



QUIETSEAS - Assisting (sub) regional cooperation for the practical implementation of the MSFD second cycle by providing methods and tools for D11 (underwater noise).

Act. 2. Communication and Dissemination

D2.1: Communication and Dissemination plan



This project has received funding from DG Environment of the European Commission within the “DG ENV/MSFD 2020 call” under grant agreement No. 110661/2020/839603/SUB/ENV.C.2.

Document information	
Deliverable	Communication and Dissemination plan
Document Number	QUIETSEAS – D2.1
Delivery date	30th April 2021
Call	DG ENV/MSFD 2020 call
Grant Agreement	No. 110661/2020/839603/SUB/ENV.C.2

No	Participant organization name	Participant short name	Country
1	Centro Tecnológico Naval y del Mar	CTN	Spain
2	Permanent Secretariat of the Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and Contiguous Atlantic Area	ACCOBAMS	Monaco
3	Service hydrographique et océanographique de la marine	SHOM	France
4	Politecnico di Milano-Department of Civil and Environmental Engineering	POLIMI-DICA	Italy
5	Hellenic Centre for Marine Research	HCMR	Greece
6	Inštitut za vode Republike Slovenije/Institute for water of the Republic of Slovenia	IZVRS	Slovenia
7	Specially Protected Areas Regional Activity Centre	SPA/RAC	Tunisia
8	Maritime Hydrographic Directorate	MHD	Romania
9	Department of Fisheries and Marine Research	DFMR	Cyprus
10	International Council for the Exploration of the Sea	ICES	Denmark

Dissemination level	
PU: Public	X
PP: Restricted to other programme participants (including the Commission Services)	
RE: Restricted to a group specified by the consortium (including the Commission Services)	
CO Confidential, only for members of the consortium (including the Commission Services)	

Date	Revision version	Company/Organization	Name and Surname
31/03/2021	Draft0	CTN	María Bernabé
31/03/2021	Draft0	CTN	Pablo Cervantes
05/04/2021	Draft0	HCMR	Aristides Prospathopoulos
21/04/2021	Final version	CTN	María Bernabé

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Abstract

This document is the Deliverable “D2.1. Communication and Dissemination plan (30th April 2021)” of the QUIETSEAS project funded by the DG Environment of the European Commission within the call “DG ENV/MSFD 2020 call”. This call funds projects to support the implementation of the second cycle of the Marine Strategy Framework Directive (2008/56/EC) (hereinafter referred to as MSFD), in particular to implement the new GES Decision (Commission Decision (EU) 2017/848 of 17 May 2017) laying down criteria and methodological standards on Good Environmental Status (GES) of marine waters and specifications and standardised methods for monitoring and assessment, and repealing Decision 2010/477/EU) and Programmes of Measures according Article 13 of the MSFD. QUIETSEAS aims to support the practical development of the second implementation cycle under the MSFD for D11 (underwater noise). It covers thematic priorities 1e), 1f) and 2b) of the call by i) identifying specific impact indicators (for sensitive species-marine mammals) to enable D11C2 risk-based assessment; ii) promoting the consolidation of pressure and impact indicators for D11C1; iii) providing common methodologies to facilitate the implementation of assessment frameworks and setting thresholds values; iv) delivering two tools for effective risk based management of D11C1 and D11C2 to assist regional and subregional cooperation for the GES assessment ; v) assessing the effectiveness of potential coordinated measures to reduce the pressure caused by the opportunistic slowdown of the maritime traffic during COVID-19 and vi) building capacities to ensure knowledge transfer, capitalization of results beyond the life of the project and results that align with and support MSFD.

This document outlines the Communication and Dissemination plan for the QUIETSEAS project to coordinate activities and actions in order to achieve the expected outputs. This includes reaching a wide audience, including local, regional, national, and European authorities, non-EU countries authorities, research community, environmental ambassadors, public and private stakeholders, and the general public. To achieve this goal, the QUIETSEAS team will establish communication actions and develop materials and tools which will be available for QUIETSEAS partners. This public report aims to develop an effective dissemination and communication strategy for the whole duration of the project and beyond.

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Bibliography

Cosmina, B. (2017, 03 27). *Social Media: an inevitable part of communication in European projects*. Retrieved from: <https://europamedia.blogactiv.eu/2017/03/27/social-media-an-inevitable-part-of-communication-in-european-projects/>

List of Abbreviations

CTN	Centro Tecnológico Naval y del Mar
ACCOBAMS	Permanent Secretariat of the Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and Contiguous Atlantic Area
DFMR	Department of Fisheries and Marine Research
IZVRS	Inštitut za vode Republike Slovenije/Institute for water of the Republic of Slovenia
HCMR	Hellenic Centre for Marine Research
UM	University of Malta -The Conservation Biology Research Group
POLIMI-DICA	Politecnico di Milano-Department of Civil and Environmental Engineering
SPA/RAC	Specially Protected Areas Regional Activity Centre
ICES	International Council for the Exploration of the Sea
SHOM	Service hydrographique et océanographique de la marine
MHD	Maritime Hydrographic Directorate
MSFD	Marine Strategy Framework Directive
GES	Good Environmental Status
MS	Member States
MED	Mediterranean Sea
BS	Black Sea
CA	Competent Authority
NR	National Representative
SO	Specific Objective
TB	Thematic Block
CIS	Common Implementation Strategy

Table 1. List of Abbreviations

1. Introduction

The QUIETSEAS Project is funded by DG Environment of the European Commission within the call “DG ENV/MSFD 2020”. This call funds MSFD development, in particular, the preparation of the next 6-year cycle of implementation.

