.

Impact-driven storytelling: Highlight tangible results, such as tonnes of plastic removed, the number of beach clean-up events, the number of people engaged and the direct benefits to local communities and economies. Use visuals and numbers to back up the narrative.

Visual and emotional appeal: Use emotional storytelling and relatable visuals that appeal to people's values, focusing on the personal impact of marine litter. Incorporate testimonials, before-and-after images and video stories that create an emotional connection with the audience.

Calls to action: Every story or piece of content should lead the audience to take a specific action: sign up for a newsletter, join a beach clean-up, attend a workshop, use a citizen science tool, share a message on social media or connect with local REMEDIES activities.

Audience-specific adaptation: Every story or message should be checked against the intended audience before publication. For non-specialist audiences, technical language should be replaced with plain language and practical examples. For specialist audiences, technical terms may be used, but they should remain consistent with the REMEDIES glossary.

4.5 Overview of visual and graphic guidelines for branded content

The REMEDIES project adheres to a structured visual and graphic style to create a consistent and impactful project identity across all communication channels. To ensure uniformity, partners should follow the established guidelines covering five main categories: Assets, Branded Materials, Logos, Mission and Vision, and Guidelines. For detailed instructions and resources, partners are encouraged to refer to **Annex II - REMEDIES Branded Materials** and the REMEDIES G-Drive WP6 online repository, where templates, graphics, and reference materials are provided to the consortium partners for each category.

The visual identity should support the accessibility of the narrative. Visual and graphic material should therefore help simplify complex information, reduce the use of unexplained technical jargon, and make the project's innovations and community impact understandable for each target audience.

Assets

Includes high-quality images, videos, infographics and icons that visually communicate REMEDIES' themes and objectives. Partners are encouraged to utilize these assets for presentations, reports and public-facing documents to maintain visual cohesion.

Branded materials

Pre-designed templates for PowerPoint presentations, brochures, newsletters, posters, agenda, meeting minutes etc. These materials should be used for official communications to ensure the project's professional and recognizable visual identity.



Logos

The official REMEDIES project logo and partner logos are provided in various formats, together with the EU emblem, Mission Ocean and Waters icons and required funding statement.

Guidelines

A set of visual identity guidelines that outline the correct use of colors, fonts and graphic elements. These guidelines ensure consistency across all visual outputs, including digital and printed materials.

Mission and vision

Key statements that encapsulate the project's core purpose and long-term goals. These should be referenced in messaging to align all communications with the overarching vision and mission of REMEDIES, maintaining a unified narrative. When used in public-facing content, mission and vision statements should be adapted into simple, accessible and action-oriented language.



5. Methods and tools for effective dissemination

5.1 Overview of planned activities and their expected impact

The REMEDIIES project uses a range of dissemination tools and planned activities tailored to different target audiences to support effective outreach, knowledge transfer, uptake and replication of project results. These activities are also designed to align REMEDIIES outputs with the objectives of the EU Mission “Restore our Ocean and Waters by 2030,” particularly the prevention and elimination of pollution, the protection and restoration of aquatic ecosystems, and the transition towards a circular and sustainable blue economy. The primary dissemination tools used in REMEDIIES are scientific publications, presentations at conferences and other events, Open Days, short solution videos, webinars and trainings, seminars, and connected initiatives. More detailed information on each activity is provided in the subsections below.

5.1.1 Scientific publications

REMEDIIES Dissemination KPI: Scientific publications

Target: 40 publications

What it is and how it is used

Scientific publications are a core REMEDIIES dissemination activity through which the project’s research findings, methodologies, evidence and technical results are shared with the scientific community. Project partners will prepare peer-reviewed articles and other relevant scientific publications arising from the project’s technical, research and demonstration activities. The publications will address themes related to plastic and microplastic pollution, monitoring and detection, collection and valorisation, plastic prevention, zero-waste solutions, circular economy and the protection of marine and freshwater ecosystems. Where appropriate, findings from different work packages, technologies and demo sites may be combined through joint publications involving several consortium partners.

REMEDIIES will target high-impact, peer-reviewed journals and relevant open-access platforms. Publications will also be promoted through scientific and professional channels such as LinkedIn, X, ResearchGate and Google Scholar, where legally available. Open Research Europe will also be considered as a publication and peer-review platform to support wider access to project findings. A preliminary list of high-impact scientific journals identified as relevant to REMEDIIES research areas is presented in **Table 5**. The impact factors included in the table reflect the information available in 2022 and serve as an indicative basis for identifying suitable publication opportunities.

Table 5: Scientific journals to be targeted and their respected impact factors in 2022

Journal	Impact factor in 2022
Green Chemistry, RSC	10.182
ACS Sustainable Chemistry & Engineering	8.198
Chemosphere, Elsevier	7.086
Journal of Hazardous Materials, Elsevier	10.588



Journal of Applied Polymer Science, Wiley	3.125
Environmental Science & Technology	7.874
Environmental Pollution	8.071
Marine Pollution Bulletin	5.553
Water Research	11.236
Science of the Total Environment	7.963
Journal of Cleaner Production	9.297
Ecological Engineering	4.035

In addition to the high-impact journals listed above, REMEDIATION may target a broader selection of scientific journals, sectoral publications and specialist magazines covering marine science, water management, environmental pollution, circular economy and sustainability. These indicative publication channels are presented in **Table 6**.

Table 6: Additional magazines and journals to be targeted by REMEDIATION

Magazines and Journals	Magazines and Journals
The Scientist	Journal of Water and Health
Hakai Magazine	Marine Pollution Bulletin
World Ocean Journal	Environmental Pollution
Sirene Magazine	Science
Water 21, Magazine of the International Water Association	Marine Policy
Water Policy, Official Journal of the World Water Council	Saudi Journal of Biological Sciences
WaterProof Magazine	Journal of Environmental Management
Salty at Heart	Water Research
Environmental Science: Processes & Impacts	Journal of Water, Sanitation and Hygiene for Development
Journal of Cleaner Production	Journal of Water and Climate Change

The tables are indicative rather than exhaustive. The final selection of a journal or publication platform will depend on the thematic relevance of the manuscript, scientific quality, intended audience, open-access conditions and expected visibility of the project results.

All scientific publications will include the following acknowledgement:

“This project has received co-funding from the European Union’s Horizon Europe innovation programme under grant agreement No 101093964”.

Why it matters

Scientific publications ensure that REMEDIES findings are scientifically reviewed, validated and made available to researchers, technical experts and institutions working on marine litter and related environmental challenges. They contribute to the wider scientific knowledge base and enable external researchers to use, compare, reproduce or further develop the project’s methodologies and results. Their primary function is Dissemination because they transfer project knowledge to specialised audiences that can apply it in future research, policy development, technological improvement or environmental implementation. Publications also strengthen the scientific credibility and visibility of REMEDIES and support collaboration between consortium partners and external research communities.

How it is implemented and monitored

The scientific and technical partners are primarily responsible for preparing publications related to their research activities, technologies and demo-site results. Joint publications are encouraged when findings concern several partners, work packages or thematic areas. In accordance with the Grant Agreement, publications stemming from the project will be made openly accessible as soon as possible through a trusted repository under the latest available version of the Creative Commons Attribution International Public Licence, CC BY, or an equivalent licence.

The authoring partner must inform the WP6 leader and the Project Coordinator about an intended manuscript submission at least two weeks before the first submission. The manuscript will be shared so that the correct REMEDIES and EU funding acknowledgement can be verified, project references and terminology can be checked and inappropriate acknowledgement of unrelated European Commission-funded projects can be avoided.

The consortium will prioritise gold open-access publication where feasible. When this is not possible, the authors and the consortium will identify a suitable scientific journal that provides strong visibility and permits an appropriate open-access pathway. Green open access will also be supported through the deposit of accepted manuscripts in recognised academic repositories. If existing repositories are insufficient, the consortium may agree on an alternative repository that complies with green open-access standards.

The KPI counts completed scientific publications linked to REMEDIIES research and project results. Each publication should be recorded with its title, authors, responsible partners, publication or acceptance date, journal or platform, digital object identifier where available, open-access status, thematic area and link to the publication or repository.

Progress towards the target will be consolidated by the WP6 leader on the basis of information and evidence provided by the authoring partners. Draft manuscripts or planned publications should be monitored internally but counted towards the KPI only when their publication status meets the project's agreed reporting requirements.

Corrective actions

If progress towards the target is below expectations, the consortium will identify additional publication opportunities and encourage joint papers among partners. Publication planning may be reviewed during consortium and work-package meetings to connect complementary results and avoid delays caused by fragmented authorship or unclear responsibilities. Additional measures may include developing cross-work-package publications, targeting special issues or thematic collections, using Open Research Europe, identifying suitable open-access journals and providing partners with support on publication planning, acknowledgement requirements and repository deposit procedures.

Target audiences and stakeholders

Scientific community, researchers, universities, research institutions, technical experts, environmental scientists, policy researchers, scientific networks, educational institutions, EU-funded projects and Mission Ocean initiatives.

5.1.2 Conference presentations & other events

REMEDIIES Dissemination KPI: *Presentations in conferences / seminars / trade fairs*

Target: *More than 200 presentations*

What it is and how it is used

REMEDIIES partners present the project's findings, technologies, methodologies, products and lessons learned at relevant national and international conferences, seminars, trade fairs, scientific meetings, policy events and innovation forums. Contributions may take the form of formal presentations, participation in round tables and group discussions, or direct dialogue with participants and potential users of the project results. Conference presentations will mainly be delivered by the scientific, academic and technical partners, according to their expertise and the results generated through the project. They may address research findings, demo-site experience, monitoring and detection methods, plastic litter collection and valorisation, prevention and zero-waste solutions, circular economy approaches and the wider contribution of REMEDIIES to the EU Mission "Restore our Ocean and Waters by 2030".

Why it matters



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Conference presentations are a core Dissemination activity because they transfer REMEDIIES knowledge and results directly to audiences that may use, assess, validate, replicate or further develop them. They also provide opportunities for consortium partners to receive feedback from researchers, practitioners, public authorities and industry representatives and to improve the relevance or application of project outputs. Participation in external events increases the scientific and professional visibility of REMEDIIES and creates opportunities for networking, policy dialogue and collaboration with related projects and initiatives. It also helps position project findings within wider discussions on marine litter, circular economy, environmental innovation and Mission Ocean priorities.

How it is implemented and monitored

All consortium partners may identify suitable events through their scientific, professional, institutional and regional networks. Academic and technical partners are expected to lead presentations connected to scientific findings and technologies, while other partners may contribute to policy, implementation, community engagement or innovation-oriented events. Before presenting REMEDIIES results, partners should ensure that the content uses the correct project terminology, visual identity and EU funding acknowledgement. Presentations should clearly identify the relevant REMEDIIES activity, result, technology or methodology and adapt the level of technical detail to the event and audience.

Leaflets, brochures, and posters are distributed during events to reinforce key project messages and offer tangible resources for engagement, with an emphasis on sustainable, upcycled materials. Printed materials may be used selectively at events where they add value. To reduce environmental impact, printing will be minimised and sustainable materials prioritised. The materials will be designed, produced and distributed, including a low-tech do-it-yourself-manual, under the supervision of the WP6 leader. **REMEDIIES printed materials** available here:

<https://drive.google.com/drive/folders/11YvSCOlhvOWxH3vkiYCdpGXYd0-6gR5m?usp=sharing>. **REMEDIIES flags** will be displayed at activities at the demo sites, providing essential information about the project's activities, benefits, and local relevance, as well as educational content for the volunteers of the community events. This physical presence supports the visibility and local adoption of REMEDIIES solutions. Flags available here:

<https://drive.google.com/drive/folders/1CvOI54mL3pCtOCRuU3XKUtuI9ZIKncNi?usp=sharing>.

The KPI counts formal REMEDIIES contributions delivered at external conferences, seminars and trade fairs. Each distinct presentation is counted as one contribution. General attendance without an active presentation or formal contribution is not counted under this indicator.

For each presentation, partners should record the event title, date, country and city, delivery format, presentation title, presenting partner, type of contribution, audience categories, number of people reached where available and supporting evidence. Evidence may include the programme, agenda, presentation file, certificate of participation, event webpage, photographs or other official documentation. Physical, online and hybrid participation should be distinguished where possible. When several REMEDIIES partners contribute to the same presentation, it should be counted once unless they deliver clearly separate



contributions. Known overlaps with other dissemination or campaign reach figures should also be identified to reduce double counting. The WP6 leader consolidates the information submitted by partners and monitors progress towards the overall target of more than 200 presentations.

Corrective actions

If progress is below target, partners will identify additional scientific, policy, innovation and sectoral events, including online and hybrid opportunities. Coordination of event mapping will be strengthened, and consortium partners will use their networks and contacts to secure additional presentation opportunities. Existing project findings may also be adapted into shorter or audience-specific formats suitable for seminars, trade fairs, policy events and thematic round tables. The WP6 leader may provide additional guidance on event selection, presentation templates and reporting requirements.

Target audiences and stakeholders

Researchers, universities, scientific and technical experts, policymakers, public authorities, environmental organisations, industry and business actors, innovators, technology providers, investors, EU-funded projects, Mission Ocean initiatives and relevant sectoral networks.

5.1.3 Open Days

REMEDIIES Dissemination KPI: Open Days

Target: 8 Open Days

What it is and how it is used

REMEDIIES Open Days are demonstration events organised across the project's demo sites to present local activities, technologies, methodologies and results directly to relevant stakeholders and the wider public. Stakeholders from the associate regions may also be involved where relevant, supporting knowledge transfer and future replication. During each Open Day, the REMEDIIES solutions tested at the respective demo site are presented in their implementation setting. The programme may include technology demonstrations, user-centred presentations, practical workshops and discussions with current stakeholders, potential users and future collaborators.

Why it matters

The primary function of the Open Days is Dissemination, as they provide stakeholders with direct access to REMEDIIES technologies, methods and results and demonstrate how the solutions operate under real conditions. This practical format helps potential users, public authorities, researchers and industry actors understand their relevance, applicability and replication potential. Open Days also support Community Engagement when they include hands-on demonstrations, citizen science activities, facilitated dialogue or meaningful participant contribution. They connect technical implementation with the needs and experience of local communities, strengthen local ownership and create opportunities for feedback and future collaboration.



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How it is implemented and monitored

The demo-site leaders and relevant partners are responsible for organising each Open Day, with support from the WP6 leader and contributions from technology providers, consortium partners, local authorities and other stakeholders. The format and content should reflect the activities and solutions implemented at the specific site while following the REMEDIATION communication, visual identity and EU acknowledgement requirements.

The KPI counts the number of completed Open Days. Each event is counted once, regardless of the number of individual presentations, demonstrations or workshops included in its programme.

For each Open Day, partners should record the event title, date, country, city and demo-site location, responsible partners, delivery format, programme, technologies or results presented, number of participants and audience categories. Supporting evidence may include attendance or registration records, agendas, presentation material, photographs, videos, news articles, social media documentation and participant feedback. The WP6 leader consolidates the information submitted by the responsible partners and monitors progress towards the overall target of eight Open Days.

Corrective actions

If participation is below expectations, local outreach will be strengthened through municipalities, environmental NGOs, schools, community organisations, local leaders and media. Targeted invitations may be sent to relevant public authorities, researchers, industry actors, environmental companies and potential users or replicators of the demonstrated solutions. The format may also be adapted by introducing more practical demonstrations, accessible explanations, interactive workshops or hybrid participation options. Additional communication support, templates or individual guidance may be provided to the organising partners where needed.

Target audiences and stakeholders

Local communities, citizens, visitors and tourists, demo-site stakeholders, municipalities, regional and local authorities, environmental NGOs, schools, researchers, universities, environmental companies, waste and water management organisations, industry actors, technology providers, potential users, future collaborators and replication stakeholders.

5.1.4 Short solution videos

REMEDIATION Dissemination KPI: Short solution videos

Target: 8 videos

What it is and how it is used

Short solution videos are concise audiovisual outputs developed to present REMEDIATION technologies, innovations, demo-site activities and results in an accessible and engaging format. Each video will focus on a specific solution or implementation context and will explain the challenge addressed, the proposed



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technology or approach, how it is applied and the impact it is expected to achieve. The videos may combine animation, footage from demo sites, interviews, demonstrations and supporting graphics. They will be shared through the REMEDIES website, YouTube, social media, events, Open Days, webinars, presentations and partner communication channels.

The WP6 leader will provide common narrative templates and technical specifications to ensure consistency in structure, branding and production quality. The videos should follow a shared concept while allowing local teams and partners to adapt the content to the characteristics of each demo site and solution.

Why it matters

The primary function of the short solution videos is Dissemination, as they explain REMEDIES technologies, results and practical solutions to audiences that may use, validate, adopt or replicate them. They may also serve a secondary Communication function by raising general awareness and presenting technical information in a simpler visual format.

How it is implemented and monitored

The relevant technology providers, demo-site partners and consortium partners are responsible for providing the content, footage and technical information needed for each video. The WP6 leader coordinates the common concept, narrative structure, branding and technical guidance and may support partners during the pre-production, production and post-production stages.

Each video should clearly identify the challenge, the REMEDIES solution, the implementation setting and the expected or achieved impact. Subtitles and translations may be added where needed to improve accessibility and support wider use across countries and audiences.

The KPI counts the number of completed short solution videos. Each finalised video is counted once. For reporting purposes, partners should record the video title, responsible partners, solution or demo site presented, publication date, language, duration, publication channels and supporting links.

Corrective actions

If partners experience technical or production difficulties, the WP6 leader will provide additional guidance on storyline development, filming, audio quality, visual structure, branding and post-production. Individual support may also be provided where needed. If audience reach or engagement is below expectations, the videos may be adapted into shorter platform-specific versions, supported by clearer titles, subtitles, translated captions and stronger calls to action. Promotion will also be strengthened through social media, newsletters, events, partner channels and stakeholder networks.

Target audiences and stakeholders

General public, local communities, policymakers, public authorities, researchers, universities, students, environmental NGOs, media, industry actors, technology providers, innovators, potential users, replication stakeholders, EU-funded projects and Mission Ocean initiatives.



5.1.5 Webinars and trainings

REMEDIIES Dissemination KPI: Webinars / Trainings

Target: 8 webinars or trainings

What it is and how it is used

REMEDIIES will organise targeted webinars and training sessions to transfer project knowledge, methodologies, results and practical guidance to specific audiences. These activities may be delivered physically, online or in hybrid format and may take place at demo sites, partner locations, replication areas and other relevant Mediterranean or European settings.

The sessions may address topics such as plastic collection and identification, beach litter monitoring, clean-up supervision, citizen science methodologies, project technologies, zero-waste strategies and circular economy solutions. Their content will be adapted to the needs and knowledge level of each target group and may combine presentations, technical guidance, demonstrations, practical examples and opportunities for questions and discussion.

Webinars and trainings are reported primarily under Dissemination when their main purpose is to transfer knowledge, methods, project results or operational guidance. They may also contribute to Community Engagement when they are interactive or prepare citizens and stakeholders for practical participation in REMEDIIES activities, such as monitoring surveys, clean-ups or citizen science actions.

Why it matters

Webinars and trainings strengthen the practical knowledge and capacity of stakeholders who may contribute to, apply or replicate REMEDIIES approaches. They help translate scientific and technical information into usable guidance and prepare participants to take part effectively in activities such as plastic identification, beach litter monitoring, clean-up organisation and citizen science. Their flexible delivery format enables REMEDIIES to reach geographically dispersed audiences and provide targeted support to specific professional, institutional or community groups. They also create opportunities to identify knowledge gaps, collect participant questions and improve future learning resources and capacity-building activities.

