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Beneficiaries: All partners in NORDBALT-ECOSAFE





Horizon Europe

**Initial Communication, Dissemination
and Exploitation plan**

HISTORY OF CHANGES		
Version	Publication date	Changes
1.0	25.02.2023	▪ Initial version
		▪

Action Number: [101060020]

Action Acronym: [NORDBALT-ECOSAFE]

Action title: [Nitrogen and phosphorus load reduction approach within safe ecological boundaries for the Nordic-Baltic region]

Participating institutes in the project :

Aarhus Universitet (AU), Denmark
Norsk Institut for Vannforskning (NIVA), Norway
Sveriges Lantbruksuniversitet (SLU), Sweden
Oulun Yliopisto (UOULU), Finland
Szkoła Główna Gospodarstwa Wiejskiego (SGGW), Poland
Latvijas Lauksaimniecības Universitāte (LLU), Latvia
Norsk Institut for Bioekonomi (NIBIO), Norway
Suomen Ympäristökeskus (SYKE), Finland

Date: [25. February 2023]

CDE version: [CDE-01]

Introduction

Dissemination and exploitation of results, particularly knowledge exchange, are an essential part of all seven Work Packages in NORDBALT-ECOSAFE. Rather than reporting the project results, at the end of the project period, we will continuously share and discuss approaches and preliminary results with the stakeholders in the six river basins as well as within HELCOM and OSPAR to demonstrate products and tools as early as they become available. This is considered essential for ensuring that they are aligned with the needs and perceptions of the stakeholders and Commissions established in the Nordic-Baltic region. The iterative nature of our communication methods and demonstration activities stresses the importance of knowledge exchange during the entire project period (Figure 1).

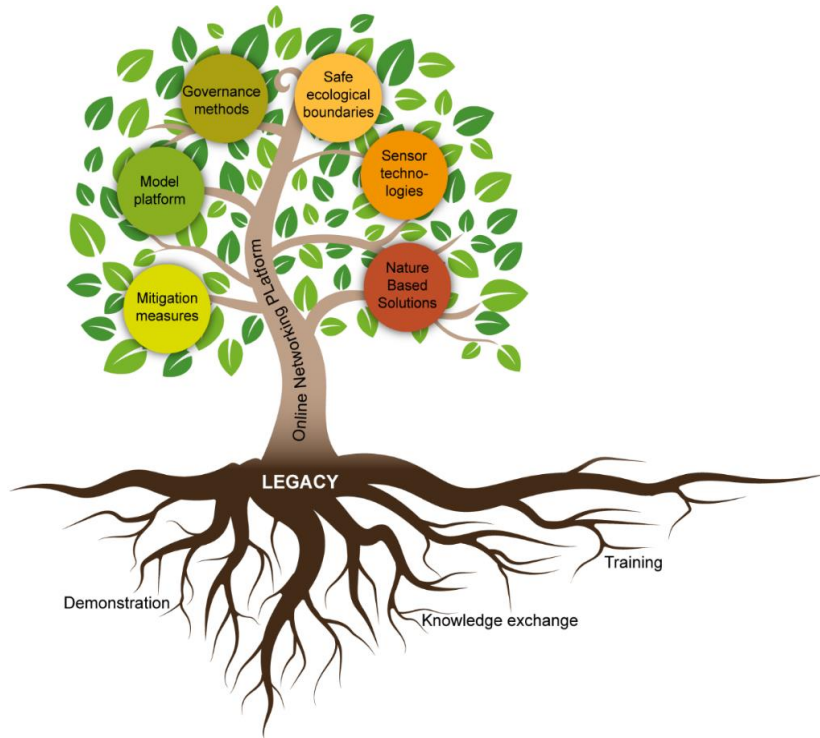


Figure 1: NORDBALT-ECOSAFE conceptual approach to communication, dissemination and exploitation of project results.

The project data generated through data collection and compilation, analysis, modelling, and model output evaluation will be formalised in harmonised databases with a common structure for the purpose of development and modelling. They will be used to fulfil the project objectives and related scientific and public dissemination activities and will be made available through the Online Networking Platform. Data sharing within the consortium will be included in the NORDBALT-ECOSAFE consortium agreement. The data will primarily be used by the project partners that collect the data. Each partner will be able to continue to use their own data and results independently, while use of the pooled data is granted based on authorship agreements (for scientific publications) or project roles (for deliverables).