The QUIETSEAS project aims to enhance cooperation among Member States (MS) in the Mediterranean Sea Region (MED) to implement the second Cycle of the Marine Directive and, in particular, to support Competent Authorities and strength cooperation and collaboration in the Mediterranean Sea and Black Sea regions through the following specific objectives:

- Specific objective 1 (SO1): To identify relevant indicators for criterion D11C2 (Anthropogenic continuous low-frequency sound in water).
- Specific objective 2 (SO2): To promote the consolidation of relevant indicators for D11 and support the operationalisation of indicators on the state, pressure and impacts of underwater noise in close coordination with TG Noise.
- Specific objective 3 (SO3): To promote harmonisation of regional work on threshold values with TG Noise recommendations.
- Specific objective 4 (SO4): To develop effective and efficient mechanisms for GES assessment and regional coordination by providing management tools for harmonization, reporting and assessment of D11.
- Specific objective 5 (SO5). To demonstrate the potential effectiveness of coordinated mitigation measures to reduce shipping noise.
- Specific objective 6 (SO6): To promote (sub)regional cooperation in order to ensure i) coordination across the region/ subregions ii) the involvement of Competent Authorities iii) long-term dissemination of the results.

To achieve its objectives, the project is divided in 4 work packages (thematic blocks) and 9 activities whose relationships are shown in Figure 1.

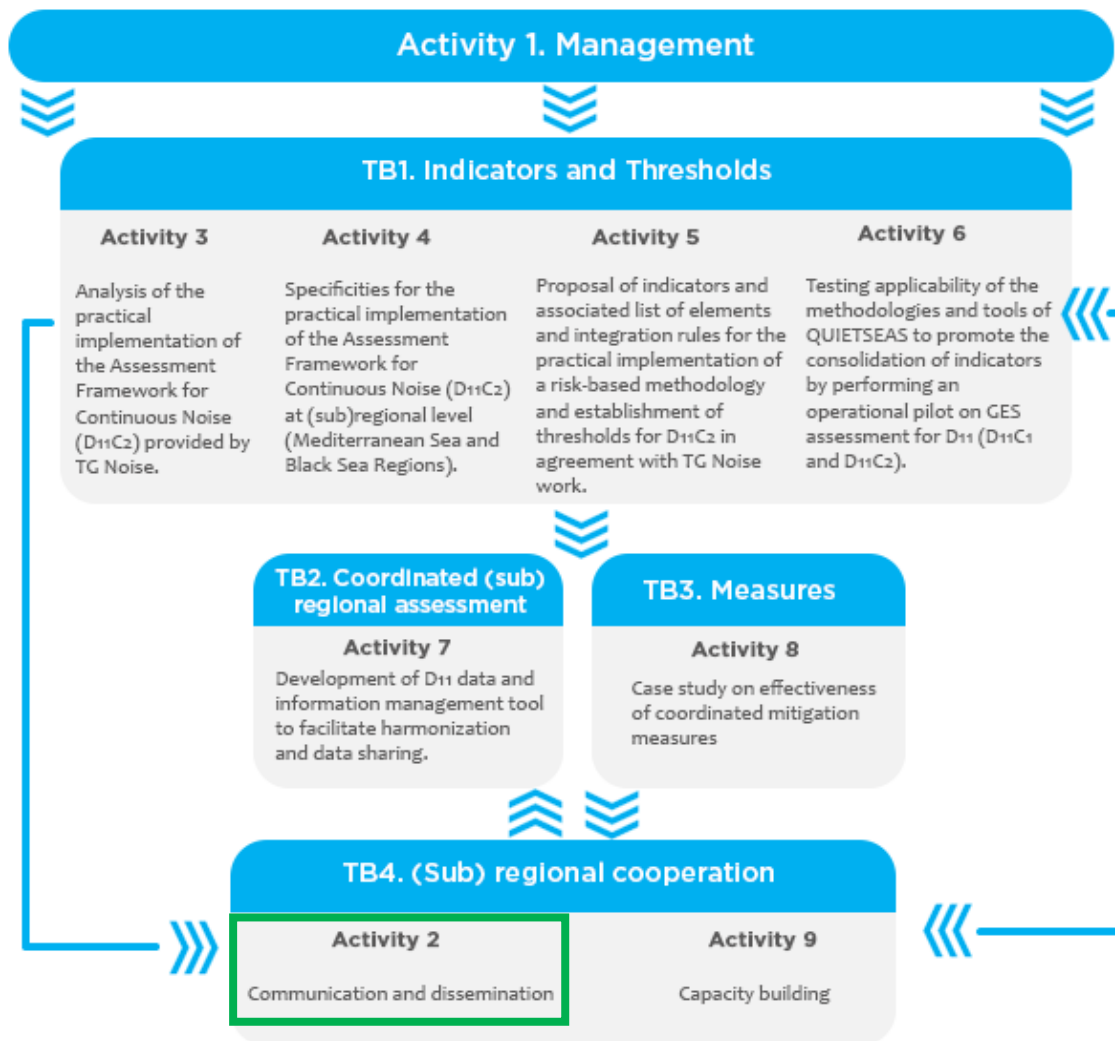


Figure 1. Work Plan Structure

The project is developed by a consortium made up of 10 entities coordinated by CTN and it has a duration of 24 months starting on 1st February 2021.

Activity 2 “Communication and Dissemination” will be led by CTN, the project coordinator, and all partners will participate and support the development of this activity during the project.