How it is implemented and monitored

The relevant scientific, technical and demo-site partners will develop and deliver the content according to their expertise. External experts, public authorities, environmental organisations and other relevant stakeholders may also contribute where their involvement strengthens the practical or scientific value of the session. Each webinar or training should have a clearly defined purpose, target audience, agenda, format and expected learning outcome. Supporting material may include presentations, practical guidance, monitoring protocols, demonstrations, recordings or other training resources.

For each activity, partners should record the title, date, responsible partners, location or country, delivery format, topic, duration, number of participants and audience categories. Supporting evidence may include registration records, attendance lists, agendas, training material, platform analytics, photographs,



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recordings, participant questions, feedback forms and related communication material. The WP6 leader consolidates the reported information and monitors progress towards the target of eight webinars or trainings.

Corrective actions

If participation is below expectations, promotion will be strengthened through partner networks, direct invitations, newsletters, social media and cooperation with relevant institutions and stakeholder organisations. Online or hybrid delivery may also be introduced to increase accessibility. If interaction or learning value is limited, the format may be adapted through smaller targeted groups, more practical demonstrations, facilitated discussion, question-and-answer sessions, follow-up activities or content tailored more closely to participant needs. Additional templates, technical guidance or individual support may also be provided to the organising partners.

Target audiences and stakeholders

Research communities, EU institutions, national, regional and local authorities, civil society organisations, citizens, industry and business actors, innovators, investors, specific end-user communities, international organisations, clean-up supervisors, environmental organisations, researchers, students, community actors and other stakeholders involved in marine litter monitoring, plastic identification, clean-up activities and citizen science.

5.1.6 Connected initiatives

REMEDIIES Dissemination KPI: *Connected initiatives*

Target: *More than 20 initiatives*

REMEDIIES KPI: Dissemination, Connected EU projects

Target: More than 5 EU-funded projects

What it is and how it is used

REMEDIIES will establish active connections with relevant initiatives, networks and EU-funded projects working on marine litter, plastic pollution prevention, circular economy, citizen science, environmental governance, sustainable blue economy and ocean and water restoration.

These connections may involve environmental initiatives, public and private organisations, research networks, local campaigns, innovation platforms, Mission Ocean projects and other Horizon Europe projects. Cooperation may take place through knowledge exchange, participation in joint events, Cluster Meetings, Policy Alignment Workshops, seminars, webinars, Anti-Litter Campaigns, beach clean-ups, the Hackathon and other relevant project activities.

Why it matters



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Connections with initiatives and EU projects strengthen the long-term dissemination, uptake and replication potential of REMEDIIES results. They create channels through which project methods, technologies, findings and lessons learned can reach audiences and organisations beyond the consortium. They support cross-project learning, knowledge exchange, policy relevance, joint events and cooperation around common challenges. Relevant initiatives may also act as multipliers, connect REMEDIIES with new stakeholder communities and support the transfer of project solutions to other regions or implementation contexts.

How it is implemented and monitored

Potential connections should be assessed according to their strategic relevance, thematic alignment with REMEDIIES, capacity to contribute to project activities and potential to support knowledge exchange, replication, policy alignment or future collaboration. The two KPIs are monitored separately. The first records the number of connected initiatives and networks, while the second records active connections with EU-funded projects. Each organisation or project should be counted once, even when it contributes to several REMEDIIES activities.

For each connection, partners should record the name of the initiative or project, country or geographic scope, thematic area, responsible REMEDIIES partner, type and date of interaction, activity supported and available evidence. Supporting evidence may include correspondence, meeting records, event agendas, participant lists, joint outputs, cooperation notes or links to related activities. The qualitative value of each connection may be assessed through its strategic relevance, contribution to project activities, multiplier capacity, thematic complementarity and potential to support continued cooperation, replication, policy dialogue or cross-project learning.

Corrective actions

If progress towards either target is below expectations, the consortium will expand its mapping and outreach through Mission Ocean platforms, CINEA channels, Horizon Europe networks, WestMED, BlueMed, scientific communities, public authority networks and partner contacts. Partners may also use upcoming events, conferences, webinars and project meetings to approach relevant organisations directly. Where initial contacts do not lead to active cooperation, the proposed purpose and benefits of the connection will be clarified through more targeted invitations, specific collaboration opportunities or involvement in planned REMEDIIES activities.

Target audiences and stakeholders

EU institutions, EU-funded projects, Mission Ocean initiatives, research communities, civil society organisations, local, regional and national authorities, industry and business actors, innovators, investors, international organisations, specific end-user communities, environmental networks, local campaigns and organisations working on marine litter, circular economy, citizen science and ocean and water restoration.



5.2 Criteria for Selecting Events, Journals, and Conferences

To maximize the outreach and visibility of the REMEDIIES project, careful consideration is given when selecting events, journals, and conferences. The goal is to ensure that project innovations, findings, and best practices are shared in impactful gatherings, reaching a diverse and influential audience.

Selection Criteria for events, journals, and conferences

- **Relevance to REMEDIIES themes:** Events, journals, and conferences must align with core project themes such as marine litter, circular economy, plastic prevention, and sustainability.
- **Target audience reach:** Priority is given to platforms that attract REMEDIIES' key stakeholders, including researchers, policymakers, industry leaders, and the general public.
- **Credibility and impact:** High-impact journals and prestigious conferences are chosen to ensure REMEDIIES' scientific and practical contributions are recognised and validated.
- **Geographic and Sectoral Diversity:** Dissemination should span relevant geographic areas and sectors, ensuring that REMEDIIES results are made available to diverse potential users and stakeholder communities.
- **Relevance to the EU Mission Ocean and Waters objectives,** including events connected to marine litter prevention, ecosystem restoration, circular blue economy, citizen science, Mission projects, policy alignment and replication.

By adhering to these criteria, REMEDIIES ensures that selected dissemination platforms will amplify the project's mission and strategically engage diverse stakeholders across Europe, enhancing its overall impact.

The members of the Consortium will actively contribute to the dissemination and promotion of REMEDIIES through public relations activities, direct dialogue, face-to-face exchanges, round tables, and group discussions. Project results, innovations, and good practices will also be presented at selected national and international conferences, trade fairs, and other relevant sectoral events, in line with the criteria outlined above. Scientific publications and conference presentations will be primarily undertaken by the academic partners, providing opportunities to share research findings, engage with academic and professional communities, and gather valuable feedback. A preliminary list of relevant international conferences and trade fairs is provided in **Annex IV - Conferences and Clusters Identified**. Participation in these events will support the visibility and uptake of REMEDIIES results, while facilitating connections with potential partners, investors, customers, policymakers, and other stakeholders who may contribute to their replication and further exploitation.

6. Methods and tools for effective communication

6.1 Overview of Tools and Their Application

The REMEDIIES project utilizes a variety of communication tools tailored to different target audiences to ensure effective outreach and engagement. Through the following tools, REMEDIIES connects its activities with the EU Mission “Restore our Ocean and Waters by 2030,” presenting practical action against plastic pollution and encouraging citizens and stakeholders to contribute to cleaner and healthier ocean and waters. The primary communication tools used in REMEDIIES are project website, social media platforms, newsletters and ambassadors. More detailed information about each is done in the subsection of 6.1. below.

6.1.1 Website

REMEDIIES Milestone: Milestone 1, M3

What it is and how it is used

The REMEDIIES website is the project’s central digital information hub. It provides a structured overview of the project’s objectives, thematic pillars, consortium, demo sites, innovations, activities, open calls, Ambassadors, news, events and results. It also hosts or links to relevant communication and dissemination material, including press releases, publications, visualised data, guidance documents and other project resources.

The website includes, also, the REMEDIIES animated video, which provides a concise audiovisual introduction to the project’s mission, objectives, expected impact and principal areas of innovation. Through accessible language, visual storytelling and animation, the video helps audiences with different levels of knowledge understand the project and its relevance to marine plastic pollution. It can also be used by consortium partners in presentations, conferences, stakeholder meetings, webinars, social media and public events.

Press releases are also published through a dedicated website section and are used to formally communicate significant project developments, including major events, milestones, results, new opportunities and achievements. They provide reliable source material for journalists, media organisations, public authorities and other stakeholders and may be distributed through partner media contacts and external communication channels to extend their reach.

The website is updated throughout the project lifecycle. It announces events and participation opportunities, provides practical information, documents completed activities and maintains access to project content after individual actions have concluded. All material is presented in line with the REMEDIIES visual identity, terminology, accessibility principles and EU acknowledgement requirements.



REMEDIES website: <https://www.remedies-for-ocean.eu/>

REMEDIES animated video: <https://www.youtube.com/watch?v=Wwb-Yz0EgRs&t=2s>

REMEDIES press releases: <https://remedies-for-ocean.eu/press-releases/>

Why it matters

The website provides a single, publicly accessible and reliable source of information about REMEDIES. Its primary function is Communication, as it maintains the project's visibility, explains its mission and helps audiences understand the relevance of marine plastic pollution and the solutions developed through the project. It also supports Dissemination when it presents scientific findings, technologies, methodologies, demo-site results and lessons learned to audiences that may use, validate, replicate or further develop them. By bringing project information and outputs together in one location, the website strengthens the coherence, accessibility and long-term visibility of REMEDIES content.

How it is implemented and monitored

The WP6 leader, IHA, coordinates the website's overall structure, communication approach and content management, while consortium partners provide timely and accurate material from their activities. This may include news, photographs, event information, publications, demo-site updates, project results and links to supporting resources. Content should follow the project's communication, branding, terminology and accessibility guidelines. Technical information should be adapted to the intended audience, while specialist terminology may be retained when addressing scientific, policy or industry stakeholders. Website performance may be monitored through available analytics, including visits, page views, downloads, traffic sources, geographic reach and engagement with specific content.

Educational, coaching, training and capacity-building resources made available through the website should also be organised and presented according to the needs of the relevant target-audience clusters, using differentiated levels of technical detail, guidance and entry points where appropriate.

Corrective actions

If website visibility or engagement is below expectations, content will be published more regularly and presented in clearer, more accessible and visually engaging formats. Links between the website, social media, newsletters and partner channels will be strengthened, while titles, summaries and calls to action will be improved. The WP6 leader may also provide additional guidance to partners, request missing material, review the organisation of key pages and adapt technical content into shorter formats that are easier for non-specialist audiences to understand.

Target audiences and stakeholders

General public, citizens, local communities, schools, environmental NGOs, media, researchers, universities, public authorities, policymakers, EU-funded projects, Mission Ocean initiatives, industry actors, innovators, technology providers, entrepreneurs, investors and other stakeholders interested in REMEDIES activities, solutions and results.



6.1.2 Social media platforms

REMEDIES Communication KPI: *Followers on social networks*

Target: 5,000 followers

What it is and how it is used

REMEDIES uses Facebook, X, YouTube, LinkedIn, Instagram and TikTok to maintain an active digital presence and communicate project activities, events, results and messages to different audiences. Content includes regular posts, stories, photographs, graphics, short videos, campaign material, event announcements, project news and accessible explanations of REMEDIES technologies and solutions. Campaign hashtags, partner amplification and engagement with relevant influencers or multipliers may also be used where appropriate. Content is adapted to the audience, tone and technical characteristics of each platform.

- **Facebook** is used to communicate with broad public and community audiences through project updates, campaigns, events and visual content. REMEDIES Facebook page: <https://www.facebook.com/remedies.eu>.
- **X** supports the concise sharing of news, articles, scientific updates and policy-relevant information, primarily addressing research communities, academic institutions, policymakers, public authorities and environmental or water-related organisations. REMEDIES X profile: https://X.com/REMEDIES_EU.
- **YouTube** hosts the REMEDIES animated video and audiovisual material produced through conferences, webinars, demo-site visits, interviews, Cluster Meetings and other project activities. It allows this content to remain publicly accessible after the related activity has concluded. REMEDIES YouTube channel: https://www.youtube.com/channel/UCn8VHAL_mF8pSBG96GHDw3A/.
- **LinkedIn** is used to reach professional audiences, including researchers, industry and business representatives, innovators, public authorities, EU projects and investors. Publication through the REMEDIES page and the organisational pages of consortium partners extends content through their professional networks. REMEDIES LinkedIn profile: <https://www.linkedin.com/company/remedies-eu/>.
- **Instagram** supports visual storytelling and is particularly relevant for reaching young people and wider public audiences through photographs, short videos, stories, campaign messages and accessible explanations of the project's activities. REMEDIES Instagram page: https://www.instagram.com/remedies_eu/.
- **TikTok** uses shorter, dynamic and educational videos to engage younger audiences. Content may present behind-the-scenes project activities and explain topics such as microplastics, plastic litter monitoring, prevention and valorisation in an accessible format. REMEDIES TikTok account: https://www.tiktok.com/@remedies_eu.

Why it matters

Social media is a primary Communication tool for raising awareness, maintaining continuous project visibility and translating technical or scientific information into accessible formats. The combination of platforms allows REMEDIES to communicate with broad public audiences while also reaching specialised scientific,



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policy, business and innovation communities. Social media also supports other REMEDIES activities by promoting campaigns, events, publications, videos, Open Days and participation opportunities. It enables partners, Ambassadors and stakeholder networks to amplify project messages and direct audiences towards the REMEDIES website and other project resources.

How it is implemented and monitored

The WP6 leader coordinates the project's social media approach, content planning, visual consistency and use of the official REMEDIES channels. Consortium partners provide timely information, photographs, videos and updates from their activities and amplify published content through their own organisational and professional accounts. Social media content should follow the REMEDIES narration, visual identity, terminology and EU acknowledgement requirements. Messages should be adapted to the intended audience and platform, using accessible language for public communication and more technical or policy-oriented language where appropriate.

The KPI records the cumulative number of followers connected to the REMEDIES accounts on Facebook, X, LinkedIn, Instagram and TikTok. Followers are measured separately from reach, impressions and engagement, since these metrics represent different forms of digital performance. YouTube supports the project's audiovisual communication, but it is not included among the platforms listed under the follower KPI. Progress will be monitored through the analytics provided by each platform. The WP6 leader will consolidate the follower totals and may also review reach, impressions, views, reactions, comments, shares, link clicks and audience characteristics to assess content performance.

Social media reach may contribute to the separate KPI **"Citizens reached by campaigning"** when the content is awareness-oriented and the reported figure is supported by platform analytics. The platform, publication date, content type, intended audience, reach metric, measurement source and supporting evidence should therefore be recorded where relevant.

Corrective actions

If follower growth, reach or engagement is below expectations, the content strategy will be reviewed by improving storytelling, adapting messages and formats to each platform and increasing the regularity of relevant content. Partner reposting and amplification will be strengthened, while clearer calls to action, more accessible visual or audiovisual material and targeted campaigns will be introduced where needed. Paid promotion or collaboration with relevant influencers and multipliers may be used where appropriate. The WP6 leader may also provide partners with additional content guidance, templates or individual support to improve the quality and consistency of submitted material.

Target audiences and stakeholders

General public, youth, environmental NGOs, local communities, media, researchers, academic institutions, policymakers, public authorities, industry and business actors, innovation communities, EU-funded projects, investors and project supporters.



6.1.3 Newsletters

REMEDIES Communication KPI: E-newsletters

Target: 6 newsletters

What it is and how it is used

REMEDIES e-newsletters are periodic digital publications used to provide subscribers with a concise and structured overview of project developments. They include project news, completed and upcoming events, campaign highlights, demo-site updates, milestones, participation opportunities, publications and selected project results. Photographs and links to the REMEDIES website or other relevant resources are incorporated where appropriate.

The newsletters are primarily a communication tool, although they also support Dissemination when they present scientific findings, project outputs, technologies, demo-site results or lessons learned. They are distributed through the project mailing list, partner channels and relevant stakeholder databases. Subscriptions are collected through the REMEDIES website, social media, events, conferences and other project activities, in accordance with applicable data protection requirements. Each newsletter is produced in English and follows a consistent visual format incorporating the REMEDIES identity and the required EU acknowledgement. Newsletters are designed to remain concise, generally covering approximately two to three pages.

REMEDIES newsletters:

<https://drive.google.com/drive/folders/1g2r4AkAgROzFFyv9OGBvUeoZ0A8TcBVm?usp=sharing>

Why it matters

Newsletters maintain regular and direct contact with audiences that have expressed an interest in REMEDIES. Unlike individual social media posts, they bring related updates together in a curated format and provide readers with a clear overview of project progress, opportunities and results. They support sustained stakeholder engagement, direct audiences towards project activities and resources, and extend the visibility of content published through the website, social media and partner channels. When they communicate results and lessons learned, they also help transfer REMEDIES knowledge to scientific, policy, public authority, industry and EU project audiences.

How it is implemented and monitored

The WP6 leader coordinates the planning, preparation, visual consistency and distribution of the newsletters. Consortium partners provide timely content from their activities, including short updates, photographs, event information, publications, results and relevant links. Partners are also responsible for supporting the growth of the mailing list through their communication and dissemination activities. Contact details collected during conferences, events and other activities may only be added to the mailing list when the necessary consent and data protection requirements have been met. The KPI counts the number of newsletters



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produced and distributed during the project. Progress towards the target is verified through the final newsletter files, publication or distribution dates and available mailing-platform records.

Corrective actions

If subscriber growth, delivery rates, open rates or engagement are below expectations, the project will improve subject lines, introductory text, content selection and calls to action. Newsletters may also be adapted to provide shorter articles, clearer links and a stronger balance between project updates, results and participation opportunities. Audience segmentation may be introduced where appropriate so that content can be better aligned with the interests of different stakeholder groups. Subscription will also be promoted more systematically through the website, social media, events and partner channels. The WP6 leader may provide partners with additional guidance or request timelier and audience-relevant contributions.

Target audiences and stakeholders

Project stakeholders, citizens, local communities, local authorities, researchers, universities, environmental NGOs, EU-funded projects, Mission Ocean initiatives, policymakers, industry actors, innovators, investors, media and interested public audiences.

6.1.4 REMEDIES Ambassadors group

REMEDIES Communication KPI: Connected Ambassadors

Target: 15 ambassadors

What it is and how it is used

The REMEDIES Ambassadors Group is a network of individuals and organisational representatives who support the promotion of the project's mission, activities, campaigns, results and solutions through their professional, public and community networks. Ambassadors are selected from diverse sectors, including environmental organisations, NGOs, research, industry, public authorities, policymaking, media, activism and local communities. Selection considers their connection with plastic pollution prevention, circular economy, zero-waste approaches, marine litter mitigation and ocean conservation, together with their influence, geographic representation, expertise, willingness to participate and capacity to communicate REMEDIES messages.

Ambassadors may share project content through social media and other channels, participate in webinars, Anti-Litter Campaigns, the Plastic Fantastic Hackathon, Policy Alignment Workshops and Cluster Meetings, and contribute insights, research and good practices. Their involvement is recognised through the REMEDIES website and project communication channels. A dedicated LinkedIn group may also be used to exchange information and coordinate communication activities.

The REMEDIES Ambassadors are presented at:

<https://remedies-for-ocean.eu/ambassadors/> (accessed 28.8.2026)



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The partner guidance for approaching potential Ambassadors is available at **Annex V - Ambassadors: Guide for partners**.

Additional provisions on selection, collaboration and expected impact are presented in **Annex III - REMEDIIES Ambassadors Group as a Communication and Networking Tool**.