If secondary data are used in the project, they will be requested and managed by the partners in charge of the related task and used according to the rules of the providers, including non-delivery to other project partners if this is part of the agreement. The data collected will never include information raising ethical issues but may include sensitive data. For this reason, anonymity and non-disclosure of individual data will be guaranteed and data management will be carried out in accordance with the relevant laws prevailing in the countries where the data are collected. The data collected are not intended to be commercially exploited after completion of the project; however, NORDBALT-ECOSAFE recognises the importance of open access to public sector research and will produce a data management plan, which will follow existing guidelines for Horizon Europe. This plan will cover the large range of data types and outcomes generated within the project, taking into consideration the continuity of the Online Networking Platform after the end of the project.

1. Communication

‘Communication is taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange’¹.

Resources have been devoted to ensuring that the communication of the different project outputs is tailored to their specific audiences. This will be done by ensuring maximum relevance to end-users such as: i) farmers and foresters and their advisors; ii) local, regional, and national river basin managers; iii) local, regional, and national decision-makers; iv) supranational managers such as HELCOM and OSPAR; v) other EU projects having similar objectives as those of NORDBALT-ECOSAFE, e.g., ECOSTAT working with comparing nutrient boundaries and targets and their links to sensitive biological quality elements; vi) the scientific community.

To assure communication with the projects audience we have developed a project communication portal as a homepage (<https://projects.au.dk/nordbalt-ecosafe>) (see screenshot of front page below in Figure 2).

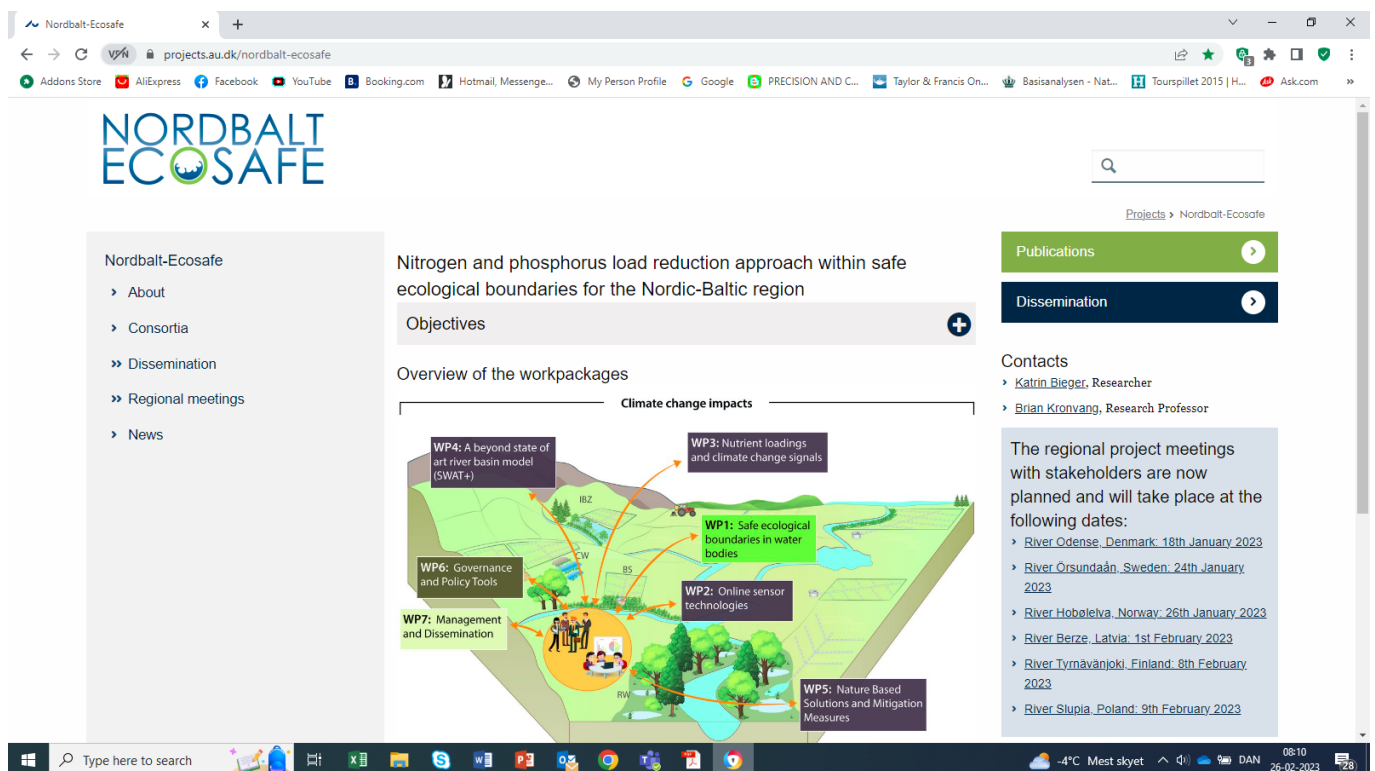


Figure 2: Screen shot of NORDBALT-ECOSAFE homepage.