The objectives of the Communication and Dissemination actions will be focused on:

- Creating and maintaining the project webpage and appropriate communication channels and dissemination tools.
- Participating in and organizing networking activities with other EU projects and with other projects funded under the same call “DG ENV/MSFD 2020”.
- Promoting the use of the project results.

This Deliverable establishes the Communication and Dissemination plan, including the different audiences which this project will engage, and provide key messages to be spread to each of them. It will also present the engagement strategy developed, describing the tools that will be employed to reach the defined target groups.

In terms of this document, the Communication and Dissemination plan include:

- The development of actions with the aim of achieving the objectives of the project communication strategy.
- The development of the resources and communication materials.

2. Dissemination and Communication

The Communication and Dissemination plan will ensure that the expected impacts of QUIETSEAS are achieved through well-coordinated communication and dissemination activities.

2.1. Dissemination Plan

The MSFD context involves a wide variety of key actors aiming to ensure that marine strategies are coherent, consistent, and built on the best advice of the policy and scientific communities. Working groups from the Common Implementation Strategy (CIS), Competent Authorities (CA) from Member States (MS), research and scientist entities supporting Regional Sea Conventions, European funded projects, international programs, and stakeholders such as naval and offshore industry (in the case of underwater noise) are part of this ecosystem. In addition, the Mediterranean Sea Region scene adds a fundamental differentiating factor as it includes the necessary involvement of non-EU countries and parallel processes as the EcAp from UNEP/MAP.

Dissemination of the results are an essential activity by all the partners involved in the project. The consortium's approach to dissemination planning is to adopt a systematic iterative process subject to revision as the project progresses and results are achieved.

The main objectives of dissemination in QUIETSEAS are to:

- Promote the use of the project results by Competent Authorities.
- Organize networking and collaboration actions with other ongoing initiatives.
- Find synergies and share the project results of other selected MSFD Call 2020 projects.
- Boost collaboration at EU level.
- Share and transfer knowledge among experts.
- Raise awareness among public and private stakeholders on the underwater noise issue.
- Raise awareness, including contributions to the development of policy priorities, legislation, and regulatory frameworks.

2.1.1. Target audience

With the aim to maximize the impact of the project dissemination activities, different audiences of interest have been identified. For each of them a set of dissemination objectives have been determined. As it was already explained in the Inception report, the targeted audiences are, as follows:

- **Authorities:** EU/National/Regional/Local Policy Makers and Authorities related to implementation of MSFD.
- **Authorities of non-EU countries**
- **Research community:** Scientists with interest in marine monitoring, biodiversity, and impact assessment; Universities, Research Institutes and Technology Centres specialized in underwater noise technologies.
- **Environmental Ambassadors:** Agencies, Environmental associations and other environmental institutions operating at national and regional levels.
- **Private Stakeholders:** Underwater noise technologies' distributors, underwater noise technologies' users, Maritime Transport Associations, NGOs.
- **Public Stakeholders:** Port Authorities, regional tourist offices.
- **General Public:** Media, society.

The correlation between different audience categories and dissemination objectives is summarized in the following table.

Target audience	Dissemination Objective
Local, regional, national and European Authorities and Policy Makers	<ul style="list-style-type: none"> • Increase awareness on the objectives of the project, its results, its benefits, use and applicability. • Endorsement and use of results from the project. • Achieve the coherent implementation of the MSFD. • Identify future needs for implementation of the MSFD.
Authorities of non-EU countries	<ul style="list-style-type: none"> • Develop capacities on underwater noise issues. • Increase awareness on the project results. • Knowledge transfer and use the project results. • Awareness on the importance of the cooperation among EU and non-EU countries.
Research community	<ul style="list-style-type: none"> • Knowledge transfer and use the project results. • Increase awareness on the project results. • Identification of future needs for joint research.
Environmental Ambassadors	<ul style="list-style-type: none"> • Knowledge transfer. • Increase awareness on the benefits of the Project. • Increase awareness on the project results and use of them (methodologies and tools).
Public and Private Stakeholders	<ul style="list-style-type: none"> • Networking and collaboration with other initiatives. • Identification of future needs for joint collaboration. • Maintain interest and connectivity among them. • Engaging stakeholders and optimizing final uptake of the main project's results.
General Public	<ul style="list-style-type: none"> • Increase awareness on the benefits (scientific and social) of the project. • Raise awareness on underwater noise. • Maintain interest during the whole development of the project.

Table 2. Target audiences and Dissemination Objectives

As it is shown in Table 3, for each group of audience, some tailored messages have been defined as well as the best tool or channel to transmit it. If the target audience's needs are modified at any time, these messages will be updated to continue achieving the dissemination objectives.

Target audience	Message	Tool/Channel
Local, regional, national and European Authorities and Policy Makers	QUIETSEAS project aims to support Member States Competent Authorities for the practical development of the MSFD through assisting (sub) regional cooperation by	<ul style="list-style-type: none"> • Website • Social Media • Digital brochure • Video

