



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 773330

Deliverable report for

GAIN

Green Aquaculture Intensification

Grant Agreement Number 773330

Deliverable D.6.2

Title: Draft Plan for the exploitation and dissemination

Due date of deliverable: 31/10/2018

Actual submission date: 31/10/2018

Lead beneficiary: AWI

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WP: 6

Dissemination Level:		
PU	Public	Y

Document log

Version	Date	Comments	Author(s)
Version 1	13/08/2018	Table of contents	B. Grote, B. H. Buck
Version 2	04/09/2018	Additional content	G. Krause
Version 3	05/09/2018	First Draft	B. Grote, B. H. Buck
Version 4	03/10/2018	Comments	R. Pastres
Version 5	10/10/2018	Second Draft	B. Grote, B. H. Buck
Version 6	27/10/2018	Comments	Luis Conceição
Version 7	30/10/2018	Final version	B. H. Buck

Recommended Citation

B. Grote, B. H. Buck, G. Krause, L. Conceição, 2018. Draft Plan for the exploitation and dissemination 6.2. GAIN - Green Aquaculture INTensification in Europe. EU Horizon 2020 project grant nº. 77330. 23 pp.

GLOSSARY OF ACRONYMS

Acronym	Definition

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Introduction

Green Aquaculture Intensification in Europe (GAIN) is designed to support the ecological intensification of aquaculture in the European Union (EU) and the European Economic Area (EEA), by developing and validating innovative production tools and knowledge to end-use and market level as well as increasing production and competitiveness of the industry, while ensuring sustainability and compliance with EU regulations on food safety and environment. GAIN is a transdisciplinary project that involves the integration of scientific and technical innovations, new policies and economic instruments, as well as the mitigation of social constraints.

Dissemination and exploitation of GAIN project results will be an important part of our project in order to achieve the largest possible impact. The GAIN consortium is committed to maximize the impact of the results and has planned a full range of activities to achieve maximum dissemination of the project. This includes a realistic, active disclosure of results to a broad range of stakeholders. In accordance with this vision, the Exploitation of GAIN's outcomes is expected to expand beyond the project's life-cycle, and outside Europe as it contributes to the aquaculture sector innovation and sustainability. This is achieved by testing/demonstrating products, results or recommendations to distinct stakeholders in order to maximize the impact of GAIN.

The description of the dissemination plan (section 2) starts with a brief discussion of the core components (2.2) and objectives (2.3) as well as the project's target audiences (2.4). A major component of the project's dissemination strategy is a targeted set of fine-tuned, modern dissemination tools (section 3).

All partners will engage in dissemination activities. The dissemination strategy is based on the expertise and experience of all partners, taking advantage of the balanced composition of the consortium between academia and the private sector to reach the relevant audiences.

This deliverable is the first one regarding the Plan for the Exploitation and Dissemination of Results (PEDR) of GAIN project. As planned dissemination activities as well as the exploitation of results will certainly evolve during the project's life cycle this document shall be updated continuously, further elaborated, and published during the GAIN project.

2. Dissemination Plan

2.1 Overall strategy

The dissemination, exploitation and communication work package (WP6) is strongly related to all other work packages and collects input from different tasks, depending on the actual project phase. Project goals, ideas and (interim) results will be communicated to all interested, relevant audiences from project start onwards through different, modern dissemination channels and tools.

Our strategy contains build-in flexibility in order to deal with potential rapid change in dissemination platforms. To be effective and efficient, the dissemination strategy includes:

- Use of different dissemination tools on the same platform such as written text, graphs, illustrations, web-based tools, apps, oral presentations, leaflets, brochures etc.
- Recognition of the need of the audiences by using appropriate language and information levels.
- Interaction with other relevant projects and initiatives.

2.2 Core components

GAIN contains three core components in preparing and implementing a strategy for dissemination and exploitation of results:

1. What – key results
2. Who – stakeholder
3. How – dissemination tools

2.3 Dissemination Objectives

The GAIN project dissemination objectives are:

- To engage with the key stakeholder groups – (i) industry, insurance and investors; (ii) Policy-makers; (iii) Research community, and share its progress and results by means of appropriate dissemination tools and language (in terms of different languages and appropriate expression);
- To disseminate and transfer the GAIN knowledge, activities, methods, and products;

Research results will be reviewed within GAIN, and the data management plan will follow the FAIR approach: Findability, Accessibility, Interoperability, Reusability (see 2.6).