Why it matters

The Ambassadors Group is primarily a communication tool because it expands the reach and credibility of REMEDIIES through trusted individuals and organisations with established audiences. Ambassadors help translate project messages into accessible narratives and connect the project with communities that may not be reached through its official channels alone. The group also supports stakeholder networking and Community Engagement when Ambassadors mobilise their audiences around local actions, campaigns, events and participation opportunities. Their involvement can create links with policymakers, researchers, industry representatives, environmental organisations and local communities, while supporting wider awareness and adoption of REMEDIIES solutions.

How it is implemented and monitored

The WP6 leader coordinates the overall Ambassadors approach, provides communication material and maintains information on the network. Consortium partners identify and approach suitable candidates through their professional, thematic and regional networks and support their involvement in relevant project activities. The KPI counts ambassadors who have established an active connection with REMEDIIES and contribute to promoting its messages, campaigns, events or outputs. The reported figure should therefore represent engaged Ambassadors rather than people who have only been contacted or included in an initial list.

Progress may be verified through documented acceptance of the Ambassador role, website profiles, participation in project activities, social media publications, content contributions, correspondence or other evidence of active involvement. Where relevant, reporting may also record the Ambassador's country, sector, area of expertise, audience reach and type of contribution.

Corrective actions

If the target is not achieved or participation is limited, the selection criteria and outreach approach will be reviewed. Partners will identify additional candidates from their stakeholder networks, demo-site regions, environmental organisations, research communities, public authorities, media contacts and industry networks. The proposed role and benefits of participation may also be clarified, while Ambassadors may receive more regular updates, ready-to-use communication material, invitations to activities and clearer opportunities to contribute. Geographic or thematic gaps in the network should be addressed through targeted recruitment.

Target audiences and stakeholders



Environmental experts, activists, media representatives, journalists, local leaders, community opinion makers, influencers, researchers, universities, environmental NGOs, public authorities, policymakers, industry actors, innovators, entrepreneurs and policy advocates.

6.2 Guidelines for internal and external communication vocabulary, tone, and consistency

The REMEDIES Glossary, presented in Annex I, supports consistent terminology across internal and external project communication. It includes general terms commonly used across REMEDIES technologies, innovations, Communication, Dissemination and Community Engagement activities, as well as Work Package-specific technical terminology. The glossary in Annex I is updated throughout project implementation under the coordination of the relevant Work Package leaders.

The REMEDIES glossary is designed to help partners maintain consistent language and terminology throughout all project communications. The focus is on aligning the terminology used across various channels, ensuring the correct context, and clearly communicating complex concepts to different audiences. Here's how to effectively use the glossary for internal and external communication:

Mission Ocean and Waters terminology alignment

To ensure coherence with the wider European policy and innovation framework, REMEDIES partners should use consistent terminology when referring to the EU Mission “Restore our Ocean and Waters by 2030”. Mission-related language should be used especially in communication and dissemination activities addressed to EU institutions, Mission projects, policymakers, public authorities, researchers, innovation actors, investors and other specialist stakeholders.

When relevant, partners should refer to REMEDIES as contributing to the Mission objective of preventing and eliminating pollution of ocean, seas and waters, while also supporting ecosystem protection and restoration, circular economy, zero-waste solutions, citizen mobilisation and the transition towards a sustainable blue economy. For public-facing communication, Mission terminology should be simplified and connected to practical action, for example by explaining that REMEDIES helps citizens, communities and organisations contribute to cleaner seas and healthier waters.

Preferred Mission-aligned wording includes:

- “contributing to the EU Mission ‘Restore our Ocean and Waters by 2030’”
- “supporting the prevention and elimination of plastic pollution in ocean, seas and waters”
- “mobilising citizens and stakeholders for a plastic-litter-free future”
- “promoting circular and zero-waste solutions for the sustainable blue economy”
- “sharing REMEDIES results with the wider Mission Ocean and Waters ecosystem”
- “supporting the uptake, replication and scaling of solutions for marine litter prevention, monitoring, collection and valorisation”

Partners should avoid using the Mission reference as a generic label without explaining the specific connection to REMEDIIES activities. Where possible, Mission alignment should be linked to concrete results, activities or outputs, such as anti-litter campaigns, citizen science activities, Open Days, policy workshops, webinars, clustering with Mission projects, circular innovation actions and dissemination of REMEDIIES technologies.

Terminology consistency

- **Maintain consistency:** All partners must use the standardised terms defined in the glossary when referring to project concepts, KPIs and innovations. For example, use “Beach Monitoring” for scientific litter-monitoring activities conducted according to the EMODnet Guidelines, and “Beach Clean-Up” for organised community activities focused on removing litter from coastal areas. These terms should not be used interchangeably.
- **Avoid synonyms:** To avoid confusion, do not interchange key terms with synonyms unless necessary for a specific audience.
- **Example:** Use “Zero-Waste Solutions” across all content, rather than switching between terms like “waste minimization” or “waste elimination.”

Contextual application for different audiences

- **Technical vs. general:** Adapt the use of the glossary based on the target audience. For example, the term “*Microplastic Monitoring*” should be used in technical contexts such as reports, open calls, blog articles, and promotion of specific events. However, when communicating with kids, a simpler term like “tracking tiny plastic pieces” can be used to convey the concept in a more accessible and relatable manner. This approach ensures clarity and understanding while maintaining the essence of the information for different audience groups.
- **Example:** When communicating with general audiences, avoid complex terms like “valorisation pathways” and opt for “turning waste into new products” instead.
- **Mission language for different audiences:** For specialist audiences, partners may refer directly to the EU Mission “Restore our Ocean and Waters by 2030” and its objectives. For general audiences, partners should explain the Mission in simple language, for example as a European effort to restore the ocean, seas and waters by 2030 through action against pollution, protection of ecosystems and support for sustainable solutions.

Tone of Voice Guidelines

- **Professional tone for technical communication:** Use the exact terms defined in the glossary for scientific publications, conferences, and reports. Ensure clarity and precision to maintain credibility.
- **Approachable tone for community engagement:** For social media, newsletters, and community events, use a more conversational style. Simplify terms where necessary, using relatable language without compromising the accuracy of information.
- **Example:** When describing “Bio-Based Plastics,” use “plastics made from renewable plants instead of oil” for the public.



- **Mission-aligned tone for EU, policy and institutional communication:** When communicating with EU institutions, Mission projects, policymakers, public authorities and specialist stakeholders, partners should explicitly connect REMEDIIES activities and results to the EU Mission Ocean and Waters objectives. The tone should remain precise, policy-relevant and evidence-based, while avoiding overly broad claims that are not directly linked to REMEDIIES results.

Specific instructions for KPIs and reporting terminology

- **Avoid ambiguity:** For KPI reporting, seminars should be classified according to their dominant format and purpose. Participatory seminars involving structured dialogue, co-creation, consultation or meaningful stakeholder contribution are reported under T6.5 Community Engagement, while expert-led or one-way seminars focused primarily on presenting REMEDIIES results should be reported under the relevant Dissemination indicator. Workshops and summer schools reported under T6.5 should similarly include meaningful participatory or capacity-building elements.
- **Include context:** When reporting KPIs like “Beach Clean-Up Engagement,” ensure that you specify the number of events and the volume of waste collected as outlined in the glossary.

Terminology for communication and dissemination activities

- **Public-facing communication:** For terms like “social media engagement” or “media mentions,” use examples to illustrate success, such as “Our social media engagement increased by 25%, reaching 10,000 people in the last campaign.”
- **Internal reporting:** Use precise definitions for each KPI to ensure alignment between teams. For example, always differentiate between “Press Release” and “Media Article” to avoid overlapping categories.

Practical examples and preferred terminology

Here are some examples of terms that should be used consistently:

1. **Circular economy** – Use in formal reports, avoid synonyms like “closed-loop systems” unless contextually needed.
2. **Zero-waste** – For public outreach, describe it as “reducing waste by reusing and recycling as much as possible.”
3. **Valorisation pathways** – Use with technical audiences; for public use, replace with “turning waste into new products.”
4. **Citizen science** – Always explain as “engaging volunteers in data collection for scientific research.”
5. **Microplastic monitoring** – Use “tracking tiny plastic particles in the ocean” for public content.
6. **Stakeholder engagement** – Define as “involving different people and organizations in the project.”
7. **Bio-based plastics** – Define as “plastics made from plants instead of oil.”
8. **Beach clean-ups** – When communicating with the public, emphasize as “community-driven activities to remove plastic waste from beaches,” and avoid complex descriptions related to operational details.

9. **Nature-based solutions** – Always clarify as “using natural processes to solve environmental challenges,” and avoid using complex terms like “eco-mimicry” unless addressing technical audiences.
10. **Prevention vs. reduction** – Prevention refers to strategies that stop plastic waste from being generated or entering the environment (e.g., eliminating single-use plastics), while reduction involves decreasing the amount of waste already being produced (e.g., using less plastic packaging). Make this distinction clear in both public and technical content.
11. **Survey** – Use “data collection activity” for general audiences to describe surveys and always specify the purpose, such as “measuring plastic litter in coastal areas,” to avoid confusion with typical public opinion surveys.

7. Methods and tools for effective community engagement

7.1 Overview of planned activities and their expected impact

The REMEDIIES project utilizes a variety of community engagement tools and activities tailored to different target audiences to ensure active participation, local ownership, citizen science and hands-on involvement in marine litter prevention. Community Engagement activities build understanding, participation and local ownership by creating meaningful connections between stakeholders, project solutions and the principles underpinning REMEDIIES.

Community engagement activities directly support the Mission's public mobilisation and engagement enabler by giving citizens, local communities, schools, local authorities, entrepreneurs and civil society organisations concrete opportunities to participate in marine litter prevention, monitoring, collection, valorisation and zero-waste action. The primary community engagement tools used in REMEDIIES are anti-litter campaigns, workshops and summer schools, PLASTIC FANTASTIC Hackathon, policy workshops, cluster meetings, artistic residencies, inaugural and final conference. More detailed information about each is done in the subsection of 7.1. below.

7.1.1 Anti-litter campaigns

REMEDIIES Community engagement KPI: Anti-litter campaigns

Target: 8 campaigns

What it is and how it is used

The REMEDIIES Anti-Litter Campaigns are a series of targeted activities designed to raise awareness and mobilise communities to address plastic pollution. They aim to inform the general public about the environmental impacts of plastic waste, promote behavioural change and introduce innovative solutions for plastic prevention, collection and valorisation. The campaigns will be implemented in the demo-site regions and will focus on beach clean-ups, awareness-raising activities, workshops and the presentation of zero-waste plastic and valorisation solutions. Where relevant, they will be connected with existing local, national or international campaigns and initiatives to strengthen participation, increase visibility and create synergies with ongoing environmental action.

Workshops organised as part of the campaigns will provide opportunities to present the progress and achievements of REMEDIIES and demonstrate relevant project technologies as potential future market solutions. They will allow citizens, communities, businesses, public authorities and other stakeholders to understand how the innovations work, discuss their practical relevance and provide feedback on their possible use and wider adoption. The campaigns will follow the common Anti-Litter Campaign Guidelines developed for the consortium, as seen in **Annex VI - Anti-litter Campaign Guidelines**, while allowing each



organising partner to adapt the activities to the environmental, social and stakeholder context of the respective demo-site region.

Why it matters

The Anti-Litter Campaigns actively involve citizens and stakeholders in addressing plastic pollution through clean-ups, workshops, awareness activities and direct interaction with project solutions, increase public awareness of the environmental consequences of plastic waste and encourage more responsible behaviours, and finally, they are used to present REMEDIES results, technologies and innovations to potential users, adopters and market actors.

A central purpose of the campaigns is to contribute to the advancement of the Demand Readiness Level and Market Readiness Level, particularly for innovations developed under WP3. The Demand Readiness Level, DRL, indicates the extent to which there is interest and demand for an innovation among potential users, communities, businesses or public authorities. Through direct exposure, demonstration and stakeholder feedback, the campaigns will support the progression of relevant zero-waste innovations and technologies from DRL 5, where initial interest exists but demand remains limited, towards DRL 9, where the solution demonstrates strong demand among a broad range of potential users. The Market Readiness Level, MRL, reflects how close an innovation is to being introduced, adopted or implemented in the market. The campaigns will support the progression of relevant solutions from MRL 3, where they remain at an early testing and development stage, towards MRL 7, where they are sufficiently mature for wider implementation or near-market deployment.

By presenting the innovations in real community settings, the campaigns will help partners assess user interest, practical relevance, acceptance, implementation conditions and potential barriers to adoption. Feedback collected during the workshops and demonstrations may therefore inform the further development, positioning and replication of the solutions.

How it is implemented and monitored

The relevant demo-site and consortium partners will organise the campaigns, with coordination and communication support from the WP6 leader. Local authorities, environmental NGOs, schools, community organisations, existing campaigns, businesses and technology providers may contribute to participant mobilisation, clean-up activities, workshops and the demonstration of REMEDIES solutions. Each campaign should have a clearly defined location, objective, target audience and programme.

The KPI counts completed Anti-Litter Campaigns. Each coordinated campaign is counted once, even when it includes several related activities, such as a clean-up, workshop, technology demonstration and awareness action.

For each campaign, partners should record the title, date, responsible partners, country and location, collaborating organisations, activities implemented, technologies or solutions presented, number of participants and audience categories. Supporting evidence may include attendance or registration records,

agendas, photographs, videos, workshop material, campaign communication material, quantities and types of litter collected where relevant, participant feedback, website articles and social media documentation.

The qualitative impact of the campaigns will be assessed through the level of community participation, awareness generated, stakeholder interaction, feedback on the technologies and evidence of interest among potential users, businesses, communities or public authorities. Particular attention will be given to how the activities contribute to assessing and advancing the DRL and MRL of the relevant WP3 innovations.

Corrective actions

If participation is below expectations, mobilisation will be strengthened through municipalities, schools, environmental NGOs, local businesses, tourism actors, community organisations, existing campaigns and local media. The timing, location or format of the campaign may also be adapted to improve accessibility and relevance. If the technologies or solutions are not sufficiently visible or understood, the workshops and demonstrations will be revised to include clearer explanations, practical examples, accessible visual material and more opportunities for questions and stakeholder feedback.

Where limited interest or demand is identified, the consortium will use the feedback collected to improve the presentation, usability, positioning or potential application of the relevant innovations. Additional demonstrations, targeted workshops or engagement with specific market and public-sector actors may also be organised to support further progress in DRL and MRL.

Target audiences and stakeholders

Citizens, general public, local communities, environmental NGOs, municipalities, schools, students, community organisations, volunteers, local businesses, tourism actors, industry and business partners, innovators, potential users, public authorities, technology adopters and stakeholders interested in plastic pollution prevention, zero-waste solutions and plastic valorisation.

7.1.2 Workshops and summer schools

REMEDIIES Community Engagement KPI: Workshops / Summer Schools

Target: 20 workshops or summer schools

What it is and how it is used

REMEDIIES will organise targeted workshops and summer schools at demo sites and partner locations, as well as in other Mediterranean and European countries and relevant replication sites. These activities will create participatory spaces for dialogue, knowledge sharing, active learning and hands-on practice around project results, zero-waste strategies, circular economy solutions and marine litter prevention. Workshops will generally be focused activities addressing a specific REMEDIIES topic, innovation, methodology or local challenge. Summer schools may provide more extensive educational programmes combining scientific and technical inputs with practical exercises, field activities, group work and exchanges between participants, researchers and practitioners. The activities will be open to relevant groups such as students, scholars,

researchers, citizens, educators, practitioners and local stakeholders. Their structure and content will be adapted to participants' existing knowledge, interests and capacity needs.

Why it matters

Workshops and summer schools enable participants to engage directly with REMEDIIES themes rather than only receive project information. Their qualitative value lies in creating accessible and participatory opportunities for experimentation, discussion and practical learning. These activities can strengthen the skills and capacity of citizens, students, educators, researchers, local authorities and other stakeholders to understand and address marine litter. They can also support participants in applying relevant monitoring, prevention, collection, valorisation and zero-waste approaches within their own educational, professional or local contexts.

The activities will help REMEDIIES identify citizens' interests, learning needs and capacity gaps. This information can be used to develop or adapt citizen science protocols and educational resources so that they are understandable and usable by non-specialist audiences and can support participation in activities connected with the innovations developed by the project. Workshops and summer schools also support local mobilisation and ownership by connecting scientific knowledge and project innovations with the experiences, needs and priorities of communities and stakeholders in demo-site and replication regions.

How it is implemented and monitored

Cooperation may be established with universities, schools, research organisations, municipalities, environmental NGOs, civil society organisations, industry actors and other educational or community institutions. Each workshop or summer school should have a clearly defined purpose, target audience, learning objectives, programme and participatory methodology. Content should be adapted to the participants' level of knowledge and should provide meaningful opportunities for practical involvement, discussion or contribution.

The KPI counts completed workshops and summer schools. Each distinct activity is counted once. A summer school consisting of several connected sessions delivered as part of one programme should normally be counted as one activity rather than as multiple workshops.

For each activity, partners should record the title, date, responsible partners, country and location, delivery format, duration, topic, methodology, participating organisations, number of participants and audience categories. Supporting evidence may include agendas, registration or attendance records, workshop and educational material, photographs, participant outputs, practical exercises, fieldwork documentation, citizen science data, evaluation forms and related communication material. Qualitative effectiveness may be assessed through the level of active participation, accessibility and practical relevance of the content, knowledge and skills developed, participant questions and feedback, identified capacity needs and the potential for participants to apply the methods or approaches presented.

Corrective actions



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If participation is below expectations, targeted outreach will be strengthened through educational institutions, universities, schools, municipalities, environmental NGOs, civil society organisations, community networks and partner stakeholder databases. The format may be adapted through hybrid delivery, shorter or more accessible sessions, stronger practical components or content tailored more closely to the interests and capacity needs of the intended audience.

If participant interaction is limited, the methodology will be revised to include additional hands-on exercises, smaller working groups, field-based activities, citizen science tasks, co-creation methods or facilitated discussion. Where participants experience difficulty applying the methods or protocols presented, the supporting material will be simplified or adapted, and additional demonstrations, guidance or follow-up resources may be provided.

Target audiences and stakeholders

Citizens, civil society organisations, research communities, students, scholars, educators, specific end-user communities, local and regional authorities, industry and business actors, innovators, environmental experts, practitioners, NGOs, community leaders and local stakeholders.

7.1.3 PLASTIC FANTASTIC Hackathon

REMEDIES Community Engagement KPI: Hackathon

Target: 1 Hackathon

What it is and how it is used

The PLASTIC FANTASTIC Hackathon is an intensive innovation and co-creation process designed to mobilise creative, entrepreneurial and science-based solutions to marine plastic pollution. It will bring together innovators, environmental experts, entrepreneurs, researchers, activists, students, citizens and other relevant stakeholders to identify, develop, validate and pitch practical solutions.

The Hackathon will address solutions connected to the three REMEDIES pillars: Detection and Monitoring, Collection and Valorisation, and Prevention and Zero Waste. Participants may work on ideas related to plastic litter identification, monitoring technologies, collection systems, reuse, recycling, valorisation pathways, alternative materials, zero-waste models and community-based approaches.

The process will provide a structured pathway from open participation and idea development to mentoring, pitching, selection and follow-up support. It will also provide opportunities to present the 12 innovations and technologies connected to REMEDIES, connect participants with relevant expertise and networks, and attract potential support from industry, investors and other innovation actors. Selected ideas will receive incubation or acceleration support to help turn them into more tangible and implementable solutions.