	providing methods and tools for underwater noise assessment and management.	<ul style="list-style-type: none"> • Workshops and Training sessions
Authorities of non-EU countries	The QUIETSEAS project aims to boost cooperation through assessing the effectiveness of potential coordinated measures to reduce the pressure caused by maritime traffic and building capacities to ensure knowledge transfer.	<ul style="list-style-type: none"> • Website • Social Media • Digital brochure • Video • Workshops and Training sessions
Research community	Scientific knowledge is essential for defining and tracking Good Environmental Status, it is also for achieving efficient monitoring and implementation through appropriate programs of measure, or in other words for ensuring the success of MSFD.	<ul style="list-style-type: none"> • Website • Social Media • Newsletter • Digital brochure • Video • Articles in specialized media • Workshops and Training sessions
Environmental Ambassadors	The QUIETSEAS project is fully consistent with Europe's vision of offering solutions for reducing global marine pollution according to the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs). QUIETSEAS will contribute to produce practical outcomes to reach overarching GREEN DEAL objectives: halting the loss of marine biodiversity and moving towards a zero-pollution society.	<ul style="list-style-type: none"> • Website • Social Media • Newsletter • Digital brochure • Video • Events and webinars
Public and Private Stakeholders	The project allows bridging the gap between the scientific community and stakeholders. Project's outcome and its applicability to facilitate the management of underwater noise will be shared and explained to stakeholders. Feedback from these actors is also expected in order to improve the project's results as well as identify possible	<ul style="list-style-type: none"> • Website • Social Media • Newsletter • Digital brochure • Video • Magazines and Journals • Events and webinars

	difficulties in the application of the aforementioned results.	
General Public	<p>There is evidence of impacts to marine fauna and ecosystems derived from underwater noise generated by human activities.</p> <p>Existence of mitigation measures available in order to minimize these impacts and their effectiveness is aimed to be spread to the general public.</p> <p>QUIETSEAS will support the implementation of these measures to reduce the underwater noise pollution.</p>	<ul style="list-style-type: none"> • Website • Social Media • Digital brochure • Video • Magazines and Journals • Events and webinars

Table 3. Target audience, message and tool or channel

2.1.2. Key Performance Indicators

The communication and dissemination activities will be monitored to assess their impact in order to improve the dissemination strategy during the development of the project. This assessment is critical to detect if any action is not being effective and to adopt the best solution to improve it as soon as possible.

Table 4 presents the Key Performance Indicators (KPIs) taken as minimum indicators to assess the progress of the QUIETSEAS communication efforts.

KPIs	Target
Number of visits to the website	>2.000
Number of followers on Twitter	>1.000
Number of tweets on Twitter	>800
Number of articles on Magazines, Journals and specialized media	>2
Number of Newsletter	>4
Newsletter open and click rate	>20
Number of Workshops, Training sessions and webinars	>5

Table 4. QUIETSEAS KPIs

These indicators will be measured through the following evaluation tools:

- **Google Analytics:** To track and report the project website traffic.
- **Twitter Analytics:** To track the engagement on Twitter.
- **Active Campaign reports:** To track the Newsletter open rate and the click rate.
- **Communication reporting table:** Partners will report on the communication and dissemination activities and they will save evidence of the activities and actions developed such as pictures, post on their websites and social media channels, etc.

2.1.3. Dissemination activities

Dissemination activities will be ongoing beyond the project’s end date to continue disseminating the project results among the scientific community. QUIETSEAS will be presented in different seminars to show the applicability and benefits of its results for the Competent Authorities of Member States.

In 2021 all meetings will be scheduled in teleconference mode due to the COVID-19; dissemination activities will be organized by online channels and tools such as Microsoft Teams, Skype or Zoom.

Workshops with Competent Authorities from Member States

ACCOBAMS will contribute to this dissemination by attending three workshops with Competent Authorities from EU Member States and non-EU Member States to raise awareness of decision-makers on the impact of shipping noise (such as during MedPOL Focal Points meeting, COP of the Barcelona Convention IUCN congress, CBD, GFCM Meetings, etc.).

Also, they are planning to assist to relevant meetings from international organizations. These events are listed in the table below:

Event	Date
REMPEC: Consultation on the first Draft Mediterranean Strategy for the Prevention of, and Response to Marine Pollution from Ships (2022-2031)	10/03/2021
The 5 th ACCOBAMS Conference on Cetacean Conservation (organized in collaboration with SPA/RAC)	13-15/04/2021
ACCOBAMS Regional Workshops with all Focal Points	15-17/06/2021
MEDPOL Focal Points Meeting	06/2021
Stand with (SPA/RAC, IUCN, GFCM,) at IUCN Congress	3-10/09/2021
14 th ACCOBAMS Scientific Committee	23-25/11/2021
Barcelona Convention COP	7-10/12/2021

Training Sessions

Training session for Competent Authorities and experts from EU and Non-EU countries and representatives of Regional Sea Conventions (UNEP/MAP, OSPAR, HELCOM) on the assessment methodology, how to collect and share noise data.

A 2-day training session will be performed in Spain (M17) to raise awareness for the issue of underwater noise; provide technical support to competent authorities from Member States; reinforce cooperation among Member States to support project execution and, in particular, the development of methodologies to better implement the new GES Decision.

Final workshop

In addition, a final workshop with stakeholders will be organized by CTN, back-to-back with the final meeting to present the results at the end of the project.

Project meetings organized at EU level and Networking activities

QUIETSEAS will attend to up to 3 project meetings organized at EU level. CTN will organize networking activities that will be arranged as back-to-back meetings in the framework of the 3 relevant meetings organized at EU level by other ongoing projects. In the first part of the project, to reduce the risk of contagion, during online conferences QUIETSEAS will organize networking actions to foster collaboration between participants.

Online meetings

Furthermore, QUIETSEAS project will coordinate joint online meetings to collaborate with other EU projects (such as CENOBS, JONAS, JOMOPANS, BIAS, RAGES, SATURN), with entities of interest (IMO, UNEP/MAP...) and with other projects funded under the call “DG ENV/MSFD 2020” (HELCOM BLUES, ABIOMMED, HARMONIZE, CetAMBICion, NEA-PANACEA). These meetings will be held online at least during the first part of the project in 2021 due to COVID-19.