In order to reach a wide range of audiences, we will follow the principle of 'AIDA', which stands for: Attention, Interest, Desire (or decision), Action which is widely adopted in modern-day marketing and promotion. The concept of AIDA was adapted to the purpose of GAIN (Fig. 1).

Attention refers to inform a wider public about the GAIN project by means of place or personalization of information. Dissemination tools can be: videos, leaflets, brochures, posters and forms of social media.

Interest describes the part of dissemination where an audience already aware of the project is made curious of the project in detail. This can be done by dissemination material, such as websites, newsletters, and videos, or by conference talks, publications and posters.

Desire means to turn the project into something which is not only relevant to the targeted audiences but also to keep them interested in it during the project progress. This includes updates on social media, websites, updated videos and newsletters, as well as participation to conferences.

Action means leading the audiences to take action and to make use of the project results. This includes influencing policy making, providing ready products and apps as well as final information via social media, websites, updated videos and newsletters, as well as at conferences.

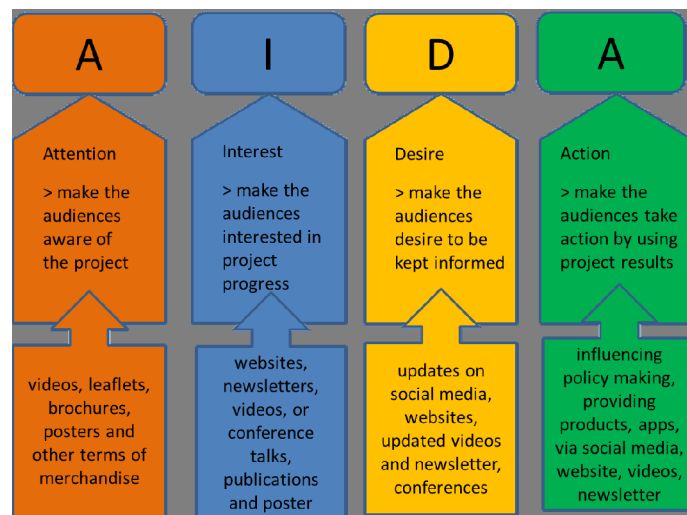


Fig. 1 AIDA concept for GAIN

2.4 Target audiences

The success of GAIN will depend on the uptake of innovations by stakeholder groups. These will, to some extent, affect the project decisions and outcomes in different ways. To maximize the project impact, it is therefore important to identify and classify targeted audiences and stakeholders in order to select the right dissemination tools and then foster the two-way transfer of knowledge, involving feedback from stakeholders to monitor and improve the effects of GAIN. The Consortium has identified a set of target groups, covering the full range of potential users and stakeholders. These stakeholders will provide valuable feedback on the project (Fig.2) and introduce challenging requirements to be considered, while having a major impact on the project's sustainable development. The described target audiences will also be used for exploitation issues (5.2).



Fig. 2 GAIN dissemination and exploitation feedback loop. Please note: That "Citizens and Public primarily refers to "Communication" but interacts with dissemination/exploitation as well.

2.4.1 Public authorities:

A wide group encompassing local and regional authorities, ministries, parliaments and Public Administrations at national and international level:

- National Policy Makers in Member States: national ministries, governmental agencies as well as regional and local policy makers will be informed about the project from the initial awareness phase (8 months) onwards;

2.4.2 Business community:

This group comprises industry, insurances, investors, SMEs, seafood producers (farmers), retailers, wholesale agents, feed producers, food processing industry. As diverse as this group are the dissemination tools (see 3.) for it to inform about the project and to engage this important stakeholder group in GAIN activities in order to facilitate a two-way-transfer of knowledge.

2.4.3 Academia:

This group comprises researchers of institutes and universities, as well as other EU-funded projects of a similar topic. Dissemination activities for this group mainly include scientific publications, presentations on conferences and science events, as well as newsletters and reports.

2.4.4 Specialized Media:

For the technical media, mainly professional readership magazines/websites (print, and online, press releases regarding events, workshops and publications will be prepared regularly.

2.5 Dissemination rules and publication policy**2.5.1 General principles**

In GAIN, the Consortium Agreement (CA) establishes a legal framework and provide clear regulations for issues within the consortium related to the work, IP-Ownership, Access Rights to Background and Results and any other matters of the consortium's interest. In particular, the CA will include explicit agreements concerning IP ownership, access rights to any Background and Results for the execution of the project and the protection of intellectual property rights (IPRs) and confidential information. To ensure a smooth execution of the project, in the Consortium Agreement the project partners will grant each other and their affiliated companies, royalty-free Access Rights to their Background and Results for the execution of the project. This will allow the researchers the ability to execute the project to the best of their ability, without being hindered by administrative issues. The Consortium Agreement will define further details concerning the Access Rights for Exploitation to Background and Results. For dissemination activities, we will follow the principle of Intellectual Property (IP) Rights, ensure proper references, and follow transparent procedures.

