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D6.1 Communication and dissemination plan

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Bauhaus of the Seas Sails



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1. Introduction

The Bauhaus of the Seas Sails (BoSS) is the sixth lighthouse project under the call for the development of 'lighthouse demonstrators' of the New European Bauhaus (NEB). Coordinated by Instituto Superior Técnico of the University of Lisbon (IST-ID), the project Grant agreement ID: 101079995 was awarded €5 million for 18 partners. BoSS aims at achieving a sustainable and inclusive transition, keeping the aesthetic at the centre and working closely together with the local communities.

The overall objective of WP6 - Communication and Dissemination - is to maximise the project's impact, by ensuring an effective communication and outreach of Bauhaus of the Seas Sails (BoSS) activities and results to the identified target groups.

The present document corresponds to Deliverable D6.1 – Communication and Dissemination Plan – whose main objective is to draw up a Communication and Dissemination strategy for the project and its implementation. This is a document for the use of all consortium members involved in the project. The deliverable will identify in detail stakeholders, actions, tools, materials, guidelines, KPIs and communication procedures. The organisation of the activities described in the deliverable will be performed in close cooperation with consortium members.

In detail, this document aims to:

- € Ensure the visibility of the project and its funding programme.
- € Develop and implement an integrated and cohesive communication strategy that includes clear communication objectives, identification of target groups, and key messages.
- € Maximise the dissemination and impact of project results.
- € Clarify the responsibilities of the partners and measurable targets (KPIs) for the strategy.
- € Involve all stakeholders in the transition towards a triangle of sustainability, inclusion, and design on coastal cities as an interface to healthy seas, oceans, and water bodies.

This deliverable is alive and will be modified according to the project needs. It will be updated in M18.



2. **Communication and Dissemination objectives**

The primary C&D objective of the project is to establish a comprehensive communication strategy. This strategy will outline clear content and goals (what to communicate and why), in a regular and consistent timeline (when). In addition, the communication strategy will define the project's target audience (who), and which communication tools and platforms will be used to effectively reach that audience (how).

The C&D strategy has three main objectives: to inform, promote, and communicate the project's activities and results to multiple audiences, including citizens, the media, partners, and stakeholders. This strategy will be implemented from the start of the project until its completion, with a clear focus on reaching out to these audiences and keeping them informed throughout the project's lifecycle.

Additionally, the strategy also aims to make the project's results public. The scientific and technological partners of the consortium will join efforts on the transformation of the Bauhaus of the Seas Sails outputs into scientific articles, papers, posters and presentations to be disseminated through specialised technical and scientific events. The dissemination activities also aim to engage local stakeholders at the demonstration sites (pilots) to integrate an active participatory process into the socioeconomic context of the local communities and facilitate discussion with policy-makers across Europe (ripples).

In short, the C&D objectives of Bauhaus of the Seas Sails are the following:

- Provide the consortium with a coherent image and effective communication tools.
- Establish and monitor specific communication actions and objectives.
- Ensure the visibility of EU funding in compliance with the rules defined by the European Commission.
- Ensure the visibility of the project and its outcomes to all relevant stakeholders.
- Identify and address specific target groups which are critical for the success of the project.
- Exchange and disseminate the co-design methodology at EU and Associated countries scale.
- Connect the project with other NEB and Horizon Europe Missions initiatives, contributing to their overall outreach, dissemination, and communication strategies.



3. Target Audiences and Description

The identification of the target audience for the project is critical to its success, as it allows for the customization of messaging and dissemination activities. Different stakeholders have unique interests and demands so it is essential to tailor the messages and delivery methods accordingly to ensure they are effective.

Bauhaus of the Seas Sails will address European and National authorities, politicians and policy makers. Through targeted communication to policy makers, at national and international level, it will be possible to get more support regarding the implemented project activities. In fact, political actors also have responsibilities: they have a key role in changing policies. This includes the European Parliament, European Commission, directors and head of departments in public sectors; heads of larger institutes, divisions, organisations in public administrations as well as public administration of regions and cities.

One of the project's unique and original approaches to the triangle of sustainability, inclusion and design is its focus on cultural institutions. These institutions will in the first place disseminate the results from the codesign process and the deployment of the different measures at pilot sites. In addition to being vital sources of information and creativity, cultural institutions such as museums, galleries, and cultural centres can contribute to spreading awareness of the project's principles, objectives and achievements. By engaging with these organisations, the project can leverage a variety of viewpoints and promote a deeper comprehension of the social and cultural contexts in which it operates.

Through the research conducted within the academic community, which involves students, researchers and faculty, the project aims to produce original scientific findings, which will be disseminated via publications, reports and other media. These outputs will be publicly accessible and serve as an open source of knowledge for students and researchers from a wide range of scientific areas and disciplines. The project's conferences aim to provide spaces for members of the academic community to meet, network and discuss potential new paths for research, practice and innovation among peers but also with practitioners from artistic and creative disciplines, as well as public officials and community representatives. These events will in turn generate content that can be further explored and serve as a basis for future research. Researchers and other practitioners engaged with the project will also participate in international conferences and scientific meetings, in which they will share outputs of the project and its scientific dimensions.

To ensure the visibility of Bauhaus of the Seas Sails, it is important to maintain a regular presence in the media. This can be achieved through a close relationship with the press and the creation of a



database of contacts for media outlets specialised in the Science, Technology, and Innovation (STI) sector, general media, as well as stakeholders in the GLAM (Galleries, Libraries, Archives, and Museums) sector and the creative industries. By establishing a comprehensive media contact list, the project can ensure that its activities and events are regularly broadcast to a wide audience, and that project results and findings deemed of public interest are disseminated widely. The GLAM sector and creative industries can play important roles in promoting the visibility of the project through exhibitions, events, collaborations, and other means.

Finally, addressing the general public corresponds to the project's origins in, and commitment to, civil society. This audience can benefit from the knowledge, resources, and opportunities generated by Bauhaus of the Seas Sails. By engaging with society at large, the project seeks to foster greater understanding and appreciation of the importance and impact of STI, and to inspire individuals and communities to take an active role in shaping the future of the sector.