TG Noise meetings

On 23rd February 2021, specific QUIETSEAS partners attended the 17th Meeting of the MSFD Common Implementation Strategy Technical Group on Underwater Noise (TG-Noise), and the project coordinator (CTN) presented the project overview. This meeting was celebrated online. QUIETSEAS will participate in the TG Noise Meetings organized during the next two years.

2.2. Communication Plan

The Communication Plan will ensure that the expected impacts of QUIETSEAS are achieved through well-coordinated communication and dissemination activities.

This plan will be developed to provide the Consortium with the necessary guidelines and steps for dissemination of the main project activities and outcomes. The aim of such strategy is that the outreach of the project events and outputs is maximized and optimized for different stakeholders in Europe and beyond.

The main objectives of communication in QUIETSEAS are to:

- Set up internal communication tools and guidelines among partners.
- Increase awareness about QUIETSEAS project.
- Establish the mechanisms to spread the project to the target groups identified.

2.2.1. Graphic Material

2.2.1.1. Colours

The selection of the colour identity of the QUIETSEAS project is essential to establish a coherent communication during the development of the project. The colours selected for the visual identity of this project were blue and black as representatives colours of the Mediterranean Sea and the Black Sea, respectively.

Blue and black will be used for any graphics or colour designs or backgrounds to communicate about QUIETSEAS.

Blue	Black
#00a7e3	#000000
R: 0 G: 167 B: 227	R: 0 G: 0 B: 0
C: 74 M: 15 Y: 0 K: 0	C: 91 M: 79 Y: 62 K: 97

Figure 2. Colours for graphics or colour designs and backgrounds

2.2.1.2. *Visual identity*

Logo

The QUIETSEAS logo plays a central role in the project’s visual identity. It must be included in all internal and external communication from the project. This logo has been created to clearly recognize the project after its launch within the project target groups of QUIETSEAS. The logo chosen is simple, clear and transmits the main concepts of QUIETSEAS.

Different versions of the QUIETSEAS logotype have been designed to be included correctly at any document or communication material depending on the background aspect.

As presented below, two versions of the project’s logo have been developed:

- The official version displays the project’s acronym in blue and black colour to be included in a white background.
- The second version display the same acronym, but in this case, in white colour to be included in a black or blue background.



Figure 3. The two versions of QUIETSEAS's logo with different backgrounds

They have been made available to the project partners through the project’s Sharepoint Communication folder.

EU emblem

In addition, the acknowledgement of the EU funding is an obligation. All must indicate that the action has received funding from the European Union and shall display the European emblem (flag). Therefore, the EU emblem must be included in all communication material elaborated to disseminate de project such as digital brochure, video, presentations, documents, website.

It should look something like this:



This project has received funding from DG Environment of the European Commission within the “DG ENV/MSFD 2020 call” under Grant Agreement No. 110661/2020/839603/SUB/ENV.C.2

Figure 4. EU funding

The EU emblem can be downloaded from the the project’s Sharepoint Communication folder and from the [Europa website](#).

The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.

Please do not use the European Commission's logo!

YES :)

NO :(



Figure 5. EU emblem

Project reference

In order to establish a coherent line of communication, the project must be always referenced only in capital letters.

QUIETSEAS

It should never appear as it is shown below:

quietseas

Quietseas

QuietSeas

Project banner

Some online project banners will be created with the aim to facilitate the communication of the main ideas of the project. These banners will be used to disseminate the project on the Social Media, Newsletter, partners websites, etc.

2.2.1.3. Dissemination templates

The objective of these templates is to facilitate the exchange of information and simplify the filling of the documents.

These templates have been shared with the partners through the project's Sharepoint Communication folder.

The templates that have been prepared are listed below:

- **Deliverable:** In addition to the standardized format, it includes the usual sections that are part of this type of documents.