2.5.2 Authorship and acknowledgement guidelines

Authorship on publications will be based on academic standards and practice. All investigators and contributors to a publication will be acknowledged, in compliance with recognized standards concerning publication and authorship, including the most recent "Recommendations for the Conduct, Reporting, Editing and Publications of Scholarly Work in Medical Journals" developed by the International Committee of Medical Journal Editors (ICMJE).

Unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

(a) display the EU logo and

(b) include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 773330".

Any Dissemination activities must indicate the contribution made by each of the Parties to the conduct of the research being reported and to the funding of the research by the European Union. To that end the publishing Party(ies) shall ensure the following statement is included in any publications relating to the Project:

"The research leading to these results has received funding from the European Union's

HORIZON 2020 Framework Programme under GRANT AGREEMENT NO. 773330."

Any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

2.5.3 Open Access to published results

Each Party is responsible for the fulfilment of the requirements in the Grant Agreement regarding Open Access publications involving that Party. If two or more Parties are publishing together they shall agree about the costs for the fulfilment of the requirements in the Grant Agreement before they publish.

2.5.4 Prior notice obligation

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions. Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

2.6 Data management plan

The Data Management Plan (DMP) is developed to guarantee and promote information flow within the GAIN project and also externally. The DMP involves protocols for data standards. The responsibility for data lies with each partner, while the coordinator ensures that all named data managers and partners, are following the GAIN DMP, notwithstanding the responsibility of each partner in following National and EU legislative data protection procedures. As part of the exploitation strategy, we will work with end-users to identify what datasets can readily be made publicly available and seek appropriate consent during the data collection phase. Non-commercially sensitive data, including all data related to scientific publications, will be made available in an open research data repository. Our DMP aims to address data curation (based on standardization and indexing) and data preservation considerations (by depositing final datasets in replicated online open-access repositories such as ZENODO). When uploading data to the web, a protocol for unique and persistent identifiers, such as a DOI will be established (OpenAIRE+ and ZENODO e-infrastructures). Data will be archived in perennial repositories in order to make data publicly available as soon as possible. GAIN is part of the Horizon 2020 Open Research Data Pilot, and for each (external and/or internal) resource type and related software, the DMP will consider the following aspects, based on the FAIR (Wilkinson et al., 2016)* approach (Table 1). Following the terms of reference of the H2020 Data Pilot, a detailed DMP based on these aspects will be defined within the first six months in **WP7, (see GAIN Deliverable D7.3)**.

In the GAIN project, large sets of heterogeneous data will be generated, including quantitative, qualitative, and fuzzy data. When suitable, data will be integrated with marine and terrestrial Earth Observation data downloaded from public portals such as Copernicus.

In order to guarantee data access and use, GAIN will create a mutual cloud-based data management and services platform that offers unified access to relevant information (including *in situ* sensor data, relevant public data, model hindcasts, nowcasts, and forecasts, and farm operations data).

Table 1. The FAIR (Findable, Accessible, Interoperable, Reusable) approach of the GAIN Data Management Plan (DMP).

FAIR element	Detail*	GAIN DMP
Findability	F1. (meta)data are assigned a globally unique and persistent identifier F2. data are described with rich metadata (defined by R1 below) F3. metadata clearly and explicitly include the identifier of the data it describes F4. (meta)data are registered or indexed in a searchable resource	Review projected GAIN data types and assign appropriate metadata classifications; apply the Digital Object Identifier (DOI) standard for assignment to data and metadata as appropriate
Accessibility	A1. (meta)data are retrievable by their identifier using a standardized communications protocol A1.1 the protocol is open, free, and universally implementable A1.2 the protocol allows for an authentication and authorization procedure, where necessary A2. metadata are accessible, even when the data are no longer available	Information Management System (IMS) data, i.e. derived from sensors, will have its own standardized communications protocol, with built-in security authentication. IBM has extensive experience in this area. Other types of data and metadata will be accessible using industry-standard protocols such as JSON
Interoperability	I1. (meta)data use a formal, accessible, shared, and broadly applicable language for knowledge representation. I2. (meta)data use vocabularies that follow FAIR principles I3. (meta)data include qualified references to other (meta)data	GAIN will meet specific knowledge representation and vocabulary standards, e.g. standards for data annotation and data exchange, and combinations of datasets from different origins. GAIN will draw on the state-of-the-art in this area.
Re-Usability	R1. meta(data) are richly described with a plurality of accurate and relevant attributes R1.1. (meta)data are released with a clear and accessible data usage license R1.2. (meta)data are associated with detailed provenance R1.3. (meta)data meet domain-relevant community standards	GAIN will apply industry-standard ontology principles, to ensure adequate formal naming and definition of entities, making metadata as useful as possible. There is a substantial body of information on the current computer science approaches to this topic, and we will review and select the best options in our DMP