The following sectors and respective audiences and stakeholders have been identified before the start of the project; they will thus be considered at the European, national, and regional level:

Target Group	Characterization
Policymakers and regulators at the National and European level, city governments, regional governments	This target will: support the project's actions through governance and replicate them in other environments and contexts; support it in terms of procedure standardisation; contribute to the NEB; support shaping the community of citizens, stakeholders, and partners involved in the project.
Cultural institutions	This target will forward the project solutions through further applied research, demonstration and market uptake work.
Scientific community	Universities, research institutes, students and researchers.
Press	Journalists and media outlets specialised in the area (circular economy, sustainability and oceans), cultural media outlets and generalists.



Bauhaus of the Seas Sails

General public	Citizens, consumers and end users, who can benefit from increased awareness and sense of ownership.
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Table 1 BoSS Target Groups



4. BoSS concepts and terminology

There are several new concepts and terms created by the BoSS that will be communicated to different target audiences throughout the project's duration.

BoSS aims to demonstrate sustainable and innovative actions across different coastal cities/regions through focused and localised initiatives which are called *drops*. These will be integrated with an innovative social strategy to engage the local and regional stakeholders into the socio-economic context of the pilot sites, which will be referred to as *ripples*. Each ripple will demonstrate these innovative measures at scale; together, they will contribute to a wide participatory process in which different stakeholders will contribute with specific actions. For this reason, it is important to enable dissemination at the local level, so to engage stakeholders but also to disseminate the replicability of the results, both at the level of regional/national public administrations and at the EU-Commission level. The following paragraphs explain these initiative concepts in detail.

Drops (pilot actions deployed in WP3) generate concrete activities and experiments that engage communities on an environmentally sustainable, socially and ecologically fair and aesthetically appealing transition. Drops are delivered by local partners encompassing prototypes and blueprints in line with the BoSS core values (e.g., food systems as a tangible and familiar connector between nature, culture, health, safety, economy and policy) capable of profoundly influencing our built environment (e.g., ports, fish factories). More information about the drops is available below.

Ripples (pilot demonstrators) are the “lighthouse demonstrators” that will showcase how a co-design process with architecture, design, sustainability, ecology, and culture at its core, can deliver highly innovative solutions to address environmental and societal challenges at the territorial level. These ripples will serve to locally demonstrate the benefit of applying the BoSS approach to territorial, ecological, and community transformation, as well as to support knowledge transfer and the ownership, on a community level, of ideas, processes and narratives as to ensure the project's sustained legacy (WP5).

BoSS will demonstrate 8 drop initiatives in different pilot sites, which include:

- 💧 Drop typology 1: Multispecies Assemblies
- 💧 Drop typology 2: Regenerative Menus
- 💧 Drop typology 3: Blue Makerspace
- 💧 Drop typology 4: Ocean Literacy
- 💧 Drop typology 5: Inclusive Digital Storytelling
- 💧 Drop typology 6: Wellbeing Reefs



- Drop Typology 7: Blue Seniors
- Drop Typology 8: Future Tidal Architectures for coastal areas, port cities and wetlands

Each of these drops will have the *ripple* effect potential when it comes to communicating the project. Given their high outreach potential, an extensive communication strategy will be conducted around these initiatives, both via online media and during physical events, involving the demonstrators engaged in each pilot. The strategy is explained in the following chapters.

5. Strategy / C&D Tools

5.1 Visual identity

The brand book has been developed to help the consortium partners understand the essence of the project's visual identity. It presents the foundations that define the BoSS and its values. The brand book will help ensure that visual identity elements are used correctly and consistently across all media; it is also an essential tool that will help maintain a strong and harmonised identity of the project, despite its complex structure of institutions, agents, actions and events.

Project logo

The BoSS logo is the signature of the project and its most widely recognised element. There are several variations of the logo, with and without the project name.

Bauhaus of the Seas Sails

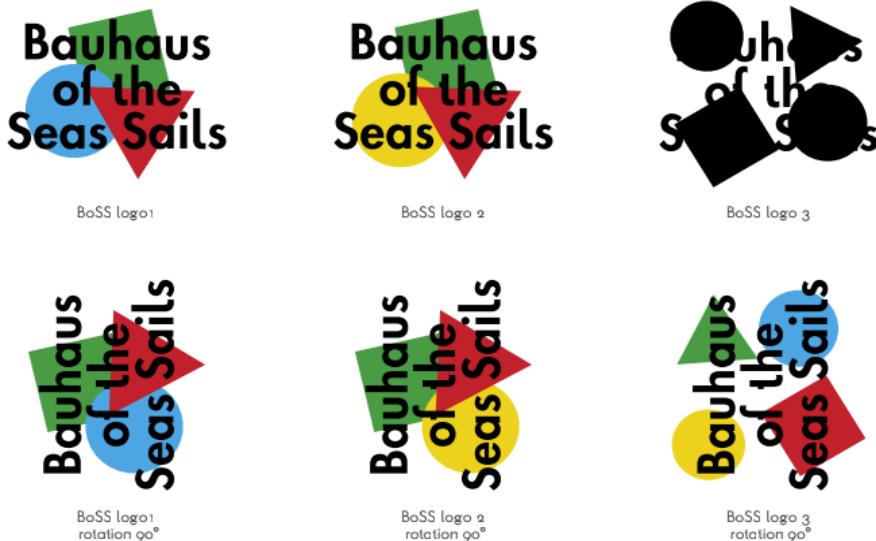


Figure 1 BoSS Logo

Figure 1 Multiple versions of the logo



Figure 2 Logo versions without type

Colour palette

The readability of the logo and information must always be ensured. To achieve this, several colour contrast options were developed within the palette. The colours present in the project should always be used. Colours can be used with opacity if justified, either to highlight a detail or to use as background for presentations.



Color Palette CMYK

C 0 / M 95 / Y 95 / K 0	C 90 / M 5 / Y 0 / K 0	C 0 / M 20 / Y 100 / K 0	C 85 / M 10 / Y 100 / K 0	C 0 / M 0 / Y 0 / K 100
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Color Palette RGB

R 210 / G 10 / B 10	R 60 / G 165 / B 230	R 230 / G 200 / B 0	R 60 / G 160 / B 60	R 0 / G 0 / B 0
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HEX Color

#D20A0A	#3CA5E6	#E6C800	#3CA03C	#000000
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Figure 3 BoSS colour palette

Typography

The BoSS visual identity is grounded on a custom typeface designed by the project's designer, José Albergaria (Change is Good), Futura MagazineX. Being the project's primary typeface, it is employed mainly in graphic elements on which the visual identity is grounded. When not designed by the designer, communication elements that use this typeface must be approved and managed by him or by the project's communication coordinator.