The title “PLASTIC FANTASTIC” is intentionally ironic and highlights the contradiction between plastic’s perceived versatility and convenience and its serious environmental consequences. It is designed to provoke reflection, challenge misconceptions about plastic’s value and inspire solutions that rethink, reduce, reuse, replace or valorise plastic materials.



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Why it matters

The Hackathon's participants are actively involved in problem definition, solution development, testing, feedback and pitching rather than only receiving information. It creates an intensive co-creation environment in which participants contribute their own knowledge, ideas and experience to the REMEDIIES innovation ecosystem. It also functions as a pipeline-building activity. The process helps participants move from initial awareness of marine plastic pollution to structured ideas, practical proposals and potential implementation pathways. Through expert input, mentoring, peer learning and jury feedback, early-stage concepts can be strengthened in terms of environmental impact, feasibility, business model, scalability and market or community relevance.

The Hackathon also presents REMEDIIES innovations, scientific knowledge and emerging solutions to wider innovation, research, industry and investment communities. It can strengthen cooperation between entrepreneurs, researchers, technology providers, public authorities and potential adopters and create pathways towards incubation, funding, piloting or further collaboration.

How it is implemented and monitored

Impact Hub Athens will coordinate the design and implementation of the Hackathon, with support from relevant consortium partners, technology providers, scientific experts, mentors, jury members, investors, businesses and environmental organisations. The Hackathon may be organised online, physically or through a hybrid format to enable broad participation. Its implementation pathway may include an open call, selection of participating ideas or teams, an intensive Bootcamp, expert and inspirational sessions, mentoring, business and impact development, pitching preparation, finalist selection, a final pitching and award event, and follow-up incubation or acceleration support.

The open call and selection process should be clear, accessible and based on transparent criteria. Assessment may consider the relevance of the proposed solution to marine plastic pollution, environmental impact, innovation, feasibility, scalability, circularity, community relevance and development potential. Targeted outreach should seek a geographically and professionally diverse applicant pool, including young innovators, women, students, researchers, social entrepreneurs, citizen initiatives and participants from underrepresented regions. Accessibility considerations may include clear application guidance, online participation options, accessible language, pitching support and formats suitable for applicants with different levels of entrepreneurial experience.

The KPI counts the Hackathon as one coordinated activity. Its individual components, such as the open call, Bootcamp, mentoring sessions, finalist selection and pitching ceremony, should not be counted as separate Hackathons. For monitoring purposes, the organisers should record the number of applications, selected ideas or teams, participants, experts, mentors, jury members, pitching teams and projects receiving follow-up support. Geographic reach, stakeholder categories and gender and diversity information may also be documented where appropriate and proportionate. Supporting evidence may include the open call, application and evaluation material, participant records, programme and agendas, mentoring documentation, pitch decks, jury criteria, photographs, recordings, website articles, communication material, feedback forms and evidence of incubation or acceleration support.



The qualitative value of the activity may be assessed through the development of participants' ideas, the relevance and diversity of proposed solutions, the quality of expert feedback, the knowledge and confidence gained by participants, networking opportunities and the potential of selected concepts to move towards piloting, implementation, investment or continued development.

Corrective actions

If the number or diversity of applicants is below expectations, outreach will be strengthened through universities, youth organisations, environmental NGOs, research institutions, entrepreneurial communities, incubators, accelerators, innovation networks and consortium partner channels. The application period may also be extended and information sessions may be organised to clarify the process and eligibility requirements. If the quality or maturity of submitted ideas is limited, participants will receive stronger problem-framing guidance, preparatory material, mentoring and practical support on environmental impact, feasibility, circularity, business modelling and pitching.

If participation barriers are identified, the format may be adapted through online access, simplified application procedures, clearer language, additional pitching support and targeted measures to reach women, young innovators and participants from underrepresented regions. If connections with investors, industry or potential adopters are limited, targeted matchmaking, focused invitations and clearer presentation of the solutions' implementation and market potential will be introduced.

Target audiences and stakeholders

Young innovators, environmental activists, social entrepreneurs, students, researchers, citizens, early-stage founders, experts, mentors, universities, environmental NGOs, technology providers, industry and business actors, investors, public authorities, specific end-user communities and local stakeholders.

7.1.4 Artistic Residencies

REMEDIIES Community Engagement KPI: Artistic Residencies

Target: 5 residencies

What it is and how it is used

The REMEDIIES Artistic Residencies are creative public engagement activities that connect science, environmental innovation, artistic practice and local communities. Artists and researchers from, or connected to, the project's demo-site regions will be invited to develop or present site-specific work addressing plastic pollution and other themes linked to REMEDIIES. The residencies will translate scientific knowledge, marine litter data, project innovations and circular economy concepts into accessible public experiences. Artistic formats may include visual art, fashion, street art, design, performance, installations and participatory creation. The specific format will depend on the local context, the artist's or researcher's practice and the REMEDIIES theme addressed.



The residencies may involve local residents directly in the creative process or engage them through public presentations, exhibitions, performances, workshops and discussions. Their outputs may be presented through activities at the respective demo sites and documented through an online exhibition or dedicated content on the REMEDIES website. The project intends to organise the majority of the residencies in connection with the EXIT Festival, as one of REMEDIES' most outward-facing demo sites and an important opportunity to reach large and diverse audiences. Residencies may also be implemented in other relevant demo-site regions or linked to local environmental, cultural and community activities.

Why it matters

Artistic Residencies create opportunities for artists, researchers and local communities to interpret, discuss and respond creatively to plastic pollution and ocean restoration. When communities contribute ideas, materials, experiences or creative inputs, the artistic process becomes a participatory space for environmental reflection and civic engagement. Art can communicate environmental challenges in ways that are visual, emotional and relatable. By translating complex scientific and technical information into cultural experiences, the residencies can engage people who may not participate in conventional scientific events, training activities or policy discussions.

Also, artistic outputs are used to raise public awareness and encourage behavioural change. Their Dissemination function becomes relevant when the work presents or interprets REMEDIES scientific findings, marine litter data, technologies, circular innovations or project results. The residencies aim to encourage citizens to reconsider consumption patterns, the use of single-use plastics and the environmental consequences of waste. They may also demonstrate the creative potential of reuse, transformation and valorisation, helping audiences understand discarded materials not only as waste but also as resources that can be reconsidered within circular and zero-waste systems. By creating site-specific work, the residencies connect the wider challenge of plastic pollution with the environmental, cultural and social identity of each location. This can strengthen local relevance, community ownership and the lasting cultural and environmental impact of the activity.

How it is implemented and monitored

Impact Hub Athens will coordinate the Artistic Residencies within WP6, in cooperation with the relevant demo-site partners, artists, researchers, cultural organisations and local stakeholders. Other consortium partners may contribute scientific knowledge, project data, information about REMEDIES innovations, access to implementation sites and connections with local communities. Artists will be selected or invited based on the relevance of their practice to the REMEDIES themes, their ability to work within the local context and their potential to engage public audiences. The selection should also consider the suitability of the proposed format, the feasibility of implementation and its potential cultural and environmental relevance.

Each residency should have a clearly defined theme, location, implementation period, artistic approach, intended audience and public engagement format. Artists and researchers should receive sufficient background information on the project, the respective demo site and the scientific, technical or environmental issue addressed.



The KPI counts completed Artistic Residencies. Each residency is counted once, regardless of the number of artworks, workshops, performances, public presentations or exhibition outputs produced within it.

For each residency, partners should record the title, location, implementation dates, responsible partners, participating artist or researcher, thematic focus, artistic format, community engagement activities, outputs produced, number of participants or audience members and audience categories. Supporting evidence may include the residency brief, photographs, videos, exhibition material, public event agendas, participant records, website content, social media documentation and the final artistic outputs. The qualitative value of each residency may be assessed through the relevance of the work to REMEDIES themes, the extent of community participation, the accessibility of the environmental message, the quality of interaction with local audiences and the potential for the output to continue raising awareness after the residency has ended.

Corrective actions

If interest from artists or researchers is below expectations, outreach will be strengthened through cultural organisations, universities, art schools, research institutions, creative networks, festivals and local artistic communities. Where engagement with local communities is limited, the residency format may be adapted to include participatory creation, open workshops, public discussions, local material collection or cooperation with schools, community groups and environmental organisations.

If implementation at a demo site presents logistical or accessibility challenges, the activity may be linked to an established local event, festival or cultural venue. Digital documentation and online exhibitions may also be used to extend access and preserve the outputs. Where the connection between the artistic work and REMEDIES is not sufficiently clear, artists and researchers will receive additional scientific background, curatorial guidance and opportunities to engage with project partners, technologies and environmental data.

Target audiences and stakeholders

Artists, researchers, local communities, citizens, cultural organisations, universities, art schools, festivals, educators, students, environmental organisations, community groups and other actors interested in plastic pollution, circularity, environmental innovation and ocean restoration.

7.1.5 Cluster meetings

REMEDIES Community Engagement KPI: Clustering events

Target: 10 Cluster Meetings

What it is and how it is used

REMEDIES Cluster Meetings are structured knowledge-exchange and networking events designed to connect the project with other EU-funded projects, Mission Ocean initiatives, scientists, experts, public authorities, environmental organisations and sectoral stakeholders working on marine preservation and plastic pollution. The meetings support the exchange of project results, methodologies, implementation experience, lessons learned and policy-relevant knowledge. Their thematic focus may address different aspects of the three



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REMEDIIES pillars: detection and monitoring, collection and valorisation, and prevention and zero-waste solutions. They may also explore cross-cutting issues such as citizen engagement, circular economy, water resilience, environmental governance, replication and investment in blue innovation.

Cluster Meetings may be organised physically, online or in hybrid format. The programme may include keynote contributions, presentations from related projects, scientific panels, round-table discussions, open question-and-answer sessions and facilitated exchanges around shared challenges. Where appropriate, meetings may be streamed or recorded and made publicly available through the REMEDIIES YouTube channel, extending access beyond registered participants. The meetings also support alignment with relevant European policy frameworks and platforms, including the Water Framework Directive, the Marine Strategy Framework Directive, measures addressing single-use plastics, WestMED and BlueMed.

REMEDIIES YouTube channel: <https://www.youtube.com/@remediesprogram> (accessed 28.8.2026)

Why it matters

Cluster Meetings create structured opportunities to transfer REMEDIIES knowledge and compare project approaches with other initiatives. They help identify complementarities, avoid duplication, exchange good practices and develop potential pathways for joint activities, policy alignment and future cooperation. Their value also lies in connecting scientific, technical and policy perspectives. By involving other Mission projects, researchers, public authorities, environmental organisations and industry actors, the meetings can translate project evidence into practice-oriented and policy-relevant discussions.

How it is implemented and monitored

Each Cluster Meeting should have a clearly defined topic, target audience, agenda and expected outcome. The programme should promote meaningful exchange rather than consist only of unrelated presentations. Open discussion, audience questions and identification of possible follow-up actions should be included where appropriate.

The KPI counts completed Cluster Meetings organised by REMEDIIES or jointly with other projects and initiatives. Each distinct event is counted once, regardless of the number of presentations, speakers or participating organisations.

For each meeting, partners should record the title, date, responsible partners, location, delivery format, participating projects and initiatives, speakers, main topics, number of participants and audience categories. Supporting evidence may include agendas, registration and attendance records, speaker lists, presentation material, event webpages, recordings, photographs, audience questions, meeting conclusions and follow-up documentation.

The qualitative effectiveness of the meetings will be assessed through the relevance and diversity of the participating projects and speakers, the quality of the discussion, audience interaction, the identification of synergies and the potential for continued collaboration or policy alignment. Where participation is also reported under a wider dissemination-reach indicator, known overlaps should be identified and removed where possible.



Corrective actions

If progress towards the target or stakeholder participation is below expectations, outreach will be strengthened through Mission Ocean networks, CINEA channels, EU-funded projects, WestMED, BlueMed and consortium partner contacts. Meetings may be linked to existing conferences, policy workshops, project meetings or European campaigns to increase participation and reduce organisational barriers. Online or hybrid delivery, live streaming, recordings and follow-up material may also be used to improve accessibility. Where discussions are too broad or generate limited interaction, future meetings will use more focused themes, shared challenges, facilitated dialogue, open question-and-answer sessions and clearer follow-up actions.

Target audiences and stakeholders

Research communities, EU institutions, national, regional and local authorities, civil society organisations, citizens, industry and business actors, innovators, investors, specific end-user communities, international organisations, EU-funded projects, Mission Ocean initiatives, scientists, environmental experts, policymakers and organisations working on marine preservation, plastic pollution and circular economy solutions.

7.1.6 Policy alignment workshops

REMEDIIES Community Engagement KPI: *Policy alignment workshops with other Mission projects*

Target: *More than 5 workshops*

What it is and how it is used

REMEDIIES Policy Alignment Workshops are structured multi-stakeholder sessions that connect demo sites, active replicators, researchers, public authorities, community actors and other relevant initiatives. They are designed to exchange evidence and implementation experience, identify policy and coordination gaps, and develop recommendations that can support the future uptake and scaling of REMEDIIES approaches.

The workshops may address topics such as the integration of citizen-generated data into environmental monitoring systems, the scaling of community-based practices, the alignment of grassroots innovation with public policy, the enabling conditions for long-term sustainability and the relationship between research, innovation and entrepreneurship. They may be organised physically, online or in hybrid format and may be linked to relevant Mission Ocean events, clustering activities or policy processes.

Why it matters

Policy Alignment Workshops transfer REMEDIIES evidence, field experience, citizen science results and governance lessons into policy-relevant dialogue. They create a direct connection between project implementation and the public authorities, policymakers and initiatives that can use these insights in future strategies, regulations and programmes. Their expected value lies in converting practical experience and qualitative stakeholder input into structured policy learning and actionable recommendations. By involving research communities, community actors, public authorities, innovators and implementation organisations,



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the workshops can identify barriers to uptake, improve coordination and support the alignment of project solutions with local, national and European policy frameworks.

How it is implemented and monitored

Each workshop should have a clearly defined policy question, target audience, agenda and expected output. The format should promote structured dialogue rather than one-way presentation and may include short evidence-based inputs, facilitated discussion, working groups and the joint formulation of recommendations or next steps.

The KPI counts completed Policy Alignment Workshops organised by REMEDIIES or jointly with other Mission projects and relevant initiatives. Each distinct workshop is counted once, regardless of the number of speakers or working groups included.

For each activity, partners should record the title, date, responsible organisations, location, delivery format, policy theme, participating projects and initiatives, number of participants and audience categories. Physical and online participation should be reported separately where possible. Supporting evidence may include agendas, registration and attendance records, speaker lists, presentation material, facilitator notes, workshop conclusions, recommendations and follow-up documentation. Qualitative effectiveness should be assessed through the relevance of the evidence discussed, the diversity of participating stakeholders, the quality of the dialogue and the extent to which the workshop produces clear policy insights, recommendations or opportunities for continued alignment.

Corrective actions

If progress towards the target or stakeholder participation is below expectations, outreach will be strengthened through Mission Ocean projects, public authorities, policy networks, research institutions and consortium partner contacts. Workshops may also be linked to existing conferences, Cluster Meetings or relevant European and national policy events. If the discussion is too broad or does not produce useful outputs, future workshops will use more focused policy questions, stronger evidence-based framing, facilitated working groups and clearer expected recommendations. Online or hybrid participation may also be introduced to improve access for policymakers and stakeholders from different regions.

Target audiences and stakeholders

Research communities, EU institutions, national, regional and local authorities, civil society organisations, citizens, industry and business actors, innovators, investors, specific end-user communities, international organisations, Mission Ocean projects, active replicators, community actors, environmental regulators and other stakeholders involved in marine litter prevention, citizen science, environmental monitoring and circular economy policy.

7.1.7 REMEDIIES international conference

REMEDIIES Community Engagement KPI: Participants in the final conference

Target: 300 participants

What it is and how it is used

The REMEDIIES International Conference will be the project's principal final dissemination event. It will present the project's results, innovations, implementation experience, lessons learned, policy relevance and opportunities for further uptake and replication. NIC, as Project Coordinator, will be responsible for organising the conference, taking over this role from the VLPF Lighthouse. Drawing on its institutional and scientific networks, NIC will support the participation of relevant communities, leading researchers, potential investors, public authorities, other Mission Ocean projects, EU representatives and external stakeholders. The programme may include presentations of scientific and technical findings, demo-site results, REMEDIIES technologies, policy recommendations, community engagement experience and replication pathways. It will also create opportunities for discussion, networking and cooperation among participants.

Why it matters

The conference is a major Dissemination activity because it brings together the project's principal results and makes them available to audiences that can use, apply, validate, replicate, support or further develop them. It also supports networking and policy dialogue by connecting project partners with researchers, public authorities, industry actors, investors, civil society organisations, EU institutions and related initiatives. By presenting the project's achievements within a common final programme, the conference will strengthen the coherence and visibility of REMEDIIES results and support continued cooperation beyond the project.

How it is implemented and monitored

NIC will coordinate the overall design, programme, logistics and stakeholder mobilisation, with contributions from the WP6 leader, the Project Coordinator, consortium partners, technology providers, demo-site representatives and invited external speakers. The programme should reflect the different dimensions of the project and provide a balanced presentation of scientific, technical, policy, community engagement and replication results. Hybrid participation should be supported through an appropriate online platform, while recordings or follow-up material may be published where relevant.

The KPI records the number of participants attending the final conference. Physical and online participation should be reported separately where possible and verified through registration records, attendance lists and online-platform analytics.

For reporting purposes, the consortium should record the event date and location, delivery format, programme, speakers, participating organisations, number of physical and online participants and audience categories. Supporting evidence may include registration data, agendas, presentation material, photographs, recordings, website content, media coverage and participant feedback. The qualitative value of the conference may be assessed through the diversity and relevance of participants, the quality of discussion,



stakeholder interaction, interest in project results and the identification of follow-up cooperation, uptake or replication opportunities.

Corrective actions

If registration is below expectations, the consortium will intensify targeted invitations and promote the conference through consortium networks, the REMEDIES website, social media, newsletters, EU Mission channels and related EU-funded projects. Hybrid participation options will be strengthened to improve accessibility for international audiences. The programme, speakers and calls to action may also be refined to better address the interests of scientific, policy, industry, investor and community stakeholders.

Target audiences and stakeholders

EU Mission projects, EU institutions, policymakers, national, regional and local authorities, researchers, universities, scientific and technical experts, environmental NGOs, civil society organisations, industry actors, technology providers, innovators, investors, replication stakeholders and other organisations interested in REMEDIES results and marine litter solutions.

7.1.8 REMEDIES inauguration event

REMEDIES Community Engagement KPI: *Physical and digital participants in the inauguration event*
Target: 130 participants

What it is and how it is used

The REMEDIES Inauguration Event publicly launched the project in Athens, Greece, introducing its mission, expected impact and 12 innovations and technologies for monitoring, preventing, collecting and valorising plastic litter. These solutions are being developed and tested across eight Mediterranean demo sites, with the aim of supporting their wider application and replication. Organised in collaboration with the Impact Hub Makers network, the event attracted more than 130 participants, including representatives of public and regional authorities, industry, environmental organisations, NGOs, research institutions and the scientific community. Participants explored the project's technologies, discussed their relevance to real environmental and industry challenges and established connections for future cooperation. The programme included presentations of the REMEDIES innovations, a Massive Business Clinic examining how the solutions could respond to industry needs, and a hands-on beach clean-up. The combination of project presentation, networking and direct environmental action linked the project's strategic ambition with its practical implementation.