*Wilkinson, M. D., M. Dumontier, I. J. Aalbersberg, G. Appleton, M. Axton, A. Baak, N. Blomberg, et al. 2016. The FAIR Guiding Principles for scientific data management and stewardship. *Scientific Data* 3 (1): 160018. doi:10.1038/sdata.2016.18. <http://dx.doi.org/10.1038/sdata.2016.18>.

2.7 Dissemination and stakeholder engagement time line

All dissemination activities are planned according to each stage of the project. The most significant dissemination actions with the greatest impact will take place as soon as final research results will be presented and GAIN enters the exploitation phase. The different phases of the time line partly overlap, as dissemination and stakeholder engagement are dynamic processes and success will be continuously monitored throughout the project in order to reproduce it. Thus, dissemination activities and tools will be constantly adapted to changes in outreach and visibility during the project.

Table 2. The dissemination activities are planned according to the following time line:

Phase	I.								II.								IV.								VI.																	
									III.								V.																									
Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42
Year	2018								2019								2020								2021																	

- I. **Initial awareness phase (month 0-8):** during this phase, social media activities will be fostered and the project will be presented to the different target audiences using tools such as website, newsletter, Twitter, Facebook, leaflets, press releases, as well as events and conference presentations. The communication kit including project logo, project presentation, project poster, project leaflet, and templates for project documents is designed and available to all partners. However, this issue will mainly be prepared within task 6.3 but do overlap with 6.2 as well.
- II. **Interaction with stakeholders (month 8-18):** in the second phase, the interaction with and the involvement of stakeholders will be the focus of dissemination activities. Dissemination tools include leaflets, videos, and invitations to panels, workshops, interviews, questionnaires or a focus group.
- III. **Validation in science (month 10-24):** during this phase, first results will be analyzed and interpreted. This phase overlaps with phase II and IV.
- IV. **Feedback to stakeholders (month 18-30):** preliminary findings will be presented to different target audiences. All dissemination tools (see 3.) will be continuously updated with new results. Two-way-communication and transfer of knowledge will be supported by deliverables such as reports, videos, white papers, etc.
- V. **Collate findings across different sectors conclusively (24-34 month):** as soon as first results are available and towards the end of the project, findings need to be analyzed in conclusive manner across different sectors in order to reach the highest impact of project results.
- VI. **Conclusive summary and final phase (30-40 (42) month):** Final results will be summarized and disseminated to all target audiences using the different dissemination channels identified for each group. The final dissemination and exploitation plan will be produced. The results will be available long after the project end (see 5.).

2.8 Disseminating GAIN results and achievements at different geographical levels

2.8.1 Setting up local dissemination & communication plans

Besides the general dissemination plan outlined in detail in this document, project partners were asked to fill in templates for “local dissemination plans” and nominate a dedicated person responsible for plan implementation and monitoring on local/regional level. They are asked to report regularly (twice a year) to the overall project dissemination plan manager. In order to support the GAIN project partners in choosing the right dissemination tools and times for the different target audiences, a GAIN dissemination template ‘timeline and tools’ has been designed that may also serve as a guideline for local and regional dissemination purposes (see Annex 6.1).

Furthermore, local /regional dissemination activities should include:

- Putting a link on your website to www.unive.it/gainh2020_eu and <https://gain2020.blog>
- Identifying local media and approach them with press release
- Identifying national events where GAIN should be presented
- Identifying regional/local publication opportunities
- Informing national stakeholders according to the ‘timeline and tools’ (Annex 6.1)
- Sending a list of relevant events for publication on the GAIN website
- Following GAIN on social media and actively disseminate GAIN news

2.8.2 National activities

Dissemination activities on the national level will also be the main responsibility of the project partners and include:

- Identifying national events where GAIN should be presented such as conferences, seminars, or workshops.
- Identifying national media and approach them with press releases for articles in national newspapers and magazines for both the general public and public authority professionals

3. GAIN dissemination tools

3.1 Project visual identity

Although not a dissemination tool, the project logo allows for an easy identification of GAIN documents, results and outputs, boosting dissemination tools and activities. It is available in different formats (.jpg, .png, .tiff, .eps) allowing the print and web material. The Logo was designed by LLE.