The Roboto typeface, a (free) Google Font with a variety of weights and styles, will be used in all other communication elements created and applied internally, such as Powerpoint presentations and working templates. The combined use of these two typefaces will ensure quality, consistency and coherence in all media used in the project, while also allowing for the flexibility to use different fonts when necessary.

In addition to these two typefaces, the Arial Bold font will be used for specific social media banners created with the graphic tool Canva used by Magellan Circle, as recommended by BoSS graphic design team.



Roboto Thin
Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Black
Roboto Thin Italic
Roboto Light Italic
Roboto Italic
Roboto Medium Italic
Roboto Bold Italic
Roboto Black Italic

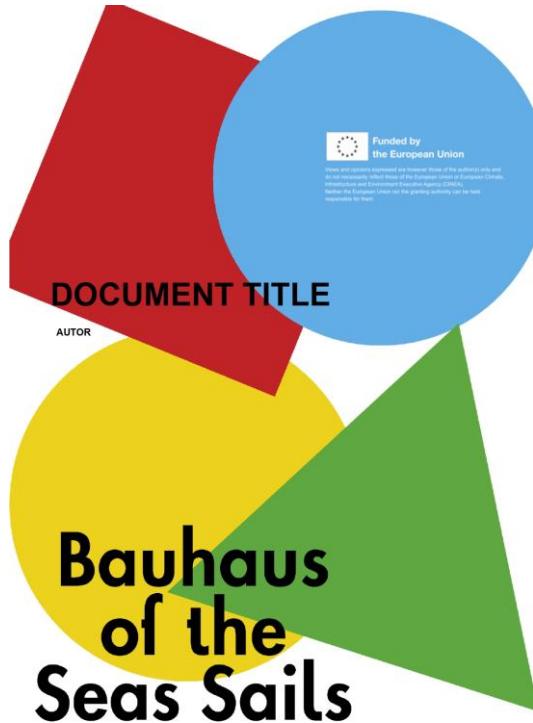
Figure 4 Roboto Typeface

Word and powerpoint templates

The following Microsoft Word and PowerPoint document templates will be used when addressing both internal and external audiences; they are essential to ensure a uniform communication of the entire project.

The layout of the word document is suitable for both short and long documents, such as reports, notices and other similar types of communication. The document is laid out in A4 Vertical format [210x297mm] and follows the typography and colour palette listed above.

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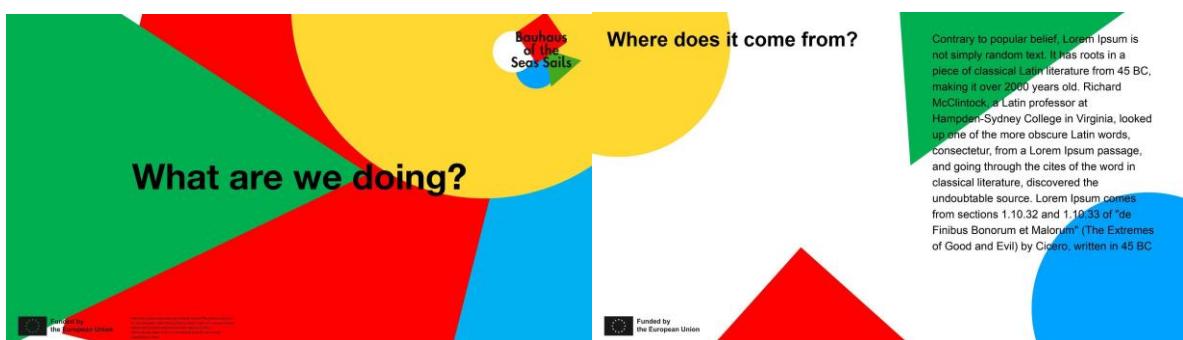
3

Document Title: edit document properties

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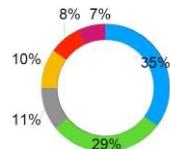
Figure 5 BoSS word template (cover, document info, table of contents and content)

The BoSS has a single 16:9 PowerPoint template that should be used in all internal and external communications. Like the Word document template, this PowerPoint presentation follows the typographical scheme and colour palette referred to above.



Bauhaus of the Seas Sails

Where does it come from?



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Where does it come from?

Le canyon de Nauarik est un canyon érosionné au large de la côte de l'île d'Anticosti. Il est étroit, à l'ouest, il atteint une longueur d'une centaine de mètres et une profondeur de 100 mètres, mais il devient plus large et plus profond qui peut atteindre 1 000 mètres de largeur et 50 mètres en amont devant Nauarik.



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Why do we need it?



Le canyon de Nauarik est un canyon érosionné au large de la côte de l'île d'Anticosti. Il est étroit, à l'ouest, il atteint une longueur d'une centaine de mètres et une profondeur de 100 mètres, mais il devient plus large et plus profond qui peut atteindre 1 000 mètres de largeur et 50 mètres en amont devant Nauarik.



Figure 6 BoSS PowerPoint template slides

5.2 Website

The [Bauhaus of the Seas Sails project website](#) will have a simple, intuitive structure and will function as a repository of all the information generated in the different initiatives and activities of the project. A first version of the website, created in 2021, has since been a more straightforward and visually-based online reference for the project. This website will give place to a comprehensive repository of



information about the project's goals, actions, events and achievements. As such, additional features and sections will be added, such as events, press coverage, or project partner presentations. Pilot demonstration sites will each have their own dedicated pages: these will provide information on the planned actions, as well as regular updates on their progress, which will be complemented by interviews with relevant agents and community representatives, best practice reports and other innovative ways of sharing insights and experiences. Links to training materials developed by consortium partners will be provided as well.

The objectives of the website are as follows:

- Increase the project's recognition and visibility.
- Boost online exposure with an optimised mobile design.
- Generate leads (e.g., new subscribers to the newsletter).
- Share the funding programme.
- Promote the project's goals, updates and results.

The website will be updated using the Wordpress platform, a Content Management System (CMS) that is intuitive, user-friendly and optimised for smartphones and tablets.

The website will have the following updated structure with the menu main pages in the following order:

- Home
- Vision
- BoSS
- Partners
- Hiring
- News & Events
- FAQ
- Contact

5.3 Social media

Prior to the constitution of the BoSS consortium and project, the Bauhaus of the Seas initiative had already two social media accounts with a steady flow of content. The partners of the BoSS project, under the leadership of task leader Magellan Circle, are determined to produce relevant and professionally looking content to achieve the best possible results and reach the target audiences.