The communication strategy of NORDBALT-ECOSAFE includes the following key actions:

- Intensive two-way communication with the stakeholders in the six demonstration river basins.
- Proposing the safe ecological boundaries for nutrients to local and regional river basin managers in the Nordic-Baltic region as well as ECOSTAT and DGENV.
- Demonstration of SWAT+ model results and modelling strategies from the six project river basins to HELCOM/OSPAR.
- Presentation of webinars to participants in similar projects and interested end-users in the entire EU.

- Holding regular meetings with two sister projects for discussion of joint communication efforts.
- Publicising and promoting findings from the sensor demonstration sites on the advantages of novel sensor technologies for monitoring of nutrients in water bodies.
- Development of guidelines and factsheets for the monitoring, management, and modelling solutions that will be available on the project’s Online Networking Platform ().
- Integration of a novel River Basin Management Support System in the Online Networking Platform for involving stakeholders in the selection and placement of Nature Based Solutions and Mitigation Measures in agriculture and forestry.
- Preparation of a minimum of six policy briefs summarising the main project results for regional and national policy makers.
- Communication with the scientific community through open access publication in peer-reviewed academic journals.

2. Dissemination

Dissemination is the public disclosure of the results by any appropriate means, including by scientific publications in any medium. It is about transfer of knowledge and results to the ones that can best make use of it which maximizes the impact of research, enabling the value of results to be potentially wider than the original focus.

The project will disseminate results for the public from our seven work packages utilizing several different output channels. These will be:

- Plans for publication of a total of nine policy briefs (Table 1).
- Plans for publication of six peer reviewed international papers (Table 1).
- Plans for publication of nine technical notes and reports (Table 1).
- Plans for hosting three webinars (Table 1).
- Plans for attending a larger number of conferences and workshops including HELCOM, OSPAR and ECOSTATE meetings and workshops (Table 1).

Among the planned conferences are attendance with special sessions from all three sister projects at Land Use and Water Quality Conference in The Netherlands in 2024, the Catchment Science Workshop in November 2023 and EGU conferences in 2023, 2024 and 2025.

Table 1: Initial overview of dissemination from NORDBALT-ECOSAFE project during the project period.

Year, Month	Policy briefs	Int. papers	Technical notes and reports	Fact sheets	Hosting of webinars	Targeted conferences and workshops
2022, 9						
2022, 10						1

2022, 11						
2022, 12						
2023, 1						
2023, 2			3			
2023, 3						1
2023, 4			1			1
2023, 5						
2023, 6						
2023, 7						
2023, 8	3			1		
2023, 9						
2023, 10						
2023, 11					1	
2023, 12				1		
2024, 1						
2024, 2		2	1	1		
2024, 3						
2024, 4						1
2024, 5						
2024, 6			1			1
2024, 7						
2024, 8						
2024, 9					1	
2024, 10	1		1			
2024, 11						
2024, 12	1					
2025, 1	2	2				
2025, 2					1	

2025, 3						1
2025, 4						1
2025, 6						
2025, 7						
2025, 8	2	4	2			

The project will investigate and utilize the free-of-charge dissemination services provided by the European Commission such as:

- Open Research Europe platform: An open access, publishing platform for scientific papers for Horizon 2020 and Horizon Europe beneficiaries, including an open peer review and article revision.
- Horizon Results platform: A platform for showcasing your research results, finding collaboration opportunities and getting inspired by the results of others.

3. Exploitation

Exploitation is the utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities¹.

The SWAT+ models established on the six river basins in the region will be made available for end-users such as catchment managers, river basin stakeholder boards, etc. for their wider use after the project has ended.

The developed GIS-embedded River Basin Management Tool will be made available for end-users such as catchment and river basin managers and local river basin stakeholder boards for their wider use after the project has ended.

Established tools that links SWAT+ with Nature Based Solutions and Mitigation Measures will also be available for further exploitation.

The project will investigate and if needed utilize the free-of-charge exploitation services provided by the European Commission such as:

- Horizon Results Booster: Free consulting services including a portfolio dissemination and exploitation strategy, business plan development and go-to-market support.
- European Standardisation Booster Service for EU Projects (an action supported by the European Research Area HORIZON-WIDERA-2021-ERA-01 Call, managed by REA): supports Horizon Europe and H2020 projects to contribute to standardisation in Europe and beyond.
- Innovation radar: An initiative that identifies high-potential innovations, based on a data-driven methodology, and assists EU-funded researchers and innovators in reaching the market with their innovation.

References

1: Ala-Mutha, K. Dissemination and Exploitation in Horizon 2020. H2020 Coordinator' Day. European Commission, H2020 Support Centre/J5.