3.2 Project website

The project's website at www.unive.it/gainh2020_eu is next to the GAIN Blog (see 3.3) the main point for information on the objectives, methods and results of GAIN.

The website is structured as follows:

- **Homepage:** The homepage is until today focused on the objectives of GAIN and the Consortium. First, a key visual including the project name and statement of the vision of the project is design to keep the visitor interested. This is followed by a short introduction of the consortium. At the bottom of the homepage, contact details are given, twitter and facebook link are included and a link to the GAIN blog is presented. As the project progress continues, content elements will be added pointing directly to important website content, such as key deliverables or videos.
- **About:** Second in the menu rider on top of the homepage is the 'About' site. Background, objectives and the expected impact of GAIN are described here. Furthermore, the management structure of the project including work packages is listed.
- **Partners:** the next rider in the menu presents the partners of the GAIN project
- **News:** the fourth rider in the menu shows all news, press releases etc. regarding the project. This will be updated regularly.



GAIN H2020 project is designed to **support the ecological intensification of aquaculture** in the European Union (EU) and the European Economic Area (EEA), with the dual objectives of increasing production and competitiveness of the industry, while ensuring sustainability and compliance with EU **regulations on food safety and environment**.

Ecointensification of European aquaculture is a transdisciplinary challenge that requires the integration of scientific and technical innovations, new policies and economic instruments, as well as the mitigation of social constraints.

Successful **eco-intensification of aquaculture** will provide more and better aquatic products, more jobs, and improve trade balance by reducing imports.

GAIN, besides looking at innovative ways of integrating cultured species, will seek **integration with other sectors**, in order to promote the implementation of the principles of circular economy in Aquaculture.

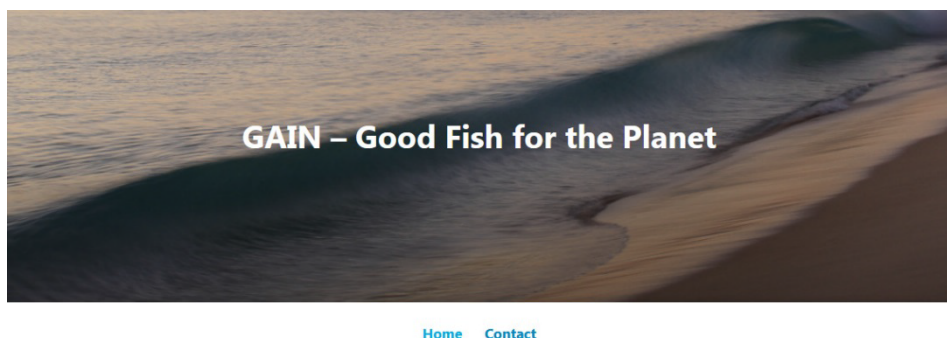


www.unive.it/gainh2020_eu

In general, the GAIN website will be updated continuously throughout the project and its structure is flexible, as new pages can be added or existing one renamed or removed. The website is maintained by the project's manager at Ca' Foscari University of Venice.