Social media accounts

In fact, the Twitter and Instagram accounts have been created for the Bauhaus of the Seas initiative which have now been repurposed as main social media channels for the project BoSS. Additionally, the LinkedIn page was created in February 2023 as it is a common tool used by several partners.

Account	Handle	Number of posts	Number of followers	Target audience
Twitter	@BauhausSeas	423	497	partner entities but also researchers, designers, collectives
Instagram	@bauhaus.seas	81	1448	general audience, designers, researchers, architects, marine professionals
LinkedIn (since Feb23)	Bauhaus of the Seas Sails	4	111	consortium partners, other entities

Table 2 BoSS social media accounts

Each of the accounts is using the BoSS visual identity including colours, graphics and pictures edited with the approval of its designer. The communication and tone are adapted to each of the three social media platforms in the following way:

- **Twitter** – short, news-like messages accompanied with graphics and shortened hyperlinks for more information;
- **Instagram** - longer messages written with a friendly, informal tone accompanied by appealing images and graphics. Frequent use of *Instagram* stories with attractive visuals.
- **LinkedIn** - longer messages with a more institutional tone, oriented towards communicating the project to other institutions and professionals under the New European Bauhaus platform.

Editorial calendar

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In order to have an efficient planning and management of social media content, an editorial calendar has been created for BoSS social media channels. This calendar is updated regularly and at least two weeks in advance of relevant communication actions. For the first months of the project, the task leader (Magellan Circle) has prepared a calendar with content providing introductory information on the project's presentation and consortium partners. Below is an example of the editorial calendar for March 2023, which includes full planning of social media activities. This is not the final calendar and is subject to change whenever new updates, actions or project-related events occur.

Editorial Calendar - March 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 General presentation of drops	2 Presentation of partner #1 - IST		3
5 IST Hiring Post doc & PHD	6 Presentation of partner #2 - Magellan Circle	7 Follow LinkedIn (IG story only)	8	9 Presentation of partner #3 - TBA21 Academy	10	11
12	13 Presentation of partner #4	14	15	16 Presentation of partner #5	17	18

Figure 7 BoSS editorial calendar March 2023

Management

The social media accounts are managed by Magellan Circle with the contribution and approval of IST-ID as project coordinator. In order to manage the accounts successfully, Magellan Circle is using the online tool *Loomly* to schedule posts and to share the draft content with IST-ID.

Process

1. Editorial calendar approved;
2. Magellan Circle draft posts on Loomly;

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3. IST-ID reviews, edits (if needed) and approves post on Loomly;
4. In case of consortium partner-specific content: review, edit, approval by communication representatives;
5. Posts published automatically on Loomly.

Subject	Date Scheduled	Format	Channels	Copy	Media	Assigned to	Status
BoSS Partner - Ca' Foscari	Wed, Mar 15 10:04 AM WET	Link		<p>Meet our Venetian partner Ca' Foscari</p> <p>Ca' Foscari University of Venice is the largest university in Venice, involved with the most renewed national and international research and technology transfer institutions, with a remarkable international impact across many scientific, technological, economic and humanistic domains.</p> <p>Committed to environmental studies and protection, community well-being, social equity and economic development, Ca' Foscari will bring its expertise to the Bauhaus of the Se... (read more)</p> <p>+3 variations</p>		Magellan Circle	Published

Figure 8 Loomly social media publishing tool platform

Social media campaigns

The editorial calendar mainly consists of social media campaigns that are developed and proposed by Magellan Circle. There are two types of campaigns/social media content:

1. General information on BoSS project and partners

For the first weeks and months of the project, several social media campaigns have been planned to introduce the project to the target audiences. For the months of March and April 2023, two types of campaigns are taking place in parallel:

- Introduction of the Bauhaus of the Seas Sails partners
- Bauhaus of the Seas Sails Drops showcase
- Bauhaus of the Seas Sails Pilot showcase



To create engaging, beautiful and accurate content, under the leadership of the WP leaders BoSS consortium partners have created a **media database**. This database is meant to collect images and other kinds of visual media – videos, graphics, etc. – supplied by each partner related to their institution and respective pilot drops/demonstrators developed throughout the project's duration. This database is available on the [One Drive platform](#) and accessible to all partners.

2. On-the-go news (news, participation in events, press attention, announcements)

In addition to general information content about the project, as defined at the proposal stage, on-the-go content will also be shared on social media during its development, implementation and replication phases. This type of content will most likely, but not only, include:

- Links to press articles;
- Notices of consortium partner participation in NEB-related events and other initiatives;
- News and updates from pilot sites;
- Call to actions to events organised by the BoSS consortium;
- Job/research position (at consortium partners) postings.

The next major campaign will be the promotion of the next BoSS public event, which will take place in Oeiras in 2023. In addition to the save-the-date and the registration information, the event's programme will be promoted to the target audiences as to raise awareness and achieve a good number of participants and attendees.

5.4 Newsletter

Newsletters are an efficient hub of information which can carry simple and direct data, links to the project's and partners' websites and other communication channels.

A central newsletter, disseminated to a database of contacts created by the project's WP leader, will include relevant information about the project, its partners, activities and initiatives. This bi-annual newsletter aims to communicate the most recent project developments and directed to all the project's stakeholders. It will include links to press releases, articles and other useful information found on the BoSS website, consortium partner websites and other online sources.



On the other hand, there will also be info-emails, which are more detailed and shorter newsletters. These info-emails are more sporadic and related to specific events.

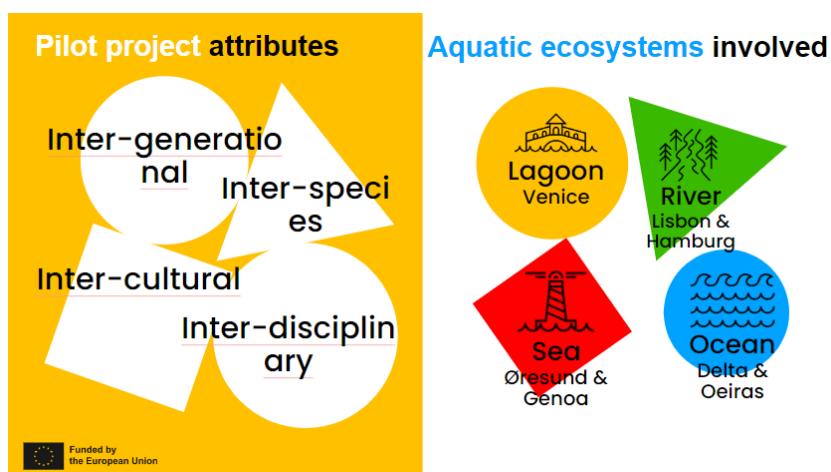
Partners may utilise their own contact databases to, in compliance with GDPR rules, disseminate newsletter and info-email contents, so to address and develop a specific audience for the project. This newsletter will play a significant part in building such an audience, alongside other communication and dissemination channels, events and materials.

