



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 D6.3

Title: Plan for External Communication

Due date of deliverable: 31/10/2018

Actual submission date: 26/11/2018

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WP: 6

Dissemination Level:		
PU	Public	Y

Document log

Version	Date	Comments	Author(s)
Version 1	21/10/2018	Table of contents	L. Conceição, T. Vairinhos
Version 2	30/10/2018	First draft	L. Conceição, T. Vairinhos
Version 3	22/11/2018	Final version	L. Conceição, T. Vairinhos
Version 3	19/12/2019	Revised version	L. Conceição

Recommended Citation

L. Conceição, T. Vairinhos, 2018. Plan for External Communication D6.3. GAIN - Green Aquaculture INTensification in Europe. EU Horizon 2020 project grant nº. 773330. 8 pp.

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Introduction

The GAIN communication strategy is based on a diverse set of channels in order to ensure that the project methodologies and results are used as broadly as possible and that a robust legacy is achieved.

During the GAIN lifecycle, a set of communication tools and initiatives will be developed to promote the project and its aims, disseminate its results and outcomes, by showcasing progress and achievements and sharing of best practices, by providing targeted information to multiple audiences (including the general media and the wider public).

These GAIN communication tools and initiatives aim at setting a reference for correct, science-based information on the aquaculture industry, for society at large, including younger citizens, while guaranteeing its legacy beyond the project lifecycle.

This deliverable details and schedules the main communication actions to be undertaken under GAIN. Dissemination activities are dealt with in Deliverable 6.2.

Methodology / collaboration among Partners

This deliverable was prepared by SPAROS, with information contributed by partners, collected by email, and during the Kick-off and project Steering Committee meetings.

Description of work & main achievements

Communication Objectives

All the communication activities have been designed in order to have an impact on specific segmented target audiences:

- Promote GAIN and communicate its most relevant findings and activities to the wider public, including specific target audiences, such as millennials, and citizen organisations such as NGOs;
- Create the basis for a strong legacy programme, in articulation with the Dissemination and Exploitation Plan, leading to an effective the exploitation of the GAIN project results.

Target Audiences

The target audiences for External Communication are the wider public and the general media.

In the wider public target audience we include citizens, NGOs (without technical expertise in aquaculture), schools, educators, chefs, seafood consumers, restaurants, caterings, and gourmet stores. Communication tools will vary between the different members of this group. For schools and educators, a school education kit will be designed. Chefs, restaurants and gourmet stores will be directly involved in events and other project activities. Seafood consumers and citizens will be informed through the GAIN website, social media and an app to be developed.

As general media we consider all non-specialized press (printed, web, TV, radio), to whom press releases on project results and events, e.g., workshops, publications, will be sent regularly.

Communication Activities

The information content generated during the GAIN project needs to be communicated through the most effective channels depending on the target audiences that want to be reached and the characteristics of each of the channels.

In order to achieve the target audiences in the most effective manner and possibly engaging in a two-way exchange, the main tools that are going to be used to approach each of the target segments have being defined according to their characteristics. Details and schedules of the main communication actions already envisaged to be undertaken under GAIN are given in Table 1. However, this list is the minimum commitment of GAIN, with additional activities including presentations in national and international events by GAIN partners being foreseen, even if not already planned in detail.

Table 1. Details and schedules the main communication actions to be undertaken under GAIN.