3.3 Project blog

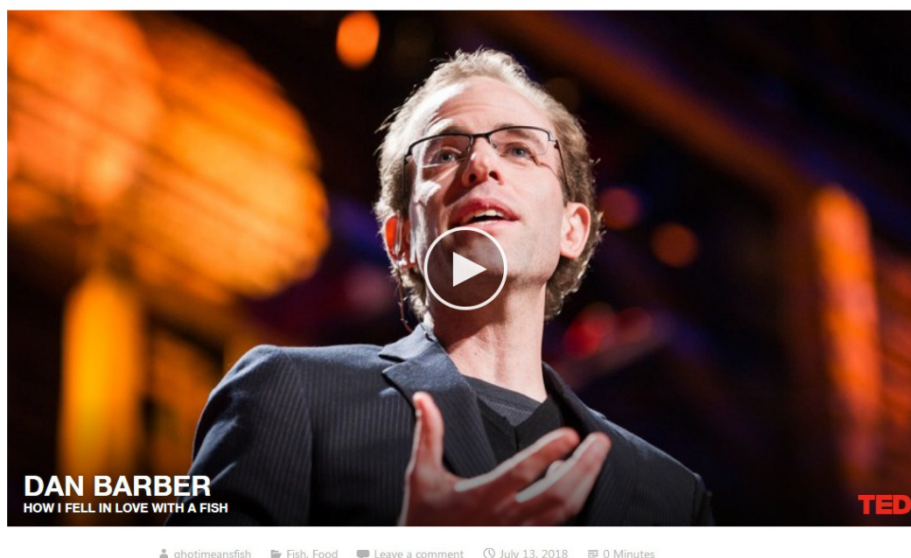
A Gain Blog was launched at <https://gain2020.blog> in order to provide videos and short notices on the GAIN development and results. All project partners will contribute blog entries and news will be presented with a monthly frequency.



Good fish for the future

In 2018, a group of people from Europe, Canada, the US, and China came together with one purpose: to find ways to provide more and better fish for the coming generations.

My name is [Joao G. Ferreira](#), and it is my pleasure to introduce you to the team that is developing [GAIN](#). The chefs, scientists, and managers involved in GAIN will regularly be writing short pieces here, where we will share many exciting developments with you—welcome to the blue ocean millennium.



<https://gain2020.blog>

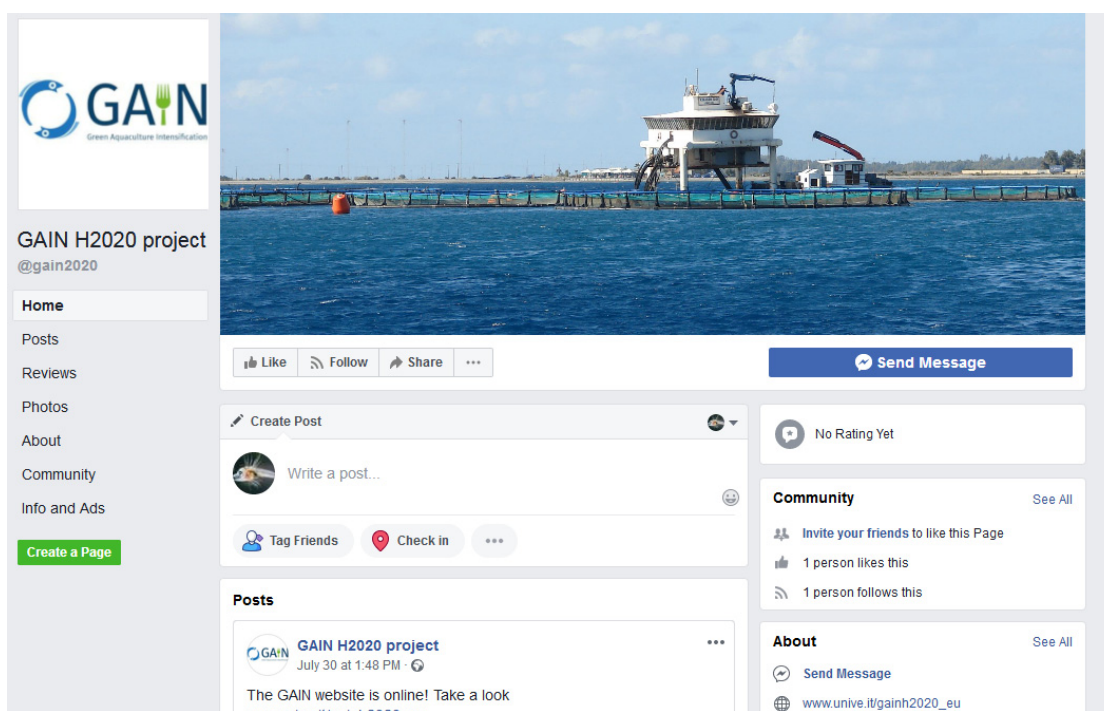
3.4 Web 2.0 - Social Media strategy

Social media is one of the most important tools for dissemination for the audiences of millennials and younger people. The Social networks provide numerous tools for dissemination that are used with different objectives and varying degrees of success. Thus, our plan contains built-in flexibility and includes monitoring the success of social media dissemination tools, by likes, followers, retweets, etc., in order to deal with potential rapid change in dissemination platforms and to reproduce the success. Furthermore, a two-way social media communication is envisaged. Standard methods such as Google Analytics will be used to monitor traffic. This strategy was adapted to set a benchmark for increasing visibility of the GAIN project.