More information about the event is available at:
<https://remedies-for-ocean.eu/remedies-celebrates-the-success-of-its-inauguration-event-in-athens-greece/>



**Co-funded by
the European Union**

Why it matters

The event's primary dissemination function was to publicly introduce REMEDIIES and establish its identity among key audiences at the beginning of the project and present project technologies and proposed solutions to actors that may use, support, validate or replicate them. Its networking and participatory elements created opportunities for dialogue between researchers, industry actors, public authorities and civil society organisations.

How it is implemented and monitored

The event was coordinated by Impact Hub Athens, with contributions from the project coordinator, innovation providers, consortium partners and external stakeholders. It was designed to combine accessible project communication with technical presentations, networking and practical engagement. The KPI records the number of physical and digital participants in the event.

Corrective actions

If participation had been below the target, outreach would have been strengthened through targeted invitations, consortium partner channels, social media, newsletters, media contacts and relevant stakeholder networks. Hybrid participation options and stronger cooperation with public authorities, research organisations, industry networks and environmental organisations could also have been used to increase accessibility and attendance.

Target audiences and stakeholders

Media, public authorities, policymakers, civil society organisations, environmental NGOs, local communities, researchers, universities, scientific and technical experts, industry actors, innovators, technology providers, investors, EU-funded projects and Mission Ocean stakeholders.

7.1.9 Seminars

REMEDIIES Community Engagement KPI: Seminars

Target: 40 seminars

What it is and how it is used

REMEDIIES seminars are participatory activities designed to bring together stakeholders for structured dialogue, co-creation and discussion of local needs, implementation challenges and continuation pathways. They may be organised physically, online or in hybrid format across demo sites, partner locations and other relevant Mediterranean or European settings. The seminars may use participatory methodologies such as World Café, Open Space, facilitated dialogue, stakeholder consultation, collaborative exercises and small-group discussions. They will involve decision-makers, public authorities, municipalities, industries, environmental companies, recycling operators, waste utilities, researchers, local communities and civil society organisations.



Why it matters

Participatory seminars create space for stakeholders to contribute their knowledge, experience and priorities rather than only receive project information. They help REMEDIES understand local conditions, identify implementation barriers and explore how different actors can support the uptake, replication and continuation of project solutions. Their primary function is Community Engagement because they encourage dialogue, shared problem-solving and stakeholder contribution.

How it is implemented and monitored

The relevant consortium, demo-site and local partners will organise the seminars, with coordination and reporting support from the WP6 leader. Partners will identify the appropriate topic, participants and participatory methodology according to the local context and the purpose of the activity. Each seminar should have a clearly defined objective and should include meaningful opportunities for participant contribution. The agenda may combine a short introduction to the relevant REMEDIES activity or result with facilitated discussion, working groups, co-creation exercises or the identification of practical next steps. The KPI counts completed seminars whose principal function is participatory Community Engagement. Each distinct seminar is counted once, regardless of the number of sessions, speakers or working groups included. Events consisting only of presentations without participant contribution should not be counted under this indicator. For each seminar, partners should record the title, date, responsible partners, country and location, delivery format, methodology used, topics discussed, number of participants and audience categories. Supporting evidence may include agendas, attendance records, photographs, presentation material, facilitator notes, participant contributions, conclusions, identified next steps and related website or social media documentation. The qualitative value may be assessed through the level of interaction, diversity of perspectives, relevance of stakeholder input and the extent to which the discussion contributes to local action or continuation pathways. The WP6 leader consolidates the reported information and monitors progress towards the target of 40 seminars.

Corrective actions

If participation is below expectations, targeted invitations and promotion will be strengthened through local authorities, industry networks, environmental organisations, research institutions and community partners. Online or hybrid participation may also be introduced to improve accessibility. If participant interaction is limited, the format will be adapted to include smaller working groups, facilitated questions, practical exercises, World Café or Open Space methods and clearer opportunities for stakeholder input. Additional facilitation guidance, templates or individual support may be provided to organising partners.

Target audiences and stakeholders

Decision-makers, national, regional and local authorities, municipalities, industries, environmental companies, recycling operators, waste utilities, researchers, universities, environmental NGOs, civil society organisations, local communities, specific end-user communities and other actors involved in marine litter prevention, circular economy and environmental implementation.



8. Monitoring, evaluation, and corrective measures

8.1 Qualitative and quantitative reporting and evaluation

The Reporting Tools concern the quantified methods of reporting the activities of the consortium, including the number of activities implemented, the number of participants reached, the type of audience involved, the format of participation, and the location where each activity took place.

To support consistent quarterly reporting across the consortium, the WP6 leader will use a standardised reporting tool through which partners will submit information on their completed Communication, Dissemination and Community Engagement activities. The information collected will include the activity title, date and location, responsible partners, relevant WP6 task and KPI, primary category and any secondary function, delivery format, stakeholder groups involved, audience reached, qualitative insights and links to supporting evidence. The collected data will be consolidated in the internal WP6 activity tracker and used to monitor progress against the Grant Agreement targets, identify reporting gaps and inform corrective measures. The detailed reporting methodology, activity-level records and cumulative KPI progress will be presented in Deliverable D6.3.

For reporting purposes, the two reach-related KPIs, **T6.2 Citizens reached by campaigning: 100,000 citizens** and **T6.3 People reached through dissemination activities: 250,000 people**, will be monitored and reported separately because they represent distinct functions. T6.2 captures awareness-oriented communication and campaign reach, while T6.3 captures the reach of result-oriented dissemination activities.

To assess the geographic distribution of outreach and participation, cumulative Communication, Dissemination and Community Engagement data will also be reviewed by country and, where relevant, by demo-site or geographic area, where reliable data are available. This analysis will help identify geographic areas that may be underrepresented and require more targeted outreach or intensified engagement. For online activities, geographic information will be based on available registration data or platform analytics where possible, rather than inferred solely from the location of the organising partner.

For cross-project analysis, the two figures may also be reviewed together as an aggregate indication of REMEDIES' recorded audience reach. This aggregate figure will not replace the separate KPI totals and will not be presented as a count of unique individuals unless deduplication is possible. Where the same audience has been exposed to several activities or channels, known overlaps will be identified and removed where possible. Where this is not technically possible, the figure will be described as aggregate recorded reach, and the calculation method will be documented.

For each relevant activity, partners will record the activity title and date, the responsible partner, the country, city or demo-site location, the principal Communication, Dissemination or Community Engagement category, the participation format, the applicable Funding & Tenders Portal Continuous Reporting system (ECAS) categories, the number of people reached, the measurement source, the supporting evidence and any known

overlap with other activities. In-person and online reach will be distinguished, while hybrid activities will report both components separately where possible. Deliverable D6.3 will provide the detailed activity-level reporting and present the cumulative progress of the relevant Communication, Dissemination and Community Engagement KPIs.

However, beyond the monitoring of quantitative KPIs, REMEDIES will also depict the qualitative impact and effectiveness of its activities, in order to better understand whether the implemented measures generate meaningful engagement, knowledge exchange, increased awareness, and potential behavioural change.

Where appropriate to the activity format, qualitative effectiveness may be assessed through indicators such as participant satisfaction, perceived usefulness, knowledge or skills gained, intention to apply or share what was learned, evidence of behavioural intention or change, stakeholder mobilisation and interest in follow-up activities or collaboration. These elements may be captured through feedback forms, short surveys or polls, participant reflections, facilitator observations and other proportionate forms of qualitative evidence.

To this end, where appropriate, an overview of each relevant event or activity will be provided, as well as, capturing the number of participants, but also insights from the participation, conclusions, the type of interaction achieved, the perceived relevance of the activity, and the level of audience engagement. This qualitative dimension will be documented through short event reports in dedicated news articles, photographic coverage, audiovisual material, social media documentation, and, where relevant, participant reflections, testimonials, questions raised, stakeholder feedback, and follow-up interest expressed after the activity that would be reflected at REMEDIES Communication Channels.

The REMEDIES website will function as a key repository for this type of qualitative evidence, including news articles on cluster meetings, policy workshops, Open Days, anti-litter campaigns, clean-up activities, workshops and other public-facing actions, while the project's YouTube and social media channels further support the documentation and dissemination of audiovisual material.

Partners will also be encouraged to share during the regular WP6 meetings potential opportunities for communication, dissemination, and community engagement, and qualitative insights from the already organised activities. That way, the consortium will move beyond activity numerical KPI counting and assess whether communication, dissemination and community engagement measures are contributing to the project's wider objectives: raising awareness, supporting uptake of project results, empowering communities, and strengthening active participation in the transition towards a plastic-litter-free future.

8.2 Information flow and responsibilities among partners

For the successful implementation of the communication, dissemination and community engagement strategy of the project, input from all partners is crucial. Especially, for the REMEDIES project this is even more important as the partners are from different countries, with different networks/reach and different backgrounds. The different relationships, necessary information flow, and responsibilities of the different partners and actors are shown in Figure 2.



The WP6 leader has the following tasks:

- To provide all relevant materials and tools (website, Social Media Platforms, animated video, etc)
- To provide the communication, dissemination and Community Engagement strategy with the current deliverable and any subsequent updates
- To provide templates and concepts for dissemination and communication materials such as:
 - Intro for short videos for each demo site
 - Roll up banner and flags
 - Posters
 - Leaflets / brochures
 - Flags - Beach Clean Up materials
- To define and formulate the message to the different target groups
- To monitor activities
- The input, contributions and regular updates by all consortium partners are necessary to ensure that DCCP activities will be realised to their full potential. For reach-related reporting, each partner is responsible for submitting complete and evidence-based activity records, while the WP6 leader will review the proposed category, reporting metric, supporting evidence and possible overlap before consolidating the cumulative KPI results. The members of the consortium need to:
 - Provide information and Report on their dissemination activities every quarter
 - Provide content (news, information, pictures, etc.) for website and social media updates
 - Provide lists of subscribers for the e-newsletter that they have gathered in their dissemination activities
 - Inform the WP6 leader on their upcoming REMEDIES-related activities
 - Use their own communication channels (Social Media, website, journalists and media, etc.) to disseminate the project to ensure that existing resources, relationships, and networks are taken advantage of and that the contact to the target groups is strengthened.

In addition to reporting completed activities, consortium partners will inform the WP6 leader of upcoming events, campaigns, workshops, trainings, conferences and other relevant WP6 actions sufficiently in advance, and preferably at least two weeks before their implementation. This advance notification will allow the WP6 leader to provide appropriate communication and dissemination support, ensure that the activity is correctly positioned within the Communication, Dissemination and Community Engagement framework, and advise partners on the materials, channels and reporting requirements to be used. Depending on the activity, this support may include website and social media promotion, newsletters, event invitations, posters, leaflets, banners, media outreach or other relevant materials. The detailed process for quarterly reporting and advance event tracking will be documented in Deliverable D6.3.

The respective roles, responsibilities and information flow between the WP6 leader and the consortium partners are summarised in **Figure 2**. illustrates how information on planned and completed activities is communicated, reviewed and consolidated to support coordinated implementation, KPI monitoring and timely communication, dissemination and community engagement actions.





Figure 2: DCCP Information flow for Consortium Partners

8.3 Corrective measures and proactive planning

Regular evaluations will help ensure that KPIs are met and that the project's impact continues to grow. If KPIs are not met, corrective measures will be implemented. These may include adjustments in strategies, reallocation of resources, one-on-one support calls with partners, and the provision of standardized activity formats and methodologies for partners to follow.

Additionally, proactive planning will be conducted through regular calls to review upcoming activities six months in advance. This will allow for coordinated planning and early identification of potential challenges. In cases where partners lack expertise or resources, the project will facilitate networking with external experts to support the organization of required activities, ensuring all partners can meet their targets and contribute effectively to the project's goals.

8.4 Ensuring consistency across all partners

To maintain unified messaging, the WP6 leader oversees the creation of templates, style guides, and content strategies, ensuring that all partners align with the established guidelines. Regular meetings and training sessions will be organized to update partners on communication protocols and to address any inconsistencies. Furthermore, the REMEDIIES WP6 online repository contains all communication materials, guidelines, and visual assets.

8.5 Risk assessment and mitigation

Effective communication and engagement are essential for the success of REMEDIES. However, there are potential risks that could hinder the impact of Communication, Dissemination and Community Engagement activities:

1. Lack of audience engagement: There is a risk that key target audiences may not engage with REMEDIES' communication efforts due to competing priorities, disinterest, or insufficient reach.

Mitigation strategy: Implement targeted campaigns tailored to specific audiences, leveraging appropriate platforms (e.g., social media for younger audiences, seminars for academics and policymakers). Regular monitoring and audience feedback will help refine messaging.

2. Negative media coverage: Coverage that misrepresents the project's goals or results can undermine public perception and stakeholder confidence.

Mitigation strategy: Develop a crisis communication plan that includes media training for partners and pre-approved key messages. Quickly address any negative narratives by providing accurate information through press releases and proactive media outreach.

3. Inconsistent messaging across partners: With a wide consortium of partners, there is a risk of inconsistent messaging or miscommunication, which could weaken the project's impact.

Mitigation strategy: Provide partners with clear guidelines and templates for communication activities, including pre-approved language and branding assets. Regular meetings and communication training will ensure consistency.

4. Low participation in community events: Limited turnout at community events, such as workshops or beach clean-ups, could reduce local impact and engagement.

Mitigation strategy: Enhance outreach efforts by collaborating with local influencers, community leaders, and schools. Utilize social media platforms to promote events and incentivize participation.

5. Failure to meet KPIs: Inability to achieve KPIs related to dissemination and engagement could compromise the project's overall success.

Mitigation strategy: Establish periodic reviews of progress towards KPIs and implement corrective measures such as reallocating resources, adjusting strategies, or providing additional support to partners. See Section 8.3 - Corrective measures and Proactive Planning.

9. Conclusion

The REMEDIIES Dissemination, Communication and Community Engagement Plan provides a common strategic and operational framework for increasing the visibility, accessibility, uptake and societal relevance of the project's activities and results. By distinguishing clearly between Communication, Dissemination and Community Engagement, the Plan ensures that WP6 activities are designed and monitored according to their principal purpose: informing and inspiring broad audiences, transferring results to actors who can use or replicate them, or enabling citizens and stakeholders to participate actively in project-related action.

The Plan combines a coherent project narrative with audience-specific messaging, consistent terminology, common visual standards and a diverse set of communication, dissemination and engagement tools. These range from digital channels, publications and conferences to Open Days, policy exchanges, Anti-Litter Campaigns, citizen science, participatory workshops, the Hackathon and Artistic Residencies. Together, these activities create a pathway from public awareness to knowledge uptake, collaboration, local ownership and practical action.

The KPI framework provides a structured basis for assessing implementation across WP6. Clear reporting responsibilities, standardised activity records, supporting evidence and the separation of communication, dissemination and community engagement indicators will enable the consortium to monitor progress consistently and reduce overlap. Quantitative data will be complemented by qualitative evidence concerning audience relevance, interaction, knowledge transfer, community participation, stakeholder feedback and the potential for continued uptake or behavioural change.

The Plan also recognises that effective implementation requires continuous coordination and adaptation. Regular reporting, advance notification of activities, proactive planning, risk monitoring and corrective measures will allow the WP6 leader and consortium partners to identify gaps, strengthen underperforming activities and respond to emerging opportunities. The detailed implementation record and cumulative progress towards the WP6 KPIs will be documented in Deliverable D6.3.

Through this framework, REMEDIIES will communicate its contribution to the EU Mission "Restore our Ocean and Waters by 2030," disseminate evidence and innovations to relevant users, strengthen cooperation with related projects and initiatives, and empower citizens and stakeholders to participate in plastic pollution prevention, monitoring, collection, valorisation and zero-waste action. The DCCP therefore supports not only the visibility of REMEDIIES, but also the broader uptake, replication and continuation of its solutions across the Mediterranean and within the wider Mission Ocean and Waters ecosystem.



Annex I - REMEDIES Glossary

Annex I consists of eight tables. Table Annex-1 contains a common vocabulary co-created by the REMEDIES partners for internal and external use. Tables Annex-2 to Annex-8 are dedicated to the individual Work Packages and remain works in progress under the supervision of the respective Work Package leaders.

Table Annex-1: General Glossary

Term	Description
REMEDIES project	The REMEDIES project, part of Horizon Europe, aims to address these challenges through the creation of innovative solutions and technologies. REMEDIES innovations are focused on detection and monitoring, collection and valorisation, and prevention and zero-waste solutions. The program is grounded in science, circularity, and community engagement, with the goal of protecting water ecosystems, reducing pollution, and developing a climate-neutral blue economy. Over the next four years, REMEDIES will showcase 12 breakthrough innovations with 23 partners from 12 countries. These innovations will be validated, demonstrated, and prototyped in operational environments. The solutions will be tested in 8 Mediterranean countries, with plans to scale them throughout the entire Mediterranean region, totalling 33 new sites.
Circular Economy Solutions	Technologies and systems implementing CE best practices (rethink-refuse-reuse-recycle-repurpose -regenerate) and promoting sustainable business models and circular products to prevent fossil-based plastics distribution and use.
Marine Litter (ML)	Marine litter is any persistent, manufactured or processed solid material that is discarded, disposed of, or abandoned in the marine and coastal environment.
Plastic Litter	Plastic litter encompasses various plastic waste items, including packaging, bottles, and fishing gear, that contribute significantly to marine pollution. Initiatives in the REMEDIES project focus on monitoring, collecting, and processing this waste to mitigate its environmental impact.
Nature-Based Solutions (NBS)	Solutions that are inspired and supported by nature, which are cost-effective, simultaneously provide environmental, social and economic benefits and help build resilience.
Littering	Littering refers to the careless disposal of waste in natural and urban environments, particularly problematic when it involves plastics that pollute land and waterways. Anti-littering campaigns aim to raise awareness and reduce pollution at the source.
Beach Clean-Up	Organized community events focused on collecting litter from coastal areas, contributing to marine litter monitoring and awareness.
Beach Monitoring	Scientific monitoring of litter based on EMODnet guidelines for beach litter monitoring.
EMODnet Guidelines for marine litter beach monitoring	DOI 10.6092/15C0D34C-A01A-4091-91AC-7C4F561AB508



Riverine Clean-Up	A modular barrier applied on river stream to retain floating and semi-submerged macro litter items, by the usage of River Cleaning Technology (RC)
Detect & Monitor	
Detection	Detection refers to identifying and mapping marine litter hotspots and microplastics using tools like drones, AI, and remote sensing. These methods help in targeting high-density pollution areas for cleanup and monitoring progress over time.
Monitoring	Monitoring involves continuous assessment of marine litter levels, including macro- and microplastics, to understand pollution patterns and inform intervention strategies. It uses apps, citizen science, and advanced technologies to track litter and support regulatory actions.
Monitoring Toolbox	Various technologies deployed for REMEDIES, including drones, GPS, and buoys, for tracking plastic origins.
Technologies	
Tech.A	
Air Drone	Deployed to monitor shorelines and detect plastic litter through AI-powered image recognition systems, aiding in large-scale data collection.
AI Technology for litter identification	Artificial Intelligence based on deep learning for beach litter identification from video streams
Tech.B	
Underwater Drone	Equipped with a camera to gather real-time data on marine litter on the seafloor and a microplastic sampling unit.
Marine Litter Tracking Sensors (Buoys)	GPS-enabled sensors attached to buoys or debris to track marine litter movement, helping to identify hotspots.
Tech.C	
Microplastic (MP) Detection	Detection systems designed to identify and quantify microplastics in water bodies, integrated into both aquatic drones and wastewater treatment plants.
Tech.D	
REMEDIES Shoreline ML App	A mobile application for citizens to report plastic litter, participate in clean-ups, and contribute to real-time environmental data collection.
Remedies Shoreline ML data repository / management portal	A centralized digital platform for storing, visualizing, and analyzing marine litter data, collected from drones, sensors, and citizen scientists.
Collect & Valorise	
Collection	In the context of marine pollution, collection refers to the systematic gathering of litter, especially plastics, from beaches, rivers, and the sea. It also involves the upstream removal of MPs from WWTP effluents, to prevent their entry into surface waters. It involves coordinated efforts among citizens, organizations, and technology to reduce pollution in marine environments.
Valorisation	Valorisation involves converting collected (micro)plastic waste into valuable resources through recycling and upcycling processes. The REMEDIES project promotes valorisation as a circular economy approach, turning waste into reusable materials for diverse applications.
Valorisation Pathways	Processes in REMEDIES to convert collected plastic waste into valuable products or energy, integrating them into the circular economy.