To facilitate distribution, Mailchimp will be used as the platform to create, send, automate, and segment newsletter campaigns.

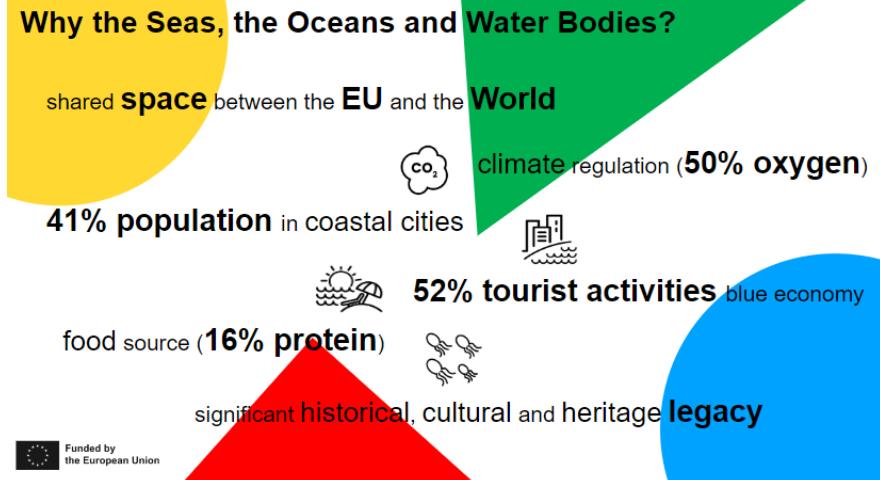
5.5 Showcase presentation

A standard BoSS presentation will be used as a starting point for project presentations by the partners. The standard presentation has been created by project coordinator and WP6 leader and includes the background story of the project and the New European Bauhaus initiative, such as the importance of the sea and oceans and the vision of the Bauhaus of the Seas.

The latest version of the presentation is available on the project's [OneDrive](#).



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Facing similar challenges...



Figure 9 BoSS showcase presentation slides and graphics

5.6 Videos

The project's website will leverage a successfully established series of short videos that are able to capture general audience interest. These videos are to be developed by the WP leader throughout the projects' duration. These include a teaser video on the project, as well as videos that show and share experiences on each of the pilot/demonstrator sites.



- Project teaser video: a short video that introduces the project and its objectives, highlighting expected impacts.
- Pilot/demonstrator site videos: a series of videos showcasing the project's sites. These videos will provide insights into the implementation process and highlight the project's achievements on a local level.

These videos will be available on the project's website, where they can be viewed online but also downloaded and linked to. As such, they can be shared through the project's social media channels and newsletters, as well as by consortium partners in their own communication channels. They may also be employed in offline presentations, talks and events, as an effective and engaging communication tool.

5.7 Podcast series

A podcast series related to the topics of the BoSS will be developed to address the general public. This podcast will allow non-specialised audiences to better understand the project's concept, approach and goals, as well as the foundations of the NEB and Horizon Europe missions. Each episode will focus on new and relevant topics, addressed in a conversation or an interview with consortium partner members and external experts.

Two seasons of 4-6 podcast episodes each will be developed.

The first season will include interviews with members of the consortium and the collaborating experts working on the drops. This will introduce the project's concept, specific terms and methodologies. It will also focus on the pilots' activities and drops. The 4-6 episodes are planned to be recorded from June to August 2023, and to be available to the public by September 2023. (?)

The second season will include external experts and collaborations feeding from the project's lifetime, e.g., specific participants and speakers engaged for the kick-off event in Lisbon on 1 & 2 February 2023. With the upcoming public event in Oeiras foreseen in September 2023, different collaborators would be invited and potentially selected for an interview. The execution of the second season is planned to start in October 2023, and to be available from the end of 2023.

Magellan Circle and IST-ID will coordinate the development of the Podcast series, including interviews to key players in the subjects of creative practices, design, architecture, sustainability and technology, focusing on possible futures and the communities who are currently operating in the scientific and cultural fields of action. The topics and questions of the podcast will be developed by Magellan Circle



and IST-ID. The podcasts will be disseminated using the “Spotify for podcasters” which was previously known under the name Anchor.fm.

5.8 Printed materials

Being a project with sustainability and environment conservation as one of the main postulates, the production of printed materials will be carefully considered and, if necessary, conducted in such a way to be reusable for other occasions. So far, BoSS avoided the production of single-use objects, such as event programmes, notebooks and other printed materials. Instead, the use of QR codes that provide visitor/participant access to an online version of the event programme (Figure 10) has been preferred.

Two roll-ups with generic content on the project have been created for the Kick-off event in Lisbon on 1 & 2 February 2023 (Figure x). These roll-ups may be reused throughout the project partners for both internal and external events in which the project is represented. By developing infographics and fact sheets about the pilot sites and local stakeholder participation, consortium partners will have more engaging promotional materials for digital sharing.