Concrete measures for social networking channels include:

The Gain facebook site was launched in June 2018 at <https://www.facebook.com/gain2020> and is updated regularly. It will contain many visual elements and links to videos etc.

The project is also presented on twitter at <https://twitter.com/gain2020> and tweets are sent regularly.



<https://www.facebook.com/gain2020>



<https://twitter.com/gain2020>

Furthermore, TV interviews with participating celebrity chefs and a jointly presented TED talk by a scientist and a chef are planned.

As a product of the GAIN project, an app will be designed in three European languages to provide transparency and up-to-date information on pricing for farmed products for consumers. The use of the smartphone app will also be used to increase the public awareness and consumer-oriented strategies for better product information. This platform will be advertised on the GAIN website and through the other social media platforms.

A set of short videos will be produced to inform about objectives and activities of GAIN. Complementary videos will be produced by partners, communicating specific results. All videos will be professionally produced and posted on YouTube and other social media platforms.

3.5 Academic publications

All project partners are encouraged to publish research results in peer-reviewed, high-ranked academic journals. We aim at a high number of collaborative research articles in peer-reviewed journals to communicate results and make them available to the academic community for further refinement.

3.6 Non-academic publications

All non-academic publications will be freely available on the project's website and developed for targeted stakeholders and a broad readership.

3.6.1 Project leaflet

The first draft was designed by the Work package 6 Leader – SPAROS and reviewed by the PMT. The 2-page leaflet provides a brief overview of the GAIN project, including the approach and its main objectives. A map provides a visual overview of the locations of the GAIN consortium.

The leaflet also includes additional information about project partners, and contacts for getting up to date information concerning project activities and results. It was already distributed at the joint World and European Aquaculture Societies Conference in Montpellier (France) at the end of August 2018.



3.6.2 Protocol/User Tool Kit

A tool kit for users, such as farmers regarding eco-efficient aquaculture practices will be developed and provided for download on the website. Furthermore, an information package for secondary schools will be designed informing on the GAIN project and the eco-intensification of aquaculture practices in Europe.

3.6.3 Newsletters

GAIN newsletters will be issued periodically, send to subscribers as eNewsletter and presented on the project website and provides:

- Project-related news (e.g. launch and meetings)
- Updates of the project's progress
- Dates and details of upcoming events, conferences, meetings and publications

- Lectures, talks, and training opportunities

The eNewsletter will address target stakeholder groups and end-users (internal partners, industrial, scientific, standardization organizations, project beneficiaries) in a style and language appropriate to them and for a broad readership. Subscription to this newsletter is open to everyone.

3.6.4 Project presentation slides

A set of presentation slides and poster templates was developed in order to support representatives of GAIN to introduce the project to third parties i.e. on events and conferences.

3.6.5 Deliverables / Reports

All public deliverables will be published on the GAIN website.

Table 3 Public deliverables on the GAIN website

Deliverable number	Title	Available
D1.1	Report on instrumentation of GAIN pilot sites.	May 2019
D1.2	Report on the formulation of eco-efficient feed	November 2019
D1.4	Report on identification of algae strains as multifunctional fish feed ingredients	January 2021
D1.5	Report on the Assessment of eco-efficient feed	May 2021
D2.1	Report on solutions for capture and use of particulate and dissolved matter in aquaculture side-streams	December 2020
D2.2	Report on the selected solutions for capture and use of mortalities in aquaculture	December 2020
D2.3	Report on the use of fish by-products	December 2020
D2.4	Report on use of shellfish mineral by-products as biofilters	December 2020
D2.5	Report on use of shellfish by-products in cement production	December 2020
D2.6	Report & white paper on framework for a nutrient credit trading policy for Europe, integrating shellfish producers.	May 2021
D3.1	Report on legislation, regulation, and certification of aquaculture within the circular economy	May 2019
D3.2	Report on EU consumption and production mass balance, and trade and market of different species	November 2019
D3.3	Report on value chain mapping for key species /systems, with SWOT analysis of key informants	November 2019
D3.4	White paper on policy/legislation change	May 2020
D3.5	Report on standards for competitiveness and employment, with risk profiles for eco-intensification	May 2020
D3.6	Twelve 'Voices from the water' videos	May 2020
D3.7	Report on consumer and stakeholder acceptance of eco-intensification measures, including impact assessment of improved information availability	May 2020
D4.1	Report on the application of the typical farm approach at the farm scale and across the whole sector	May 2020
D4.2	Report on value chain analysis	May 2020
D4.3	EISI sustainability approach, and results and analysis	May 2021
D4.4	Report on the application of LCA	May 2021
D4.5	B2C and B2B apps for smartphones and tablets	May 2021
D4.6	Report and white paper for policy-makers with key findings and recommendations	September 2021
D4.7	Website and video with the 'Veta la Palma' statement	October 2021
D5.1	Online courses, website and supporting information	May 2021
D5.2	Report on onsite training courses	September 2021
D6.5	Summary of GAIN dissemination activities	September 2021
D6.6	Evaluation of the AFP and legacy exploitation plan	September 2021
D7.3	Data Management Plan	available