Plastic Valorisation	The process of converting collected plastic waste into new, valuable materials or products, fostering a circular economy.
Technologies	
Tech.A	
Clump and Skim Technology	A method for effective and efficient MP removal from industrial and municipal wastewater streams, whereby hybrid silica gels are added to the WWTP effluent and forms agglomerates from the microplastic particles which can then be skimmed from the surface and removed.
Tech.B	
Filtration System	Filtration systems incorporated into washing machines to trap microplastic fibers, preventing them from entering aquatic environments.
Wastewater Treatment Filters	Specialized filters installed in wastewater treatment facilities to capture microplastics, heavy metals, and other pollutants.
Microplastic Filtration Systems	Filtration technologies for industrial or household use, designed to remove MP particles from water sources.
Tech.C	
River Cleaning - Marine Debris Collection Devices	Mechanized systems, such as booms or barriers, used to trap floating plastic debris in rivers and coastal areas before it reaches the open ocean.
Tech.D	
Citizen Science	Public involvement in scientific research, from data collection to community-driven projects on environment and health.
Precious Plastic Active Labs	Localized, small-scale recycling workshops that convert collected plastic waste into new, usable items.
Prevent & Zero Waste	
Prevention	Prevention in marine litter management focuses on reducing the production of plastic products, the consequence of which is reduced waste generation. This can be achieved through the introduction of products from alternative materials and by discouraging plastic use through education, policies, and infrastructure improvements. Preventative measures are crucial in addressing the root causes of marine pollution.
Zero waste	Zero waste is the conservation of all resources by means of responsible production, consumption, reuse and recovery of products, packaging and materials without burning, and with no discharges to land, water, or air that threaten the environment or human health.
Technologies	
Tech.A	
Zero-Waste Cosmetics	Zero-Waste Cosmetics refer to beauty and personal care products designed to eliminate waste throughout their lifecycle. This concept focuses on creating products that have minimal environmental impact, emphasizing sustainability and responsible consumption.
Eco-Friendly Packaging Solutions	Eco-Friendly Packaging Solutions refer to packaging materials and methods designed to minimize environmental impact. These solutions prioritize sustainability by using renewable, biodegradable, or recyclable materials, reducing waste, and conserving resources.
Tech.B	



Biodegradable Fishing Gear	Fishing nets, traps, and lines made from biodegradable materials that reduce the risk of marine debris by breaking down in the marine environment.
Tech.C	
Biobased reusable Cups and reusable glass bottles	Reusable drinkware made from eco-friendly materials designed to break down naturally at the end of their lifecycle. Or be recycled
Bio-Based Plastics	Plastics created from renewable biological sources, designed to degrade more easily than petroleum-based plastics and decompose without leaving any traces and microplastics.
Tech.D	
Anti-litter Campaigns	Anti-litter campaigns in REMEDIIES raise awareness and mobilize communities to address plastic pollution. These campaigns involve beach clean-ups, educational workshops, and citizen science activities, aiming to reduce waste in marine environments. By engaging local stakeholders, they promote sustainable practices and encourage public participation in maintaining clean, litter-free ecosystems.
MSFD TG ML	Marine Strategy Framework Directive Technical Group on Marine Litter
JRC	Joint Research Centre

Table Annex-2: WP1 glossary

Term	Description
MSFD Monitoring Programme	Regular assessment of marine waters in line with the Marine Strategy Framework Directive (2008/56/EC). Monitoring programme provides ongoing assessment, enabling the state of the marine waters concerned to be evaluated on a regular basis. Structured program that Member States must develop and implement to systematically collect data on the state of their marine waters.
Survey Protocol	Comprehensive instructions for conducting marine litter surveys.
JRC Marine Litter Joint List	Joint List of Litter Categories for Macrolitter Monitoring
REMEDIIES Cleanup	An event in accordance with the T2.4 description, organized by a REMEDIIES partner in the T2.1 (microplastics cleanups in Koper, Cyclades and Zaragoza), T2.2 (riverine cleanup in Albania), T2.3 (seabed cleanups in Koper, Sardinia and Cyclades) and T2.4 (beach cleanups in Koper, Sardinia, Cyclades, Porquerolles and Morocco), with the aim to remove larger quantities of macro and micro marine litter from the marine, riverine environment and certain sources of microplastic pollution (marinas, ships and WWTPs).
REMEDIIES Lighthouse	Location (Venice), where validation of the REMEDIIES mobile application for shoreline ML monitoring and the data repository/management portal will be done.
REMEDIIES DEMO site	One of the 8 locations in the GA (Koper, Sardinia, Cyclades, Albania, Morocco, Montenegro, Spain and France), where activities of the project will be done.



Marine litter (ML) survey (=REMEDIES monitoring programme)	Structured set of procedures to provide a quantitative assessment of the amount of litter in a given location.
Marine litter (ML) survey supervisor	The person responsible for providing supervision of survey activities, reviewing progress of survey campaigns, also analyze and review survey data for accuracy; plan, prioritize, assign, supervise, and review the work of the volunteers; establish campaign schedules; provide or coordinate volunteers training; manage performance with the volunteers to correct deficiencies; monitor campaigns performed to meet agreed upon goals and objectives.
Monitoring campaigns	Repeated surveys of beaches, sea bed and/or surface waters to determine litter quantities such that information can be compared with baseline data to see if changes occur through time and / or in response to management arrangements.
Citizen science	Citizen science is scientific research conducted with participation from the public. Citizen science is used in a wide range of areas of study, with most citizen science research publications being in the fields of biology and conservation. It can be used as a methodology where public volunteers help in collecting and classifying data, improving the scientific community's capacity. Citizen science can also involve more direct involvement from the public, with communities initiating projects researching environment and health hazards in their own communities. Participation in citizen science projects also educates the public about the scientific process and increases awareness about different topics.
WWF Plastic smart cities initiative	Plastic Smart Cities implement best practices that support the transition to a circular economy, where our packaging and waste leaves no impact on our planet, where materials are recycled and reused to their fullest potential, where resources are responsibly managed, and negative impacts are actively avoided.
Analytical tool	Analytical chemistry studies and uses instruments and methods to separate, identify, and quantify matter. In practice, separation, identification or quantification may constitute the entire analysis or be combined with another method. Instrumental methods may be used to separate samples using chromatography, electrophoresis or field flow fractionation. Then qualitative and quantitative analysis can be performed, often with the same instrument and may use light interaction, heat interaction, electric fields or magnetic fields. Often the same instrument can separate, identify and quantify an analyte.
REMEDIES Shoreline ML App	App for mobile devices to manage marine litter scientific monitoring activities and citizens clean-up
EMODnet	European Marine Observation and Data Network, a central platform providing access to standardized marine data, metadata, and data products across Europe.
EMODnet Guidelines for Marine Litter Beach Monitoring	A standardized methodology for monitoring marine litter on beaches, ensuring consistency in data collection and reporting. DOI: 10.6092/15C0D34C-A01A-4091-91AC-7C4F561AB508.
Beach litter vocabulary	https://nodc.ogs.it/marinelitter/vocab
Hotspot-buoys locators	Plastic buoys with GPS tracker used to understand plastic accumulation zones in Mediterranean sea
TGML	Technical Group on Marine Litter, TG Litter is a technical group under the MSFD Common Implementation Strategy



Beach monitoring	Scientific beach litter monitoring based on EMODnet Guidelines for marine litter beach monitoring
Handheld NIR	A portable Near-InfraRed spectrometer for real-time, in-situ identification of chemical composition of plastic litter.

Table Annex-3: WP2 glossary

Term	Description
Handheld NIR	A portable Near-InfraRed spectrometer for real-time, in-situ identification of chemical composition of plastic litter.
Fluorescence Microscopy	A technique used for detecting and analyzing microplastics by utilizing fluorescent dyes that bind to plastic particles, enhancing their visibility under a microscope.
PSU (Particle sampling unit)	Involved in the sampling and analysis of microplastics in wastewater treatment plants (WWTP) and industrial processes to assess contamination levels and sources.

Table Annex-4: WP3 glossary

Term	Description
CE solutions to zero waste	Technologies and systems implementing circular economy (CE) best practices (rethink, refuse, reuse, recycle, repurpose, regenerate) that promote sustainable business models and circular products, preventing the distribution and use of fossil-based plastics.
Reusable containers	Biobased beer glasses designed for multiple uses, reducing single-use plastic waste.
Biobased materials	Primarily composed of substances derived from living matter (biomass), which may occur naturally or be synthesized; or (2) a product made through processes that utilize biomass.
Green claims	Labels indicating the environmental performance of products (both goods and services) and companies.
Business' plastic footprint	Assessment of a business's plastic footprint categorized into different tiers representing plastic at various stages of the value chain: Tier 1: Plastic used in a product and its primary and secondary packaging. Tier 2: Upstream operational (inbound plastic packaging), operational (plastic used in a brand's operations), and downstream operational (plastic used in shipping and distribution to the next member in the value chain). Tier 3: Plastic used in the manufacture of packaging. Tier 4: Plastic handled only by the retailer and consumer (e.g., plastic bags). Tier 5: Plastic used in monomer/polymer production or raw material extraction.
EOL (End-of-Life Options)	Strategies and processes for managing products at the end of their lifecycle, including recycling, repurposing, composting, and responsible disposal to minimize environmental impact.

EPR (Extended Producer Responsibility)	A policy approach that holds producers accountable for the entire lifecycle of their products, including take-back, recycling, and final disposal, encouraging sustainable design and waste reduction.
GMP (Good Manufacturing Practices)	Guidelines ensuring that products are consistently produced and controlled according to quality standards, covering aspects such as hygiene, safety, and regulatory compliance in manufacturing.
PEF (Product Environmental Footprint)	A standardized methodology for data collection and environmental impact assessment using LCA.
LCA (Life Cycle Assessment)	A systematic approach to evaluating the environmental impacts of a product, process, or service at every stage of its lifecycle.
DRS (Deposit Return System)	A scheme where consumers pay a small deposit when purchasing a product (typically in packaging like bottles or cans) and receive a refund upon returning the empty container for recycling or reuse.

Table Annex-5: WP4 glossary

Term	Description
Impact Evaluation Dashboard	A tool to measure and visualize the progress and effectiveness of the REMEDIES project in achieving its goals.
EF (Environmental Footprint)	A Life Cycle Impact Assessment methodology quantifying environmental impacts with results in various environmental impact categories.
LCI (Life Cycle Inventory)	A dataset that quantifies the inputs (e.g., raw materials, energy) and outputs (e.g., emissions, waste) associated with each stage of a product's lifecycle.
LCA (Life Cycle Assessment)	A systematic analysis of the environmental impacts of a product, process, or service from raw material extraction to disposal.
PEF (Product Environmental Footprint)	A standardized methodology for data collection and environmental impact assessment using LCA.

Table Annex-6: WP5 glossary

Term	Description
Open Calls 1 & 2	REMEDIES launched two open calls for associate regions to provide financial support and innovation services to local and regional authorities working towards plastic remediation and protection in the Mediterranean. As a result 5 beneficiaries were selected.
Marketplace	A source of innovations that may reply to needs from the market, users, clients. The Marketplace presents REMEDIES solutions in a concise and accessible format through the project website and provides relevant information for potential users, replicators and other interested stakeholders.
Commercial pathway	This is part of the Key Exploitable results plan, as it “translates” the intention and goal of the replication of the innovations developed in the REMEDIES project. This commercial pathway includes training programs for the innovation providers, collection of information, namely financial resources and tracking of the actions to promote the innovations replications in the market.



Training pills	This is a set of diverse training that is offered to partners that are innovation developers in order to provide a set of skills and capacities that will provide a reinforced ability to successfully reach potential interest parties in their innovative solutions. These trainings address several capacity building skills, as storytelling tips, to engage potential interest replicants of the solution, business plans building, how to navigate the IP world, investors engagement, etc.
Mentoring and acceleration process	This is a process that the OC1 & OC2 beneficiaries integrate after the closing of the OCs selection. Partners, with geographical and technical/scientific proximity or need are matched with the beneficiaries in order to support their journey of implementation and access if they may benefit from the REMEDIES innovations to accelerate their work towards plastic remediation and protection of oceans and rivers.
OC1 & OC2 Webinars	These were actions of promotion and support to potential applicants of the Open calls. 4 online webinars were promoted by F6S, 2 for each Open Call, with the support of the coordination and the innovation providers, in order to be able to explain the goals, benefits and obligations of the potential beneficiaries and how to apply, documents to fill in and how to do it. These were public, open actions, online, recorded and published in Youtube. Another important point from these webinars was the explanation about the eligibility points, namely type of applicant and geographical area.
Task Forces	Several task forces were forged during the WP5 works, these allowed that a group of partners, chosen due to their PMs in the WP and experience, to support the work developed by F6S, as coordinator of the works, namely 3 Task Forces: Open Call Task Forces, where there was a support in the eligibility process, selection of external evaluators, promotion of the OC and verification of the final selected and confirmation. There is also the Task Force for Priority Action Plans and Commercialization Pathway (KERs). All of these groups contain a set of tasks that are divided in groups and have a timeline associated to. Discussions, brainstorming and validations are promoted and it accelerates and promotes a stronger, clear and more effective implementation and reinforces F6S role of guidance and coordination of tasks.
Action Plan	This is a goal of Task 5.1 to co-develop priority action plans for each demo region (demo site leaders with regional stakeholders & policymakers) in order to determine solutions that can reply to the current state of needs of the regional & local authorities from the demosites. The goal is to have 8 regional priority action plans.
KER's	Key exploitable results, these are the innovations developed by the partners, either products or services, some are stand alone solutions other are potentiated if combined, however possible to implement individually. Up to now we have 15 identified KERs developed in the project and these are the solutions that have to be promoted in order to search for replications. This is a joint effort that counts with the support of the partners and demosites and that is support of the Marketplace and partners actions to engage with potential investors and interested parties and potential users, namely through the participation in matchmaking, pitching sessions and networking events.



Table Annex-7: WP6 glossary

Term	Description
Ambassadors Group	Stakeholders, influencers, and experts who assist in amplifying REMEDIIES' message and promoting its mission.
Community Building Activities	Initiatives aimed at engaging local communities, stakeholders, and citizens in workshops, clean-ups, and educational events.
Hackathon	A collaborative event where experts develop innovative solutions focused on marine plastic litter prevention.
Stakeholder Engagement	The process of involving relevant individuals, organizations, and authorities in the project's activities.
Cluster Meetings	Collaborative events for related projects and stakeholders to exchange knowledge and explore synergies.
Press Releases	Official statements distributed to media outlets to announce important project updates, milestones, or events.
Social Media Engagement	Use of social platforms like Facebook and X to engage audiences with project updates and content.
Dissemination, Communication, and Community Engagement Plan (DCCP)	A structured approach to ensure the REMEDIIES project's innovations, results, and activities are widely known and accessible.
Task Forces	Group of partners within the project that are focused on specific tasks, in a more efficient and collaborative way, with divided tasks and specific follow up meetings on this particular matter, as its the case of Open Calls, KERs or Action plans creation.

Table Annex-8: WP7 glossary

Term	Description
Steering Committee	The Steering Committee consists of the following individuals: - Coordinator - Work Package Leaders - core experts for citizen science/ Biomaterials, Microplastics and Local micro industry and value chain) from VITO, AITIP, CNR and SMILO. The Steering Committee shall be responsible for proposals and recommendations to the General Assembly on the global steering, monitoring and management of the project, as well as for the execution of the General Assembly decisions.



Executive Committee	The Executive Committee is at the strategic level of the project execution. Their members act as top tier project management body, responsible for execution of the work programme and full implementation of project methodology. The management positions in the Executive Committee ensure efficient management and contingency measures being implemented in response to risks identified during the project. These are: Innovation Manager (ANGR), Quality Manager (NTUA), Dissemination and communication manager (IHA), Data manager (CIBOS), Replication manager (F6S), Technical manager (VITO).
External Expert Advisory Board	Members of the Advisory Board (External Expert Advisory Board in the Consortium Agreement, p. 19) will follow the project as ‘critical friends’ who will provide their feedback during the co-design processes for various models and tools and observe the coherence, effectiveness and impact of the project across all WPs. The EEAB is composed of renowned experts in fields critical to REMEDIES.
Data Protection Officer	All personal data collected will be anonymised. Each partner organisation appointed a Data Protection Officer (DPO) in M3 and will make their contact details available to all research participants (data subjects) involved in the project. For more information see Article 15 in the Grant Agreement.
Annual Ethics Evaluation Reports	These reports include updates on project activities related to ethics, analyses from the annual ethics self-assessment survey, and the Ethics Advisor's yearly report. The Annual Ethics Evaluations (AAE) are repeated throughout the project, with self-assessment surveys distributed at the beginning of each year to monitor and promote good practices. These surveys address both T7.5 (Ethics Management) and T7.6 (Gender Dimension), enabling the consortium to track progress and encourage inclusive and ethical project implementation.
Code of Ethical Conduct	REMEDIES Code of Ethical Conduct was co-created by consortium in 2024 and outlines the principles for maintaining integrity, transparency, and respect in all research activities. Principles included are in line with the European Code of Conduct for Research Integrity and are intended to guide partners, citizen scientists, and any stakeholders involved in the project towards responsible and ethical behaviour, aligned with international standards of research integrity.
FAIR	FAIR data management refers to a set of principles aimed at making data Findable, Accessible, Interoperable, and Reusable. It ensures that data is properly organized, described, and shared to maximize its value for both humans and machines. The FAIR principles emphasize the use of standardized metadata, open formats, and clear licensing to promote data discovery, integration, and reuse across different systems and disciplines. This approach is essential for fostering transparency, collaboration, and



	long-term usability of research data.
GDPR	The General Data Protection Regulation (GDPR) is a legal framework established by the European Union to protect the personal data and privacy of individuals within the EU. It sets strict guidelines on how organizations collect, process, store, and share personal data, ensuring transparency, security, and accountability. Compliance with GDPR is mandatory for any organization handling the data of EU citizens, with key principles including user consent, data minimization, and the right to access or delete personal information.
Gender dimension	Integrating gender dimension is now a mandatory requirement in all research and innovation projects across Horizon Europe. According to the European Research Executive Agency (REA), gender dimension implies analysing and taking into account the possible differences between men and women (biological characteristics as well as the social and cultural features), boys and girls, or males and females, in the R&I content of the project.

Annex II - REMEDIIES branded materials

1. Brand core elements

1.1 Mission, vision, and values

The REMEDIIES project is committed to protecting the health of our oceans through innovative, collaborative, and scientifically grounded approaches. Its mission is to develop effective solutions to tackle plastic pollution, create systemic change, and empower stakeholders to act for a plastic-free future. The project aims to integrate research, technology, and community involvement to drive progress toward a cleaner and more sustainable marine ecosystem.