Figure 10 BoSS Kick-off programme via QR code

QR codes instead of printed agenda for the BoSS Kick-off on 1 & 2 February 2023 in Lisbon

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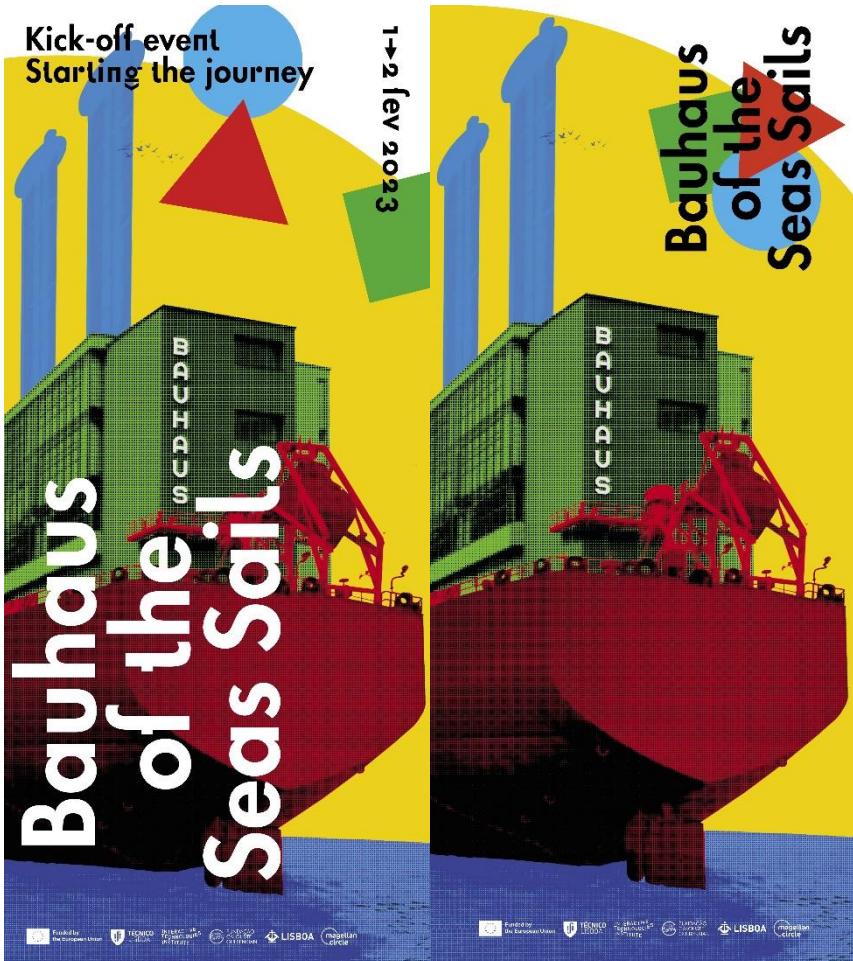


Figure 11 BoSS Roll-ups printed for BoSS kick-off

5.9 Media & press

Press releases

The main goal of the press strategy for BoSS is to increase its visibility among its target audiences. To achieve this, the Communication and Dissemination team will leverage all relevant information related to the project, whether directly or indirectly linked to its partners and actions, to generate interest from media outlets and their respective audiences.

Communication will be tailored to various media formats, ranging from generalist to specialised publications. Given the project's original congregation of academic, cultural and territorial institutional partners, a wide range of publications and approaches can be sought out. Such a range includes international architecture, design and art magazines, reputed scientific journals and general



media sections dedicated to science and technology, as well as media outlets dedicated to discussing local issues and politics. For this, potential outlets will actively be sought out. While partners may have built relationships with media contacts on a local, national and international level, it's crucial for the project to establish its own communication channels with such outlets, as to share updates on its activities and accomplishments. By doing so, BoSS can raise awareness among the general public of its goals and actions, thus enhancing its influence and reputation.

One effective approach will be to invite media outlets to attend key intermediate and final conferences, as well as disseminating information on major milestones of the project to the most promising contacts. Overall, the press strategy will play a vital role in increasing the project's visibility and impact.

Below there is a selection of Portuguese and European media outlets that represent a range of interests and perspectives. These include general news outlets as well as other dedicated to politics, oceans, sustainability, art, and culture.

To ensure the effectiveness of the media outreach for the Bauhaus of the Seas Sails project, it's crucial to consult with the project partners to understand their existing media relationships. By doing so, the risk of outreach being too focused on Portugal or too generic can be avoided, and a targeted and impactful media strategy can be created. As part of this effort, a database of local and international media contacts will be built in consultation with the project partners. This will enable the establishment of strong relationships with key media outlets throughout the project's duration.

3Press clippings

To effectively track media coverage of the project, a press clipping tracking system will be implemented. This system consists of an Excel spreadsheet to document key information related to each news article, including the title, link, media outlet, language, and date of publication.

The purpose of this tool is to monitor media coverage of the project, evaluate the success of communications efforts, and identify areas for improvement in outreach. Additionally, it provides an archive of past coverage for future reference. Regular updating of this spreadsheet is critical for maintaining an accurate record of media coverage. The spreadsheet will be reviewed monthly and updated as new articles are published.



Press Clipping					
Date	Topic	Title	Platforms	Language	
January 6, 2023	General	Projeto liderado pelo Técnico reiventa icónica Bauhaus em sete cidades da UE	Económico	Portuguese	
January 19, 2023	General	JM: Lisboa vai contratar empréstimo de até 15,3 ME para financiamento de obras	Observador	Portuguese	
February 1, 2023	Kick-off event	Portugal: EU ecology project to make cities more sustainable starts in Lisbon	Lusa	English	
February 1, 2023	Kick-off event	Projeto "Bauhaus do Mar" arranca em Lisboa para reimaginar cidades e pensar futuro	Greensavers Público Lusa	Portuguese	
February 2, 2023	Kick-off event	Bauhaus dos mares	Gulbenkian	Portuguese	
February 2, 2023	Kick-off event	"Bauhaus do Mar" debate em Lisboa o futuro dos Oceanos	Câmara Municipal De Lisboa	Portuguese	
February 3, 2023	Kick-off event	Como é que temos em consideração o bem-estar das algas no rio Tejo?	Time Out	Portuguese	
February 7, 2023	Kick-off event	"Bauhaus do Mar": projeto para futuro sustentável arrancou em Lisboa	Idealista	Portuguese	

Figure 12 Press Clippings tracking system

6. Events

Events are of key importance for the Bauhaus of the Seas and other lighthouse demonstrator projects under the New European Bauhaus initiative. Learning from the COVID-19 era, both online and in-person events are useful to promote the project's objectives, foster networking opportunities and raise awareness of its achievements, thus responding to its goal of creating "ripple" effects from pilot drops.

BoSS will differentiate between events organised by the project's consortium and partner participation in external events, which is in any case considered part of the communication and dissemination strategy.