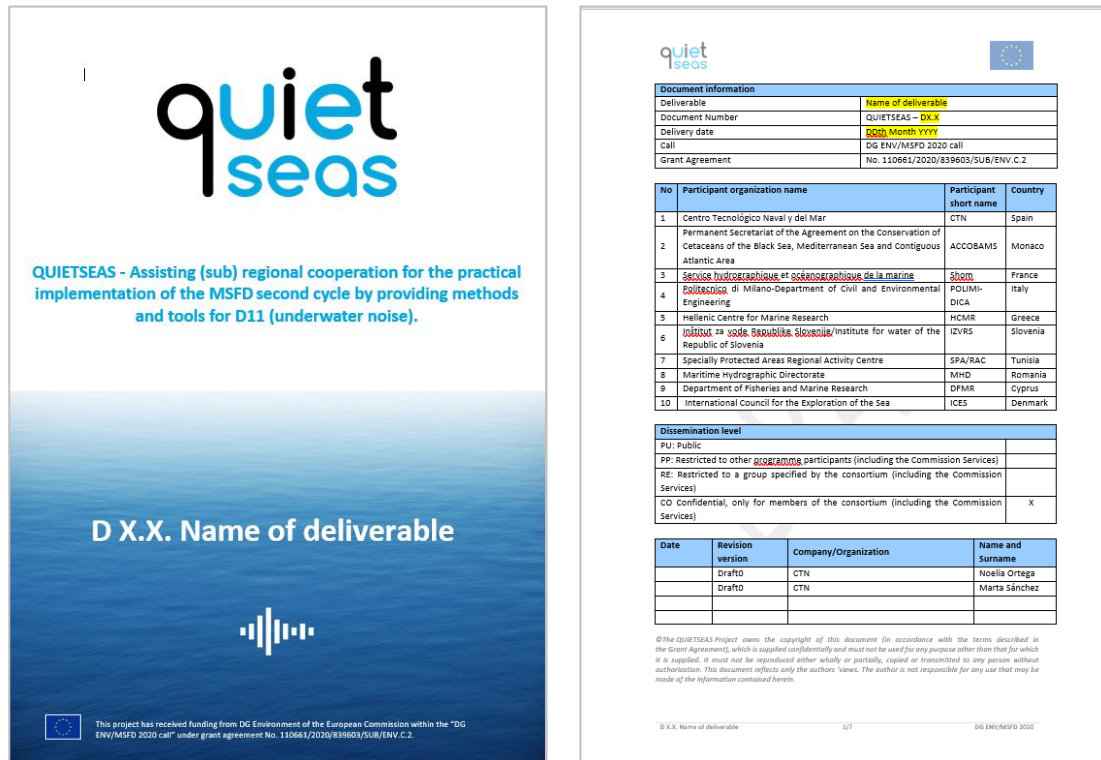


Figure 6. Deliverable template

- **Meeting agenda:** Format to systematize the agenda of the project events.

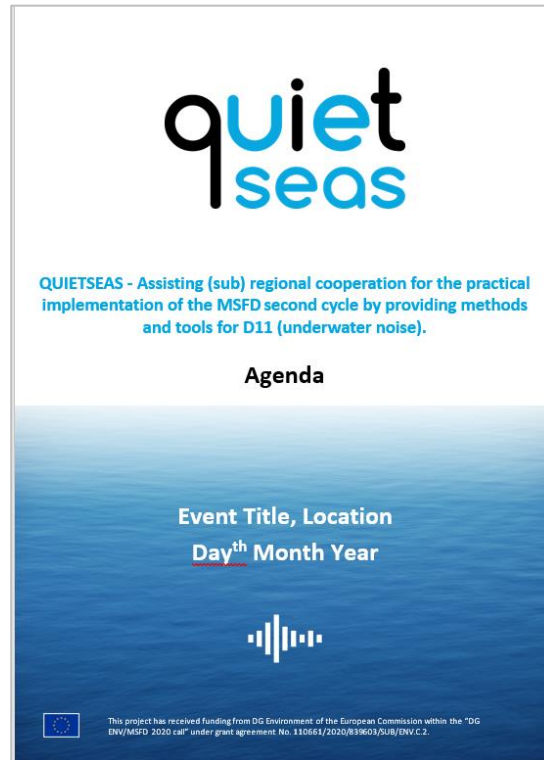


Figure 7. Meeting agenda template

- **Presentation:** This template presentation includes the different sections required to present the information.

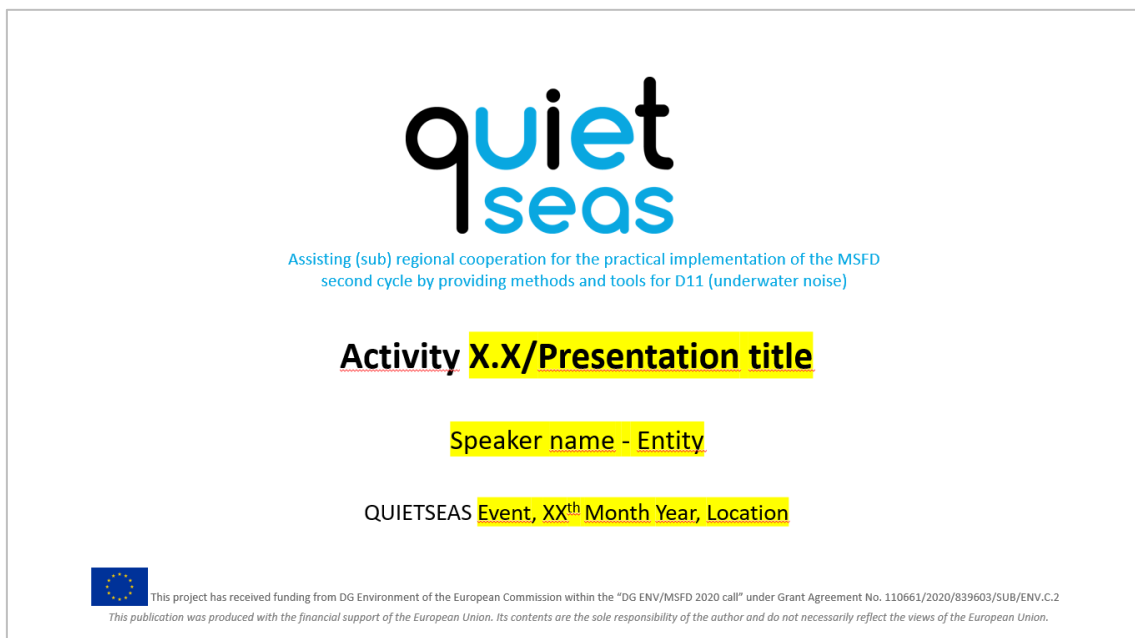


Figure 8. Presentation template

- **Meeting invitation:** Available template for partners to invite other agents to project meetings.



Figure 9. Meeting invitation template

- **Work Document:** A template to be used by partners to share any information related to the project with external agents.