The project's vision is to be a frontrunner in eliminating marine plastic pollution across the Mediterranean and, eventually, all seas worldwide, showcasing scalable innovations that inspire similar initiatives globally. This vision is rooted in the belief that collective action and innovative solutions can transform the health of our oceans and the communities that depend on them.

Core values guiding REMEDIIES' strategy include:

1. **Collaboration:** Fostering multi-stakeholder partnerships across sectors to co-design and implement effective solutions.
2. **Innovation:** Using cutting-edge technologies and processes to develop novel approaches for addressing marine litter.
3. **Transparency:** Communicating openly about progress, challenges, and outcomes, thereby building trust among stakeholders.
4. **Inclusivity:** Ensuring that diverse voices and perspectives, particularly from coastal communities and vulnerable groups, are included and empowered.
5. **Sustainability:** Promoting solutions that are not only effective but also sustainable in the long run, focusing on circular economy principles and zero-waste strategies.

These values reflect REMEDIIES' commitment to integrating scientific knowledge, stakeholder engagement, and sustainable practices to drive change and impact.

1.2 Tone and messaging

The REMEDIIES tone of voice is informative, engaging, and solution oriented. It emphasizes clarity, optimism, and a forward-looking perspective. The language used should be approachable yet professional, conveying both urgency and the potential for positive change.

In communications, the project seeks to inspire action and participation, highlighting the role that every individual and organization can play in tackling the issue of marine plastic pollution. The tone should vary slightly depending on the audience, shifting from more technical for scientific communities to more accessible for local communities and general public engagement.



The **key message** that must be conveyed in all REMEDIIES communications is:

“Together, we can restore our oceans by adopting innovative, sustainable practices and creating a plastic-free future for the generations to come.”

This overarching message can be tailored to different contexts, with less information provided, while maintaining a strong alignment with the project’s core identity:

- **Be inclusive and collaborative:** Use language that encourages partnership, shared responsibility, and mutual effort.
- **Inspire and engage:** Frame challenges as opportunities for innovation and highlight the potential impact of stakeholders' contributions.
- **Build trust:** Use a transparent and consistent tone that emphasises credibility and scientific accuracy.

Examples used so far through the project’s communication channels:

“Together, we can make a bigger impact!”

“Together, we can reduce plastic pollution and protect our oceans!”

“Let’s work together to reduce plastic pollution and protect our oceans!”

“Let’s reduce plastic pollution and protect our oceans—together!”

“Together, we’re making waves for a cleaner, healthier ocean.”

“Together, we can safeguard our oceans for generations to come!”

“Together, your contributions amplify the citizen empowerment model developed by REMEDIIES, driving a holistic, community-centred approach to protect and regenerate our oceans.”

Key messages to be used in communications include:

- For **General Public and Coastal Communities:** "Your actions, no matter how small, contribute to the health of our oceans. Join us in reducing plastic waste and building a sustainable future."
- For **Policymakers and Institutions:** "REMEDIIES offers concrete, science-based solutions that address pressing marine issues. Together, we can create a policy environment that supports sustainable ocean health."
- For **Industry and Businesses:** "Investing in innovative technologies and sustainable practices not only benefits the environment but also secures a thriving blue economy for all."

Through consistent messaging and a well-defined tone of voice, REMEDIIES aims to foster a strong sense of community, shared purpose, and action, making it an impactful player in the fight against marine plastic pollution.

1.3 Branding and understanding of the project audience

The REMEDIIES brand is the source of the project’s promise towards its target audience. In order to create a successful brand, the project focuses on the needs of its target audience. In the DCCP the different societal roles of the involved stakeholders are deeply analysed. Through interviews and group discussions feedback was



gathered on the initial communication materials and developed the relevant terminology and approach for each group. All the above input is illustrated and manifested in the materials below.

Since the beginning of the project, branding strategies and communication materials were integrated at every point of public contact and throughout the planned activities.

The goal is for the target audience and all the stakeholders involved to identify with the project's mission and objectives, for the brand to be vividly established in the minds of the stakeholders, the collaborators, and the prospects, both on a professional and emotional level.

REMEDIIES brand identity will serve as a guide to understand the purpose of the key objectives and to enable us to constantly align the activities with those objectives. Throughout the implementation of the project, time will be invested on researching, defining, and building further the brand.

2. Logo usage guidelines

2.1 REMEDIIES logo

The REMEDIIES project logo is a key element of its brand identity and should always be used consistently to maintain a strong and recognizable visual presence. Below are the basic guidelines for using the REMEDIIES project logo:

Logo Variations

- **Blue Version:** The primary version of the REMEDIIES logo is intended for use on light backgrounds (Figure 1-1).
- **White Version:** A white version of the logo for one-color prints or darker backgrounds.

Spacing and Size Requirements

- **Clear Space:** Always leave a minimum clear space around the logo equal to the height of the "R" in REMEDIIES. This space should be free from any text, imagery, or other graphic elements.
- **Minimum Size:** To maintain legibility, the logo should not be reproduced smaller than 2.5 cm in width for print or 150 pixels wide for digital use.

Placement

- The REMEDIIES logo should be placed in a prominent position, preferably in the top-left or bottom-right corner of the document or digital content.
- Ensure the logo is not distorted or cropped in any way.

Incorrect Usage Examples

To maintain the integrity of the REMEDIIES logo (see Figure A-1), avoid the following common mistakes:

- Do not distort or stretch the logo disproportionately.



- Do not rotate the logo or place it at an angle.
- Do not apply unapproved colors to the logo.
- Do not add effects such as shadows, gradients, or outlines.
- Do not place the logo on busy backgrounds that diminish its visibility.
- Do not alter the arrangement of the logo elements or add additional graphics inside the logo.

File Formats and Access

The official REMEDIES logo files, including different color variations (see Figure A-2) and formats (e.g., PNG, EPS), can be found in the REMEDIES WP6 online repository. Partners are advised to download the correct version from the shared resources and ensure they are using the most up-to-date logo file. This basic [guideline document](#) should be distributed to all partners and stakeholders to ensure a unified and consistent use of the REMEDIES brand across all channels and materials.



Figure A-1: REMEDIES Logo



Figure A-2: REMEDIES Logo Colours

2.2 EU Acknowledgment and legal requirements

Adhering to the EU acknowledgment and legal requirements is crucial to ensure compliance and transparency. The following guidelines must be followed for any communication material:

- **EU emblem usage:** All REMEDIES communication and dissemination material must use the European emblem and the applicable funding statement exactly as required under the Grant Agreement and the official EU visibility assets provided to the consortium. Partners should not modify or substitute the prescribed funding statement.

- **Placement and sizing:** The EU emblem should have equal prominence as the project or partner logos and be placed in a visible area, respecting the minimum protection space as specified in the [EU Emblem Usage Guidelines](#). The minimum size for the emblem should not be smaller than any other logo on the same page or surface. It can be used alone, or as a combo within the EU Mission Visual ID. You can find more in the [EU Mission Visual ID Guidelines](#).
- **Compliance:** All materials should adhere to the specific requirements set out in the EU Missions visibility and communication guidelines, ensuring proper and consistent use of EU visual identity elements, such as logo colors and typography. Any non-compliant use can result in the material being rejected or flagged.

By following these structured guidelines, REMEDIIES and its partners will ensure that all branded materials are not only aligned with the project's identity but also comply with EU regulations, effectively communicating the project's mission, vision, and impact to diverse audiences.

3. Visual identity

3.1 Elements

Color Palette: The colors that should be used in all REMEDIIES communication materials (website, banners, presentations, etc.) are based on a specified palette (see Figure A-3). This does not mean that only these colors need to be used in all text or visuals, but maintaining a cohesive branding identity and aesthetic throughout all communication and dissemination activities is essential.

Colors



Figure A-3: REMEDIIES Colour Palette

Typography & Fonts: The designated font (see Figure A-4) for all REMEDIIES-related materials (presentations, leaflets, banners, etc.) is Gill Sans Light/Regular. This ensures consistency and readability across different platforms and formats.

fonts

TITLE

IMPACT
impact

TEXT

Gill Sans light
Gill Sans regular

SUBTITLE

COURIER NEW
courier new

Figure A-4: REMEDIES Fonts

Imagery and Visual Applications: Specific guidelines on the use of visuals, imagery, and graphic elements (see Figure A-5) are provided to accurately convey the project's tone and essence, ensuring that all materials reflect the REMEDIES brand identity.



Figure A-5: REMEDIES Visual Applications

Graphic Elements/Assets: Patterns, icons, and other visual components (see Figure A-6) that form part of the visual identity are outlined for use in all branded content to maintain a cohesive visual narrative.



Figure A-6: REMEDIATION Application Elements

Downloadable Resources: All images, instructions, and assets, including templates and branding materials, can be accessed through the [REMEDIATION online repository](#). Partners are encouraged to use these resources for all program-related communications to ensure consistency and adherence to branding guidelines. Access to templates will be available through the online repository or by direct request to the WP6 team.

3.2 Templates

To ensure brand consistency and effective communication across the REMEDIATION program, a range of ready-to-use templates that partners can utilize for various outreach and dissemination activities are provided. These templates are designed to maintain visual coherence while allowing flexibility to tailor content according to specific needs.

Available templates include:

- **Presentations:** Slide decks designed to convey the project's key messages, objectives, and progress in a visually appealing manner. The templates (see Figure A-7) incorporate REMEDIATION's branded elements such as logos, color schemes, and typography, ensuring that all presentations have a cohesive look. They include cover slides, content sections, and conclusion slides, structured for ease of customization.



Figure A-7: REMEDIES presentation

- **Flags:** REMEDIES has developed two specific flags (see Figure A-8) designed for use during beach clean-ups, conferences, trade fairs, presentations, and public events. Both flags can be printed on eco-friendly, non-plastic materials, supporting the project's commitment to sustainability and zero-waste practices. They serve as key branding tools that not only increase visibility but also reinforce the project's environmental values during hands-on activities like beach clean-ups and public engagements:
 - **Generic REMEDIES Flag:** This flag features the core branding elements of the program, including the REMEDIES logo, colors, and tagline. It is intended to represent the overall mission and presence of the project at various events.
 - **Plastic Identification Flag:** This flag is dedicated to REMEDIES' efforts on plastic identification and waste management. It features visuals and messages aligned with the project's focus on plastic pollution solutions.



Figure A-8: REMEDIES flags

- Meeting Minutes Templates:** Standardised templates to document discussions, decisions, and action items from project meetings (see Figure A-9). These templates help partners capture key meeting outcomes in a structured manner, ensuring transparency and effective follow-up. The templates include sections for Participants, Venue and Agenda, Meeting Description, Conclusions and Action List, Next Meeting, and Deliverables due in next 6 months.






REMEDIES: Co-Creating a Plastic Litter Free Future

Meeting Title:

Date:

ACTION	ISSUE	FUNCTION	DATE
ISSUED BY		CEO	9.9.2024
CHECKED BY			
APPROVED BY			

4. Conclusions and Action List

ID	ACTION	LEADER	DEADLINE

5. Next Meeting

6. Deliverables due in next 6 months




Figure A-9: REMEDIES meeting minutes

- **Deliverables Templates:** Templates designed to outline deliverable content clearly (see Figure A-10). This format ensures that all deliverable documents are presented consistently across the project.

[illegible]

Figure A-10: REMEDIES deliverable

- **Agenda and Invitation Templates:** For planning and inviting stakeholders to project events and meetings. The templates include sections for meeting details, expected outcomes, and a clear agenda, helping partners communicate expectations and align objectives (see Figure A-11).

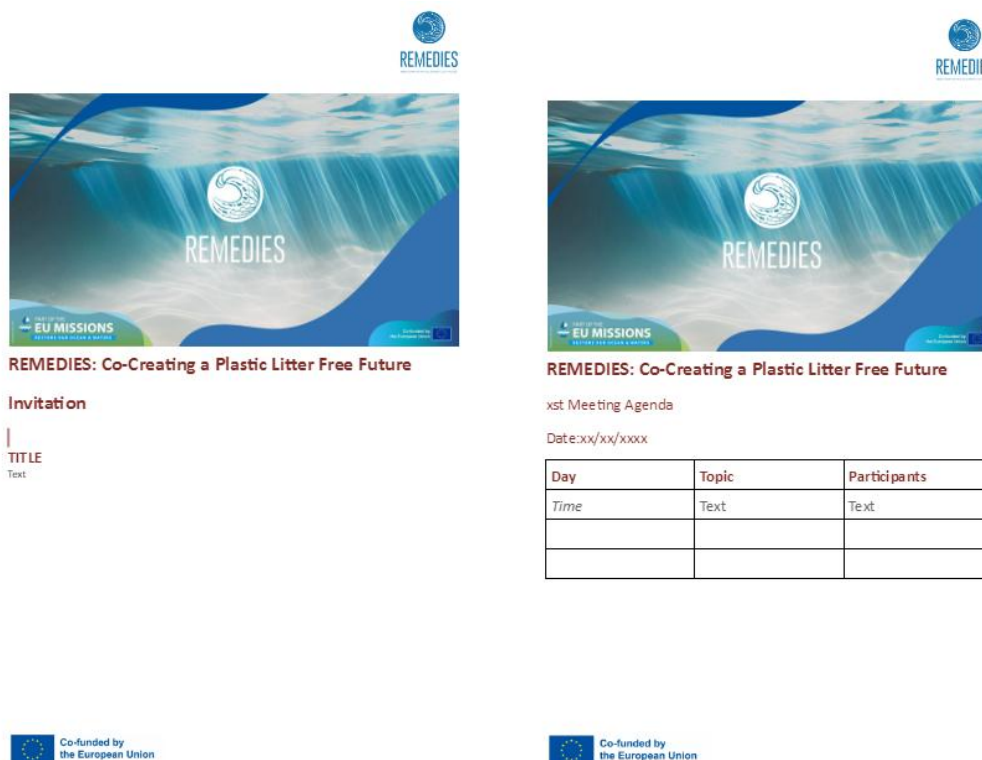


Figure A-11: REMEDIATION agenda and invitation

- **Posters and Leaflets:** Templates for posters and leaflets that highlight key project messages, ongoing research, or event announcements. These templates come with preset layouts for images, text blocks, and calls-to-action, making it easier for partners to adapt content for conferences, workshops, or public engagement activities (see Figure A-12) .



Figure A-12: REMEDIES posters and banners

- **Social Media Posts:** Pre-designed layouts for posts on various platforms such as LinkedIn, Instagram, and Facebook. These templates include visual guides for integrating the project's color palette, icons, and key messaging to ensure impactful social media presence. They are optimised for different formats (e.g., square, landscape, vertical) and cover diverse content categories like news updates, milestones, partner spotlights, and event promotion. They can be provided and fine-tuned in collaboration with the IHA team (see Figure A-13) .



Figure A-13: REMEDIATION social media posts

- **Visuals for Digital Channels:** Templates for newsletters, website banners, and e-mail headers that partners can request from the IHA team to create and adapt accordingly. This ensures consistency in digital outreach and enhances the visual identity of REMEDIATION across all online touchpoints (see Figure A-14).



Figure A-14: REMEDIATION newsletter

Examples and Guidelines:

Each template includes instructions and examples of layout designs to guide partners on the most effective ways to use the assets. This includes suggestions for text placement, image alignment, and logo usage, ensuring that all produced content aligns with the project's overarching communication strategy.

Downloadable Resources:

All templates are made accessible through a shared online repository. Partners can download these resources and are encouraged to use them for all program-related communications. Access to templates will be provided through the REMEDIATION online repository or by direct request to the WP6 team. By providing these structured

and professionally designed templates, REMEDIES ensures that its visual identity is consistently upheld, making it easier for partners to create high-quality branded materials that resonate with stakeholders and promote the project's goals.

4. Good practices for partners

To ensure that partners contribute to a unified and consistent brand image across all communications, the following good practices are recommended:

- **Adherence to Visual Identity Guidelines:** Partners must strictly follow the REMEDIES brand guidelines, ensuring uniformity in logo usage, colour schemes, typography and other visual elements. See Sections 1, 2 and 3 above for further guidance.
- **Aligning with EU Mission Visual Identity and EU Emblem Usage Guidelines:** Partners should integrate the EU acknowledgement standards consistently across all outputs. This includes correct use of the EU emblem, EU Mission Visual Identity, colours and layout specifications. See Section 2.2, EU Acknowledgment and Legal Requirements, for further guidance.
- **Consistency in Communication:** Use the approved templates for presentations, leaflets, and social media content. See the paragraph 5 above for more information. Maintain a cohesive tone of voice that aligns with the project's key messages. See Section 1.2, Tone and Messaging, for further guidance.
- **Dos and Don'ts:**
 - **Do** use the official REMEDIES and EU acknowledgment standards without alteration.
 - **Do** apply the same fonts and colors across all communication formats.
 - **Don't** modify or stretch the logo, alter colors, or use non-compliant visual elements.

By following these recommendations, partners will be able to maintain brand integrity and ensure effective and cohesive communication across different channels.

5. Sustainability guidelines

The **Sustainability Guidelines** are essential to ensure that the project's communication efforts minimize environmental impact while effectively disseminating its message. Recommendations for sustainable communication practices include:

- **Avoiding single-use plastics:** Use recyclable or compostable materials for physical promotional items and signage at events. Choose sustainable alternatives for merchandise such as reusable materials for banners, tote bags, or water bottles.
- **Digital-first strategy:** Promote digital communication over printed materials to reduce paper waste. Opt for digital newsletters, invitations, and downloadable PDFs for dissemination instead of printed leaflets or brochures.
- **Sustainable material choices:** For physical communications like brochures, use eco-friendly options such as recycled paper, non-toxic inks, or organic cotton for textile-based products. Prioritize local suppliers to reduce transportation emissions and ensure materials adhere to eco-friendly standards.



- **No plastic-based communication materials:** Consistently apply the policy of avoiding plastic materials in all communication outputs to align with REMEDIIES' overarching goal of plastic reduction and ocean preservation.

This approach not only aligns with the mission of the REMEDIIES project but also demonstrates leadership in promoting sustainable practices.



Annex III - REMEDIES ambassadors group as a communication and networking Tool

The REMEDIES Ambassadors Group (T6.4 KPI: 15 Connected Ambassadors) is a dedicated network of individuals and representatives committed to amplifying the strategic dissemination and communication efforts of the REMEDIES project. Carefully selected from diverse sectors, these Ambassadors will play a key role in promoting REMEDIES' mission to prevent and valorise plastic litter while fostering a plastic-conscious society.

Selection Criteria for REMEDIES Ambassadors

To ensure a meaningful and effective collaboration, Ambassadors must meet the following criteria:

- **Relevance to REMEDIES Themes:** Candidates should have a strong connection to plastic prevention, zero-waste initiatives, circular economy, marine litter mitigation, and sustainable solutions. Their work and expertise should align with REMEDIES' mission.
- **Influence and Reach:** Ambassadors should have established platforms, whether through social media, industry leadership, or stakeholder engagement, to effectively communicate REMEDIES' key messages to a wide audience.
- **Diversity of Expertise:** The network will include professionals from various sectors, such as environmental companies, NGOs, policymakers, public authorities, media influencers, researchers, and activists.
- **Geographical Representation:** Ambassadors will be chosen from the regions of REMEDIES' demonstration sites, ensuring local impact and widespread engagement across Europe.
- **Commitment to Engagement:** Ambassadors should be willing to actively participate in REMEDIES activities, including events, webinars, and social media campaigns.
- **Interest in Ocean Conservation and Innovation:** A passion for ocean conservation, plastic reduction, and sustainable environmental practices is essential.
- **Ability to Contribute to Strategic Communication:** Ambassadors should provide valuable insights to enhance REMEDIES' messaging and outreach strategies.
- **Collaborative Spirit:** The group will work closely with the consortium and stakeholders to amplify the project's impact through collective efforts.