6.1 BoSS organised events

The organisation of and presence at public events will ensure interactive engagement with a large variety of actors at the local, national, and European levels. Presentations at international conferences and workshops will also increase international exposure. Such events include dedicated, EU-level initiatives aimed at disseminating recommendations on how to overcome regulatory barriers for implementing the actions. Boss-organised events provide the opportunity for interactive sessions with stakeholders, as well as providing feedback on the project's outcomes. These events will also provide opportunities to increase synergies and conduct joint dissemination of goals and achievements. BoSS-related events organised by its partners are described in chronological order in the following pages.

Bauhaus of the Seas Sails - Kick-off - 1&2 February - Lisbon, Portugal

BoSS held its first public conference in 1-2 February 2023, which marked the official start of the project in Lisbon. What was originally planned as a closed consortium kick-off event was reimagined as a first semi-public (attendance was by invitation only) occasion to present BoSS to an external audience.

Over the two-day event, creativity and knowledge brought together scientists, researchers, architects, artists, activists and politicians at Hub Criativo do Beato and the Calouste Gulbenkian Foundation. The event's objective was to exchange ideas and present points of view that lead to a new and effective approach to the seas, oceans and other body of water, with a focus on the quality of life of coastal communities.

Upcoming events

Upcoming BoSS-partner promoted events include the following:

- **Hybrid seminar.** Originally planned for M6, this event has been rescheduled to take place in Oeiras on 27-28 September 2023. It will be an opportunity for partners to work together and share results on the project, as well as to engage local stakeholders. Following the example of the project's kick-off event in Lisbon, it will also be showcasing local practitioners' researchers and other relevant agents, as to escalate the project's visibility and create opportunities for networking. Magellan is responsible for the organisation of this event, as well as the final hybrid conference (information below).
- **Co-design exchange (M27)** Planned to take place in Brussels, this workshop aims to present the project's co-design methodology, developed in WP2, to representatives of the EC and other NEB participants. It will include the organisation of an exhibition that will present WP3 outputs. This event will be organised under the lead of MAU and TBA.
- **Final hybrid conference (M35)** Planned to take place in Genoa in 2025, this event aims to present the project results and strategies for replication and continuation.

6.2 List of external events of interest

The BoSS partners are encouraged to provide inputs to the list of potential external events and discuss with WP6 leader and project coordinator the best possible ways to attend and present the project. For this purpose, the WP6 leader has created a list of events which all partners are invited to update and feed information in. The list is available in [One Drive](#) – the main internal document repository – and it is a living document that should be updated and discussed regularly.



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target audience	date	event	location	format	event link & useful links	notes
2023						
ports stakeholders	16/ mar	Docks the Future: Network of Excellence MEMBERS GATHERING #12	online	online	closed	Each month a project or initiative is invited for a showcase presentation
water stakeholders	22- 24 Mar	UN 2023 Water Conference	New York, USA	in person	https://sdgs.un.org/conferences/water2023	
NEB and climate stakeholders	23- 25 May	CRAFT NEB event	Bologna, Italy	in person	https://craft-cities.eu/events-2/	Event organised by CRAFT project, one of the NEB projects, mentioned in NEB kick-off meeting, no mention on website yet
Living Labs professionals, academics	21- 23 Sept emb er	Open Living Lab Days	Barcelona, Spain	in person	https://openlivin glabdays.com/	Living Labs for an era of transitions How human-centric innovation is changing our lives, mentioned at NEB workshop

Table 4 BoSS list of preliminary events of interest

7. Cross cooperation

BoSS builds upon the need to accelerate the spread of cross-cutting activities and concepts to support the EU priority of the New European Bauhaus and provide momentum to the Restore our Ocean and Waters by 2030 and “100 Climate-Neutral and Smart Cities by 2030 EU missions. It also



aims to contribute to the shared objective of achieving climate neutrality with its particular focus on coastal cities as an interface to healthy seas, rivers, and oceans.

By developing strong lighthouse demonstrators that will co-design the deployment of interventions, the BoSS aims to offer novel solutions to wicked problems, ranging in scale from micro to macro, that is from local ecosystems to cities to regions (). BoSS inherently contributes to the NEB's strategic objectives by providing evidence-based guidance, managing interactions between stakeholders, and engaging with local communities. It fosters the development of a coastal adaptation knowledge network between scientists, policymakers, stakeholders, and the general public.

With this in mind, BoSS partners will actively engage with NEB activities and other lighthouse projects related to the NEB Initiative, as well as other Horizon Europe Missions, namely in relevant international events, organised or co-organized by the EC or other third parties.

New European Bauhaus Community

BoSS has already participated in the official session on “On-boarding to the New European Bauhaus Community” which took place on 16 February 2023, together with other NEB lighthouse projects.

Other NEB initiatives offer different routes through which BoSS will be promoted and disseminated across Europe:

- Featuring in the New European Bauhaus newsletter (published monthly)
- Featuring in the New European Bauhaus Community Update (published weekly)
- Featuring on the New European Bauhaus Instagram account
- Posting on the New European Bauhaus LinkedIn account
- Listing BoSS events on the NEB official website and the community platform calendar.

More collaboration activities are planned during the project’s duration, namely those mainly focused on cross cooperation with the other five first NEB lighthouse demonstrator projects:

CULTUURCAMPUS (A sustainable hub of arts, research, learning and community as catalyst): through blending education, research, policy, and culture, and considering the lived experiences of its residents, Cultuurcampus aims to transform the disadvantaged urban area of Rotterdam South (Netherlands). It will be located in a historical building and will act as a hub for different groups and activities;



NEB-STAR (New European Bauhaus STAvangeR): NEB-STAR will showcase how territorial transformation plans can incorporate the principles and values of the NEB in Stavanger (Norway), Prague (Czechia) and Utrecht (Netherlands). The project will tackle four emblematic challenges linked to climate-neutral cities, all considering local needs and concerns through co-creation with residents and stakeholders;

NEBourhoods: This one prepares Munich-Neuperlach (Germany) for the future as mapped out by the European Green Deal in terms of the built environment, circularity, mobility, energy, food, and health. The project will build on the area's strengths – a strong sense of community, vast green areas, and large-scale housing, even if in need of renovation. It will also address its weaknesses – higher than average unemployment and lower than average education levels;

DESIRE (Designing the Irresistible Circular Society): The project wants to tackle the major challenges faced by societies and cities: climate change, biodiversity loss and resource challenges. Based on three main themes of inclusivity, circularity and reconciling cities with nature, it will use art, architecture, and design to explore alternative ways of transforming territories across different European cities (Denmark, Netherlands, Slovenia, Italy, Latvia).