Event / Media Platform	Launching Date	Periodicity of updates	Action / Presentation tentative title	Responsible Partner	Other Partners	Type	Audience	Location
Facebook	30-06-2018	Monthly	Communication & Dissemination of project info and its results	UNIVE	All	Social media	General Public	Global
Twitter	30-06-2018	Monthly	Communication & Dissemination of project info and its results	UNIVE	All	Social media	General Public	Global
Instagram	30-06-2018	Monthly	Communication & Dissemination of project info and its results	LLE	All	Social media	General Public	Global
Blog	13-07-2018	Monthly	Raise awareness of GAIN project, and of farmed fish as a healthy food	LLE	all others	Other	General Public	Global
Project Website	19-07-2018	Bimonthly	Project General Presentation	UNIVE	All	Oral presentation	All	Global
Institute website	01-08-2018	NA	Project description with focus on TI-SF activities	TI	NA	Other	General Public	Global
Initial Project Flyer (paper & PDF)	28-08-2018	NA	Project General Presentation	SPAROS	UNIVE, LLE	Leaflets/ Brochures	All	Initially launched at AQUA2018 Montpellier, France
YouTube	31-01-2019	Bimonthly	Communication & Dissemination of project info and its results	SPAROS	All	Social media	General Public	Global
Press release in several European languages	31-01-2020	NA	Communication of project results	SPAROS	UNIVE, PSC	Press release	General Public	All partners
Website, Youtube, VIMEO, Social	31-01-2020	NA	Present project objectives and activities	SPAROS	UNIVE, PSC	Video	General Public	Global

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Event / Media Platform	Launching Date	Periodicity of updates	Action / Presentation tentative title	Responsible Partner	Other Partners	Type	Audience	Location
media								
Website, Youtube, VIMEO, Social media	30-06-2020	NA	Present project intermediate achievements	UNIVE	All others	Video	General Public	Global
Publicity to High Schools	30-01-2021	NA	Communication & Dissemination of project info and its results	SGM	ALL	Press release	All	Portugal
Press release in several European languages	31-01-2021	NA	Communication of project results	SPAROS	UNIVE, PSC	Press release	General Public	All partners
Project Flyer (paper & PDF)	30-04-2021	NA	Explain how aquaculture can be Eco-efficient, based on project results, to be distributed to partners visitors, and national Science outreach events	SHP	UNIVE, LLE, SHP, ++	Leaflets/ Brochures	General Public	All partners
Goodfish meeting	30-09-2021	NA	Communication & Dissemination of project info and its results	LLE	All	Other	General Public	TBD
Press release in several European languages	30-10-2021	NA	Communication of project results	SPAROS	UNIVE, PSC	Press release	General Public	All partners
Website, Youtube, VIMEO, Social media	31-10-2021	NA	Present project final achievements and results	UNIVE	All others	Video	General Public	Global

Communication Tools

Project website

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



Fig. 1 Project's website

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 at least a monthly frequency.

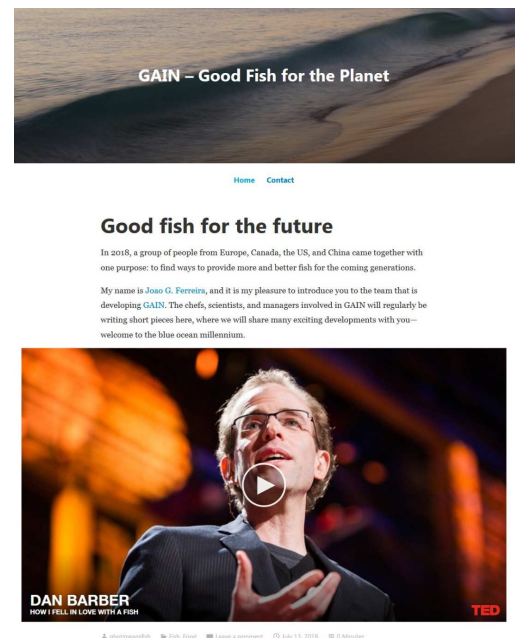


Fig. 2 Project Blog

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.

The GAIN facebook page 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. The project is also present in Instagram, and a YouTube channel will be created as soon as the first video is made available.

TV Interviews

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

Videos

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

Project leaflet

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.

Conclusions

Now that the project communication channels are defined, the GAIN consortium will ensure that the communication activities are targeted toward the right audiences.

A set of tools and promotion materials will be arranged during the whole project period.

The GAIN consortium is committed to maximize the impact of the results and has planned a full range of activities to achieve maximum awareness about project objectives and results. These activities will be articulated with the project dissemination activities. This will ensure a realistic, active disclosure of results to a broad range of stakeholders.

List of Tables

Table 1. Details and schedules the main communication actions to be undertaken under GAIN.