Planned Collaboration and Engagement

Ambassadors will be actively involved in REMEDIES communication activities, serving as key players in multiplying the project's impact. Their participation will include:

- **Promoting the Program:** Sharing REMEDIES updates, key findings, and activities within their networks and on social media platforms.
- **Recognition as Official Ambassadors:** Their involvement will be acknowledged on REMEDIES' website and social media channels, enhancing their visibility as sustainability advocates.



- **Participation in Events and Webinars:** Ambassadors will be invited to attend and contribute to REMEDIIES-hosted policy workshops, the Hackathon, the Anti-litter campaigns, and thematic Cluster Meetings, that correspond to the project's KPIs.
- **Content Contribution:** They will be encouraged to share insights, research, and best practices aligned with the project's objectives.
- **Engagement in a Dedicated LinkedIn Group:** A space for Ambassadors to exchange ideas, receive updates, and coordinate dissemination efforts.

Expected Results and Impact

Through this collaborative effort, the REMEDIIES Ambassadors network is expected to:

- **Enhance Project Visibility:** By leveraging the networks and platforms of Ambassadors, REMEDIIES will reach a wider and more engaged audience.
- **Increase Public Awareness:** Ambassadors will drive awareness of plastic pollution challenges and solutions, mobilising their communities toward sustainable actions.
- **Strengthen Stakeholder Engagement:** The initiative will facilitate connections with policymakers, industry leaders, and researchers, fostering long-term collaborations.
- **Encourage Proactive Participation:** Ambassadors will inspire communities to take an active role in plastic prevention, clean-up initiatives, and zero-waste solutions.
- **Support the Policy and Advocacy Efforts of REMEDIIES:** Their expertise will contribute to shaping effective policy recommendations and best practices.

By building a strong, engaged network of REMEDIIES Ambassadors, the project aims to amplify its mission and create lasting positive change toward a #PlasticLitterFree future.

Annex IV - Conferences and clusters identified

The following table reflects the initial mapping of relevant conferences, events and clustering opportunities developed during the early implementation of the DCCP. It is retained as an indicative record of identified opportunities and should not be interpreted as a current or exhaustive event calendar.

Name	Description	Place
IWA Conferences: - Leading Edge Conference - IWA Aspire - Water and Development Congress & Exhibition - IWA YWP Conference - International Conference on Environmental Science and Technology (CEST2023)	IWA aims to empower individuals to contribute to delivering the solutions for sustainable water management (IWA Vision). Their conferences are one of the vehicles in which they support water professionals to cluster and be at the forefront of decision making.	Global
SETAC Europe Annual Meetings	SETAC is a not-for-profit, worldwide professional organisation composed of about 5,000 individuals and institutions in more than 90 countries dedicated to the study, analysis and solution of environmental problems, the management and regulation of natural resources, research and development and environmental education. In addition, the society has more than 20,000 followers worldwide.	Dublin, Ireland
Water Europe	Water Innovation Europe aims at shaping the European water-related future by offering new perspectives and insights from high-level EU decision-makers and experts of the water sector and bringing forward the latest updates and trends on new water technologies and innovations	Brussels
EGU	The EGU aims to provide a forum where scientists, especially early career researchers, can present their work and discuss their ideas with experts in all fields	Vienna, Austria
Celebrate Islands	CELEBRATE ISLANDS is an annual event co-organized by the Conservatoire du littoral and the NGOs PIM and SMILO since 2014, aiming to put forward and financially support management and conservation	Palermo, Italy

	actions carried by and for small islands on an international scale.	
World Environment Day	World Environment Day is a reminder that people's actions on plastic pollution matters. The steps governments and businesses are taking to tackle plastic pollution are the consequence of this action. It is time to accelerate this action and transition to a circular economy. It is time to #BeatPlasticPollution.	The Netherlands
World Oceans Day	World Oceans Day is celebrated on 8 June. Each year on World Oceans Day we raise awareness about ending overfishing and protecting our oceans.	New York, USA
International Marine Debris Conference	The International on Marine Debris Conference (IMDC) is the premier global event dedicated to understanding and promoting action to address marine debris, or marine litter.	Honolulu, Hawaii
Virtual Water Expo	Water Online invites you to join Virtual Water Expo - a two-day event featuring equipment, technology, and service offerings by leading water and wastewater solution providers.	Online
Green Tech Investment Conference	The Startup Club invites you to our next Green Tech Investment Conference: an opportunity to discover innovative Green Tech ventures, or present your company to a group of international investors.	Online
Fair Seas World Ocean Day Conference	They will bring ocean advocates, government, industry and key stakeholders together to map out the next steps for Marine Protected Areas (MPAs) in Irish waters. Sessions will focus on the designation and management of Marine Protected Areas and learning from best practices across the world. National and international experts and stakeholders will convene to share their experiences in developing Marine Protected Areas.	Cork City Hall, Ireland/ online
The European Maritime Day (EMD)	The European Maritime Day (EMD) is the annual 2-day event during which Europe's maritime community meet to network, discuss and outline joint action on maritime affairs and sustainable blue economy.	Brest, France

International Symposium on Sea Ice 2023	This symposium will invite contributions by the international sea ice research community to exchange recent findings and advances in observations, process understanding, and modelling of sea ice world-wide. While the focus of the symposium will be on the physical ocean-ice-atmosphere system, cross-cutting interdisciplinary contributions are invited from fields like sea ice ecology and biogeochemistry, ice engineering, human use of the sea ice environment, and others.	Bremerhaven, Germany
International Conference on Microplastics and Plastic Pollution Studies	The International Conference on Microplastics and Plastic Pollution Studies will be held on August 19-20, 2023 in London (United Kingdom). It aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Microplastics and Plastic Pollution Studies.	London, UK
Intergovernmental Negotiating Committee	The second session of the Intergovernmental Negotiating Committee to develop an international legally binding instrument on plastic pollution, including in the marine environment (INC-2)	Paris, France
PREP4BLUE Webinar series: Planning for Citizen Participation in Mission Ocean & Waters	PREP4BLUE is running a spring/summer webinar series titled "Planning for Citizen Participation in Mission Ocean & Waters."	Online
BLUEWARE SLOVENIA - Let's accelerate the innovation cooperation for Slovenia's sustainable blue economy	BLUEWARE SLOVENIA - Let's accelerate the innovation cooperation for Slovenia's sustainable blue economy	Ljubljana, Slovenia
Annual EUSAIR Forum	The Forum will focus on "greening" of EUSAIR	Sarajevo, BiH
COP28 - UN Climate change Conference	For nearly three decades the UN has been bringing together almost every country on earth for global climate summits – called COPs – which stands for 'Conference of the Parties'. In that time climate change has gone from being a fringe issue to a global priority	UAE
GNEST (https://cest.gnest.org/)	International Conference on Environmental Science and Technology (CEST) is a leading environmental conference where top experts, scientists, entrepreneurs, representatives of public administration and social initiatives present state-of-	Athens, Greece

	the-art research on current and emerging environmental issues.	
Global Council for Science and the Environment (GCSE) - Annual Conference	(GCSE) has promoted the use of science to inform government decision-making about complex environmental challenges.	USA
Economist Impact Events - World Ocean Summit & EXPO	An annual global event bringing together the widest cross-section of the ocean community from business and finance to governments, national and international policy-makers, civil society and academia.	Global
United Nations Water conference	The first UN conference was conducted in 2023 in New York,	Global
EU Mission for Climate-Neutral and Smart Cities	City mayors, political representatives and practitioners, the European Commission, national authorities, the Mission Platform NetZeroCities and others to connect and engage on Mission-critical concepts and ideas	Brussels
Sustainability Places 2023	Sustainable Places prides itself on being an ideal platform for the dissemination of research, the conduct of workshops, EU project clustering and networking between stakeholders of all types.	Spain
EUCC Annual Conference	The Coastal & Marine Union – EUCC is a stakeholder and network association with expert members and NGO member organisations in 40 countries.	The Netherlands

Annex V - Ambassadors: guide for partners

Guide for REMEDIIES Project Partners: Reaching Out to Potential Ambassadors

As partners, we play a crucial role in identifying and inviting potential Ambassadors to join our dedicated group. Here's a guide to help you effectively reach out to potential Ambassadors and invite them to participate in the program through the LinkedIn group:

Purpose of Ambassadors Group

A dedicated group of individuals and representatives who support the strategic dissemination and communication activities of REMEDIIES. Each partner is encouraged to identify suitable potential Ambassadors and contribute to achieving the overall KPI target of more than 15 Connected Ambassadors

How to Identify Potential Ambassadors

Each partner will be responsible for identifying and mobilizing the Ambassadors Group within their country who can contribute to the goals of REMEDIIES. The Ambassadors Group should include, for example, representatives from the following categories:

- Environmental companies involved in plastic prevention
- Waste/water regulators/authorities
- Startups working on new technologies
- NGOs and individuals engaged in zero-waste activities
- Organizations dealing with circular economy and upcycling
- Representatives from public authorities, municipalities and policymakers
- Influencers, media representatives, journalists
- Established researchers
- University scholars
- Representatives of CSR departments in private companies
- Executive members of foundations targeting climate and environmental action
- Activists

What is our role as partners

- Ambassadors Database: Enter the potential Ambassador's details in the Ambassadors Database (available upon request). Each partner should contribute suitable candidates to the overall pool of Ambassadors and complete the relevant fields in the Ambassadors Database. Make sure you fill in the columns A to M that refer to REMEDIIES partners.
- Ambassadors Invitation: Contact the stakeholders you have identified by sending them the Ambassadors Invitation (available upon request) after making the relevant changes (name etc), to match your needs, to invite them to participate in the LinkedIn Group. Feel free to CC the designated



Communication Manager, Violetta Tsitsiliani violetta.tsitsiliani@impacthub.net, to facilitate communication, if needed.

- Personalized Follow-up: After sending out the initial invitations, follow up with potential Ambassadors individually to answer any questions they may have and provide additional information. Personalized communication will help build relationships and encourage their participation.
- LinkedIn Group: Once they are interested, you will ask them to join the [Ambassadors LinkedIn Group](#). Please feel free to join the group, as well!
- Dedicated posts: Once they join the LinkedIn Group, you can share with them this google form (available upon request), and ask them to fill in important information to make the best Social Media posts about them!

More info about the Ambassadors Group

Characteristics of the group

- Opportunity for impact: Their contributions will help multiply the effectiveness and impact of the dissemination and communication activities.
- Content: The dedicated LinkedIn group will be coordinated by F6S, NIC, and IHA. All the partners are invited to share news or opportunities that are relevant to the Ambassadors group. This platform will provide regular updates on the program's progress, share relevant news and research, and facilitate discussions among Ambassadors.
- Active participation: Ambassadors will be encouraged to share their own opportunities, ideas, and feedback on the program. Their contributions will be recognized publicly within the LinkedIn group.
- Toolkit of Resources and Materials: Once they become members of the LinkedIn group, IHA will provide them, via a separate email, with a toolkit of resources and materials. This toolkit will help them effectively promote the program to their own networks, including the Open Call.

Ambassadors' Expectations and Responsibilities

- Promoting the program and its mission on social media platforms.
- Receiving recognition as official Ambassadors on the program website and social media channels.
- Attending events or webinars organized by the project.
- Sharing feedback and ideas with the consortium, in particular with IHA as WP6 leader and NIC as Project Coordinator.
- Sharing their work relevant to the REMEDIIES project via our channels.

By effectively reaching out to potential Ambassadors, we can build a strong network of supporters for the REMEDIIES project. Thank you for your efforts in supporting the success of REMEDIIES dissemination and communication activities and contributing to a #PlasticLitterFree future. We firmly believe that the Ambassadors Group will significantly contribute to our mission's success, and we look forward to collaborating with you to create a lasting positive impact.



If you have any questions or need further assistance, please reach out to the designated Communication Manager, Violetta Tsitsiliani violetta.tsitsiliani@impacthub.net or the project coordinators, Uros Novak uros.novak@ki.si and Vesna Kuralt vesna.kuralt@ki.si.



Annex VI - Anti-Litter campaign guidelines

The Anti-Litter Campaigns provide REMEDIIES partners with a common framework for mobilising local communities around plastic-litter awareness and action. Eight Anti-Litter Campaigns are included as a WP6 KPI under Task T6.5. At the time these Guidelines were prepared, UM, CNR, IHA, MCG (via All For Blue), SMILO, ETMI, AITIIP, and EXIT had confirmed their participation in campaign implementation.

By implementing Anti-Litter Campaigns across REMEDIIES demo-site regions, the collective effort can generate greater impact. The following steps should be considered during the planning and design of each campaign.

1. Define Your Communication Objectives:

- **Increase Environmental Awareness:** Educate the public about the harmful effects of plastic debris on beaches and the surrounding ecosystems, emphasizing the importance of preserving these environments
Indicative KPI: Audience reach >1,000; social media engagement rate monitored through the relevant platform analytics.
- **Encourage Community Involvement - Call to Action:** Mobilize individuals and communities to actively participate in beach clean-up initiatives/monitoring, fostering a sense of responsibility and ownership towards maintaining clean and healthy beaches.
Indicative KPI: Number of Attendees to your Activities
- **Promote Sustainable Behavior Change & Educate:** Encourage long-term behavioral change by instilling habits of responsible waste disposal and promoting the adoption of eco-friendly practices among participants. Educate on the categories of plastic, identification of plastic, etc.
Indicative KPI: Number of participants in related educational activities and REMEDIIES webinars.
- **Promote the technologies and the innovation of each demo site,** via workshops that will showcase the development so far, and the impact we wish to achieve, targeting both the general public, and the industry/tech experts/scientific community.
Indicative KPI: Number of Attendees to your Activities

2. Choose your Anti-Litter Campaign Co-organizer(s)

Look for partners who share your commitment to environmental conservation and community engagement. Seek out allies with a track record of successful collaboration and a willingness to contribute resources and expertise. Engage with a variety of stakeholders, including local NGOs, environmental groups, and community organizations, to maximize impact and reach. Set clear goals for the collaboration to ensure a productive and successful partnership.



The objective is for each demo site to engage their strongest local organization(s) under the umbrella of collaborative environmental action.

3. Identify Your Target Audience

Examples of Target Audiences:

Local residents, students and youth, local businesses and entrepreneurs, environmental advocacy organizations and nonprofits, educators and schools, local government officials, local press, industry, scientific community, media and influencers.

4. Determine your Key Messages

Some General Advice to achieve this:

Have a good understanding of your audience, keep your key message clear & simple, appeal to emotions by evoking empathy and concern, and clearly outline actionable steps for involvement.

Examples: “Do you accept the 20TonnesChallenge?”, “Join the Movement for a healthier ocean”, “Adopt a beach now!”

5. Choose your Communication Channels

- Social Media Platforms
- Newsletters
- Blog Posts
- Local Newspapers/Regional Radio Stations, Media Relations
- Community Ambassadors (someone respected in the local community, like the Mayor, citizen, or community leaders among citizens)
- Influencer Marketing (choose environmental activists of high popularity and engagement rate)

For social media, conduct research to determine which platforms are most relevant to your target audiences. Relevant channels may include Instagram, Facebook, LinkedIn, TikTok and X.

6. Campaign Pillars:

- **Environmental Activities** such as beach clean-ups, other regional interventions, in collaboration with key stakeholders and local institutions.
- **Awareness** and Follow-up: Collaborate with community leaders, local organizations with influence, NGOs, and key stakeholders to reach a larger audience. Create and share educational content, such as videos and testimonials, and follow up on campaign actions through the relevant communication channels.

- **Educational Activities** for your local community, providing guidelines to all the environmental activists, researchers, and advocates. Potential activities: Seminars, Workshops, Conferences, the REMEDIES Webinar (by UM, VLPF, & IHA)
- **Technologies & Innovations** of the REMEDIES program are showcased and updates on their development are shared. The goal is to reach the right audience, that is industry users and potential sponsors, collaborators, and investors.

Then, create the communication timeline around each activity, taking into consideration the type of content that will be produced for each one of them. For your reference, check out the APPENDIX on the present Guidelines.

7. Create your Communication Timeline

For each campaign action, define in advance what communication content will be produced, when and how often it will be published, and which channels will be used. Consider whether a press release, dedicated blog post or interview with local media is relevant and schedule it accordingly.

8. Allocate your resources:

Prioritise activities, define the preparation and implementation period, assign responsibilities within the project team, consider paid social media promotion where appropriate, and identify relevant dissemination partners.

9. Measure Your Success:

Measuring the success of an Anti-Litter campaign involves tracking various metrics and KPIs to assess its impact and effectiveness.

- **Report** the results on a **quarterly basis** via the Communication and Dissemination report.
- Report beach and river clean-ups in the T2.4 Excel database, under the “Database” tab.

SOCIAL MEDIA NOTES

Keeping a Shared Visual Identity:

This includes the following elements:

Logos: Use the REMEDIES logo, the EU emblem with the required funding statement, and the EU Mission visual identity where applicable. Find the logos [here](#).

Photography: Images might feature activities, events, researchers and technology, international conferences, exhibitions, environmental pollution, or other relevant subjects.



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Hashtags - Include relevant hashtags in social media posts to connect with the program's audience and broader community, as well as the REMEDIES hashtags.

Lead Hashtags: **#RemediesForOcean #20TonnesChallenge #REMEDIES_EU #EUMissions**

More Specific Ones, like #BeachCleanUp (when relevant), or:

#PlasticPollutionSolution #HorizonEurope #RepurposePlastic #PlasticLitterFree #ZeroWaste #CleanWaters #Sustainability #ProtectOurOceans

Feel free to add some that seem relevant to you, and are related to the type of your post.

Taglines - To be adjusted accordingly and used in all social media and comms material, along with your copies and texts:

“Plastic-free coasts start with us! Join our efforts in the #20TonnesChallenge.”

“Protecting our rivers and coastlines, one clean-up at a time! Join the #20TonnesChallenge.”

“Cleaner shores, healthier seas! Unite with us in the fight against plastic pollution with #20TonnesChallenge.”

Tags & Mentions:

Always be sure to **tag/mention** the **remedies official accounts** to your posts (Instagram: @remedies_eu, Facebook: @remedies.eu, LinkedIn: @remedies, TikTok: @remedies_eu, X: @remedies_eu, **as well as @bluemissionmed** (on Instagram, Facebook, LinkedIn and X)

IMPORTANT NOTE: Tagging and mentioning relevant third parties in social media posts can increase visibility and engagement, strengthen stakeholder interaction, extend content reach and support collaborative relationships within the community.

APPENDIX - The Impact Hub Athens & WWF Anti-Litter Campaign example

Impact Hub Athens, in collaboration with WWF Greece, launched this Anti-Litter Campaign in May 2024 as part of the REMEDIES programme. The campaign ran for approximately three months and is presented here as a practical example for other demo-site partners.

This campaign provides a practical example of how the Guidelines can be applied, showing how an initial idea can be translated into an Anti-Litter Campaign.

The campaign can serve as a reference for developing an Anti-Litter Campaign in another demo site or country. It is available [here](#).

For further support and questions, please contact Violetta Tsitsiliani at violetta.tsitsiliani@impacthub.net.