EHHUR (EYES HEARTS HANDS Urban Revolution): The project supports cities and vulnerable residents in transforming their built environment. Spread across seven different locations in the EU and Associated Countries (Denmark, Greece, Belgium, Portugal, Turkey, Croatia, Italy), it will seek to tackle socio-economic and cultural challenges such as social segregation, energy poverty, and degradation of depopulated historical centres.

In addition to these lighthouse demonstrators' projects, BoSS will cooperate with other projects that are part of the NEB community, such as CRaFT – Creating Actionable Futures.

8. Management and roles

This deliverable and majority of tasks related to it are part of WP6 Communication and Dissemination. WP6 is transversal and horizontal WP which connects all other WPs.

This deliverable is the sole deliverable of the Work Package, but it is foreseen as a living document with regular updates to the strategy which will be officially updated in M18. D6.2

The deliverable matches with the Task 6.1 C&D Strategy whose lead is Magellan Circle with the support of all partners.



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Task	Partners	Duration	Items
Task 6.1 C&D Strategy	MAG Partners: All	M1-M3; M17-M18	D6.1 Communication and Dissemination Plan will be developed and monitored by MAG with contributions from all partners which will commit to following the plan in accordance with their defined roles and objectives. The C&D will be delivered by M3 and updated in M18 (D6.2)
Task 6.2 C&D Activation	MAG Partners: All	M1-M36	<ul style="list-style-type: none"> the definition of the visual identity; project website creation and update; social media creation and management; digital campaigns; newsletters, press releases, and infographics; production of a teaser and a promotional video for the project; podcast series on the Bauhaus of the Seas initiative the revision of all project outputs in terms of BoSS design.
Task 6.3 C&D Events	MAG Partners: All	M4-M36	<p>Project Events:</p> <p>(a) at the beginning of the project a hybrid seminar in Oeiras (M6)</p> <p>(b) a co-design exchange in Brussels to present the co-design methodology developed in WP2 (M27)</p> <p>(c) a final hybrid conference in Genoa (M35)</p> <p>Third-party events:</p> <p>(d) the participation in events related to the NEB Initiative, Horizon Europe Missions and other relevant international events, organised or co-organized by the EC or other third parties during with the BoSS project duration.</p> <p>MAG will be responsible for events (a) and (c), MAU and TBA for the event (b), and IST-ID for the</p>



			participation in the (d) events, both (b) and (d) with the support of MAG.
Task 6.4 Scientific Publications	IST-ID (Lead) Partners: IIT; MAU; UNIVE; TUD	M6-M36	The scientific and technological partners of the consortium will join efforts on the transformation of the BoSS outputs into scientific articles, papers, posters and presentations.

Table 5 WP6 list of tasks

Organisation

All partners of the project have an active role in this task, which is led by Magellan Circle and will be encouraged to actively participate in the task on a regular basis.

The Task leader Magellan Circle works closely with the project coordinator IST-ID and with the communication coordinator of IST-ID.

The two entities form the Core Management Group which is responsible for all communication activities and has a decision-making power.

Communication Management Team

The Communication Management Team of BoSS project will consist of WP leader Magellan Circle, IST-ID as project coordinator and each WP leader as core (mandatory) group members. Any other partner is welcome to join the group and attend the monthly meetings which will be organised in line with the Coordination Group meetings.

Tools

The CMT is using *Slack* to communicate daily among all the members of the group.

A group chat has been created on Slack titles #socialmedia which consists of Magellan Circle and IST-ID only for all approval of posts and sharing of imagery for social media content.

All the dissemination materials are available on the project's OneDrive shared depository. The folders are organised in the following way:

Communication and dissemination folder

Dissemination materials (sub folder)



- BoSS LOGOS
- Partner logos
- Photos - events
- Photos - general (partners, drops, pilots)
- Working templates

9. Monitoring and KPIs

The communications actions described in this document will be regularly assessed and monitored. A monitoring tool has been set up to follow, plan and keep track of the activities relevant to the project and is available for all partners.

Assessing expectations and goals to measure the impact of the project is crucial to the success of a communication and dissemination strategy. In this document, quantitative targets known as Key Performance Indicators (KPIs) for each dissemination and communication activity are described.

BoSS Communication & Dissemination KPIs

Task	Description	Partners / Timeframe	KPIs
Website visits	Number of visits to the website	MAG; IST-ID	500 monthly visits
Newsletters and info-emails	Number of newsletters and info-emails published	MAG; IST-ID	12
Newsletters subscriptions	Number of subscribers	MAG; All partners	500



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Social media	Regular updating of the social media accounts with interesting content and stories from the project in order to create and engage a community	MAG; IST-ID; with support of all partners / M1-M36	Audience Twitter +800 followers Instagram +2000 followers LinkedIn +300 followers Engagement LinkedIn +50 reactions to main news Instagram +100 reactions (likes) to main posts
Public events	The presence at public events will ensure interactive engagement with a large variety of actors at the local, national, and European levels. Presentations at international conferences and workshops will also increase international exposure.	All partners	BoSS presented at +15 events & conferences
Organised events	Organisation / programme for the conferences in Oeiras as well as final conference in Genoa	MAG; IST-ID; with support of local partners	+150 attendees for each conference
Scientific papers	Scientific articles, papers, posters and presentations to be disseminated through specialised technical and scientific events.	IST-ID; MAG	+10 papers/articles during the project life
Press & Media	During project events organised by the consortium, local media will be invited to increase the exposure to the project progress and results.	MAG; IST	+10 Press articles/clippings about BoSS per year

Table 6 Communication and dissemination KPIs



10. Conclusions

The Communication and Dissemination strategy for BoSS has been written and developed by Magellan Circle - European Affairs Consultancy with the inputs of the project and consortium coordinator, IST-ID.

The BoSS Communication and Dissemination (C&D) strategy acts as a detailed guide for all the project's communication and dissemination initiatives. The plan lays out specific guidelines and best practices for implementation, monitoring, and control, making sure that all consortium members can effectively and consistently communicate the project's objectives and accomplishments.

The strategy provides a clear overview of the following actions:

- Target audiences.
- Communication tools.
- Channels.
- Media and press.
- Events and outreach.
- Responsible entities.
- Measurable targets.

As a living document, the plan will be revised as necessary to reflect changing priorities and circumstances, ensuring that communication efforts remain relevant and effective.