3.7 Events

3.7.1 International expert workshops

GAIN participants have been at AQUA 2018 in Montpellier France, where the project was introduced.

The Good fish meeting is planned to bring together key stakeholders, such as farmers, wholesalers, retailers, chefs, policy-makers and scientists.

It is planned to join Galway meetings, to support harmonization of policy approaches.

Joint workshops under the Galway initiative with help from AORA (Atlantic Ocean Research Alliance). The GAIN consortium contains participants from all signatories of the Galway statement and this workshop will be a significant milestone in further developing the collaboration.

Input from NGOs on policy documents will be collected.

Conference presentations at e.g. Aquaculture Europe have been budgeted and planned, and young scientist will be encouraged to present the GAIN results. We envisaged one or more GAIN sessions held at EAS conferences.

3.7.2 Participation to international third party events

Gain Partners will participate in specific and non-scientific events such as Researchers Night, European Maritime Day, AquaNor to increase the visibility of the project and to disseminate project results to a wider public.

4. Reporting on dissemination activities

In order to reinforce the internal communication between all project partners throughout the project, a combined Communication/Dissemination/Exploitation reporting template was developed and circulated to all partners for reporting of communication, dissemination and exploitation activities. It will be sent twice a year to the project manager and coordinator. The reporting template (see Annex 6.2) includes instructions on how to fill out the template and will ease overall reporting of activities.

5. Exploitation Plan

The outcomes of GAIN will help consumers in Europe and elsewhere to understand the true value of quality production from European waters. We will provide guidelines for sustainable ecological and economic intensification of European aquaculture and disseminate and exploit these findings and recommendations to farmers, managers, and policy-makers. We envisage a delivery of products tailor-made for industry, policy makers, and the public.

Thus, the GAIN project can foster sustainable development of aquaculture in Europe and build trust and capacity in collaborative marine research processes among diverse stakeholders, communities, scientists and decision makers. This can improve European market potential and competitiveness by enhancing ethical and sustainable seafood, which consumers demand.

5.1 Exploitation Plan and Management

The Exploitation Plan (EP) will be formulated in order to multiply the impact of the GAIN project results and prepare the transition towards industrial and commercial application in order to fully reach the expected impact. The EP also defines the actions to be undertaken in order to secure the dissemination and exploitation of project outcomes beyond the project itself.

The EP will reflect and will be built-up as a result of sound analysis of the market trends (D3.1, D3.2), potential users (D3.5, D3.7, D4.1, D, and financial sustainability (D3.5, D4.2). The final exploitation Plan will be coordinated by LLE in collaboration with the WP6 lead SPAROS and the project manager. A value chain and market analysis will be performed in order to find the needs of the customers and the competitive situation (D4.2, UoS).

The existence of the website beyond the project life guarantees that online courses, training courses, user tool kits and other information are available to stakeholders and end users hereafter.

The legacy exploitation plan (D6.6) at the end of project (see table 2) will ensure further use of project results and the continued impact of GAIN.

In GAIN we will make sure that the different types of exploitable results (data, tool kits, publications, app, technologies, reports) are clearly identified and their direct and indirect impact and value for the diverse stakeholders are taken account of. The risks and potential

barriers for exploitation will be recognized and met with relevant actions.

5.2 Target audiences

The target groups are identical to those described in Chapter 2.4 for "Dissemination".

5.3 Planned exploitation

Project partners were asked to fill in a template for "exploitation" (see Annex 6.3) and nominate a dedicated person responsible for plan implementation and monitoring of planned exploitation.

List of Annexes

1. Annex 1 - template timeline and tools
2. Annex 2 - template for Reporting dissemination activities
3. Annex 3 - template for exploitation