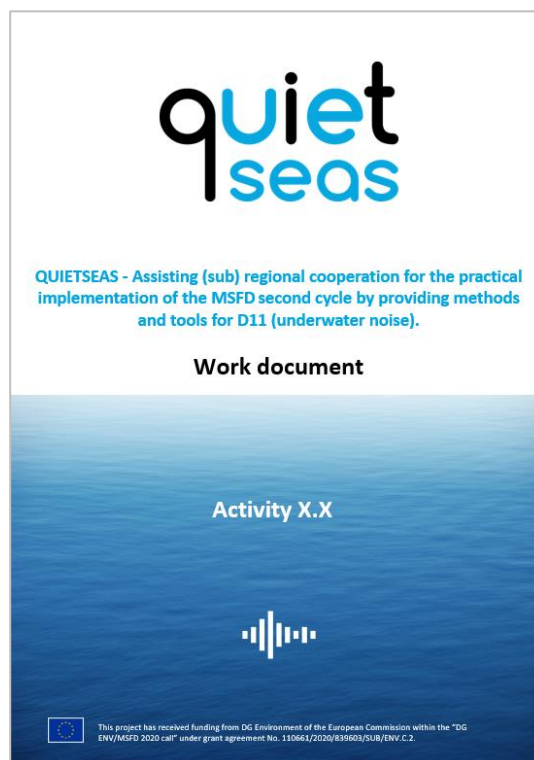


Figure 10. Work document template

- **Policy brief:** This template is available to disseminate the project results summarized.



Figure 11. Policy brief template

- **Minute:** Format to standardize meeting minutes.

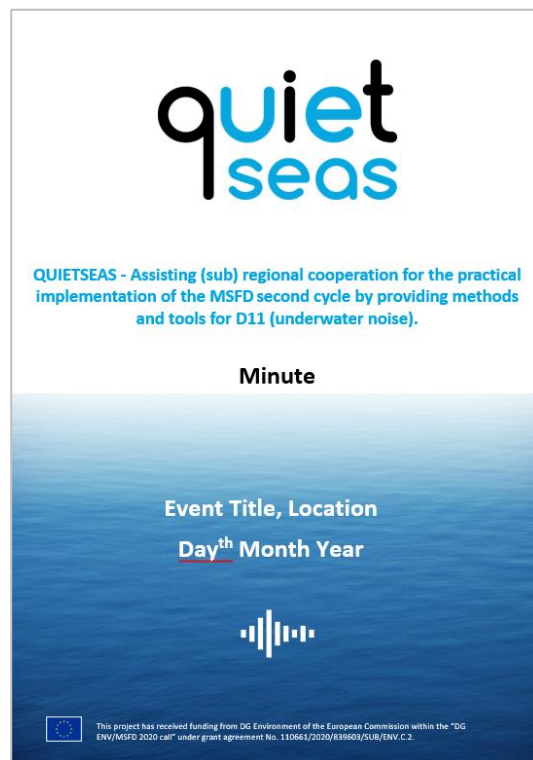


Figure 12. Minute template

2.2.2. Communication tools

2.2.2.1. Website

Concretely, a dedicated project website will be designed in accordance with the thematic of the project. It will contain a visual and eye-catching home page that gives an extensive description of the project, a page where beneficiary partners are being presented, a news page with all recent information about the project, links to instrumental and relevant partner websites, and a contact page for media or cooperation inquiries. The website will be monitored by an analytical software to provide data on the traffic and behavior.

The platform WordPress has been chosen for the development of the project webpage. The choice has been made according to the following criteria:

- **Flexibility:** Due to the open-source nature, WordPress is a community software that includes plugins to add almost any desired features to the sites so they can be easily customized and scaled.
- **Robustness:** Many plugins can make WordPress' sites safer and help reduce server loads, making it a safer, faster site and a better experience for the users.
- **Usability:** WordPress is easy to use, learn and manage. It is one of the most used and popular systems for the development of websites.
- **Safety:** WordPress itself is considered safe and secure to run any website, in addition there are specific plugins to reinforce websites security.
- **Responsive design:** Responsive themes follow the responsive web design approach which aims to create websites that offer optimal user's experience across various devices and screen resolutions including desktop computers, tablets such as iPad, smartphones, and other mobile devices.



Figure 13. Responsive web

The project website is hosted on the domain: <http://www.quietseas.eu> and it has been structured as follows:

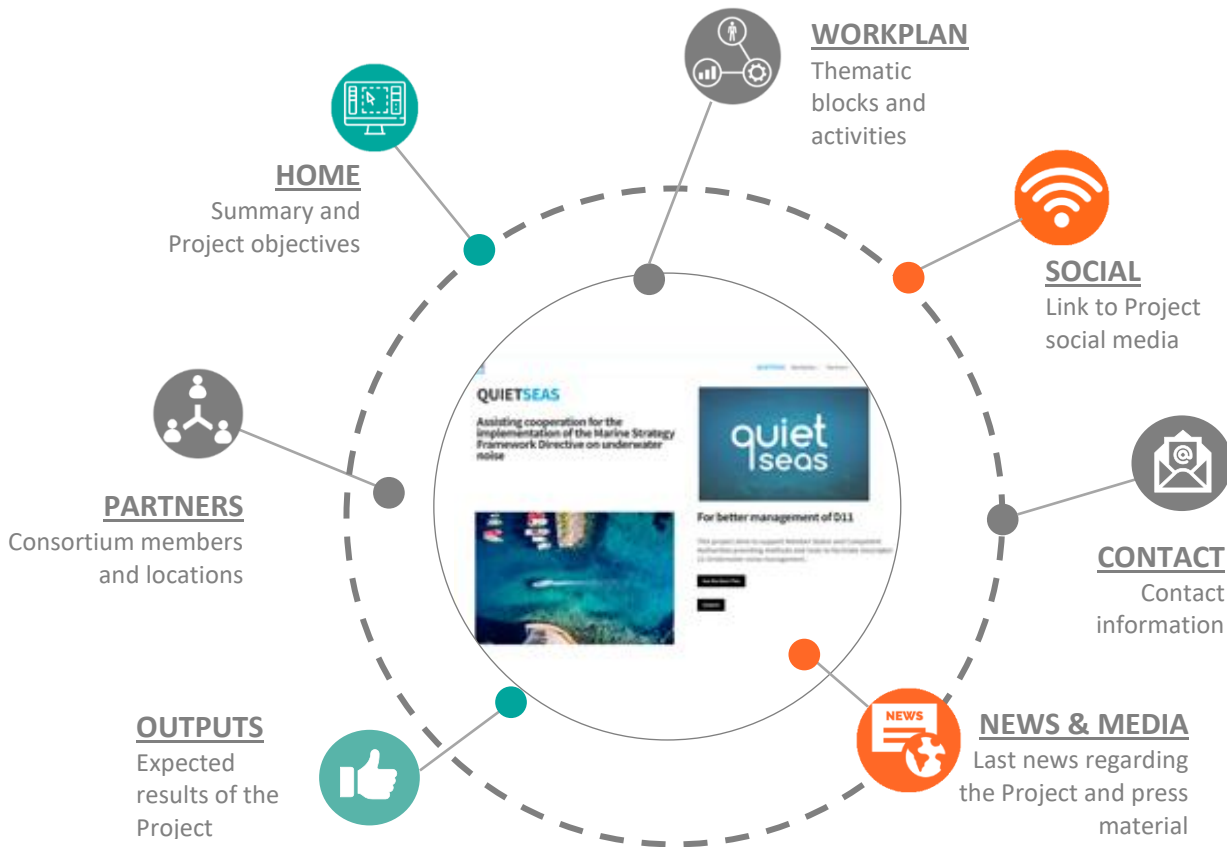


Figure 14. Sections of the QUIETSEAS project website

The website will be delivered in M3. An initial mockup of the website's home page is presented below:

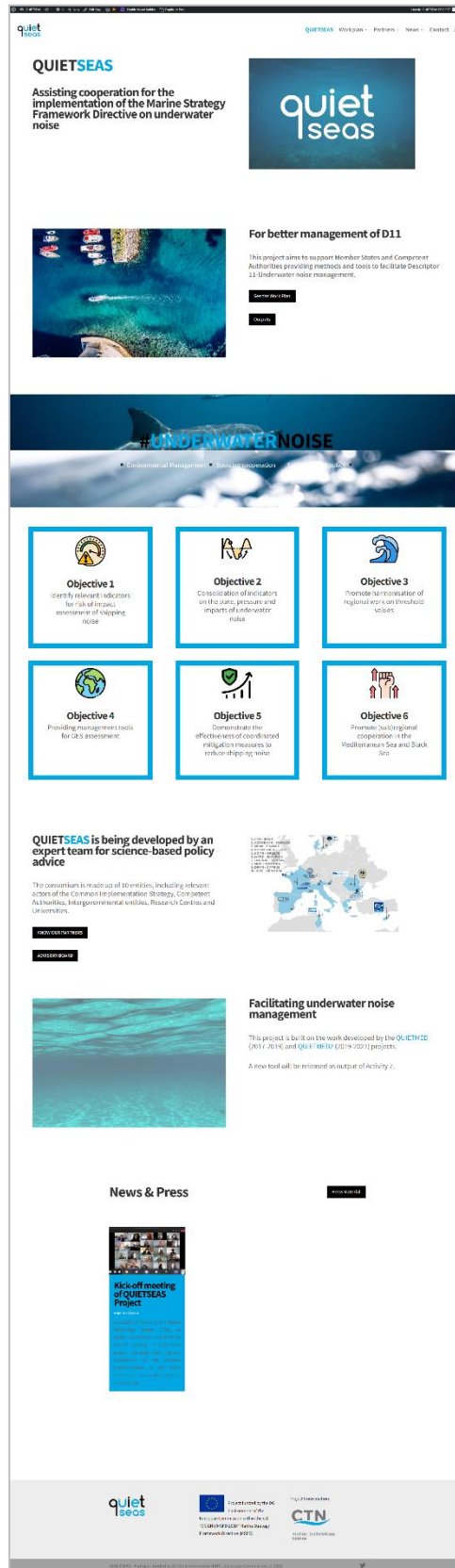


Figure 15. Initial mockup of the website's home page

2.2.2.2. Newsletter

During the development of the project, 6 newsletters will be developed, providing useful information related to the project. The main objective of this tool will be to highlight the latest developments of the project and the next activities organised. They will be sent to the users included in the preliminary distribution list and the futures contacts interested in the project that will be subscribed to the Newsletter through the form included in the website. These newsletters will be also published on the project webpage press section and shared on the QUIETSEAS social network (Twitter). One Newsletter will be sent each 4 months approximately, coinciding with a project milestone. Newsletter will be sent to the subscribers list by an e-mail marketing tool called Active Campaign.

Date	Topic
May 2021	Project launch, summary, and objectives
October 2021	Noise data call and Networking activities
March 2022	Workshop JNWG-Monaco
June 2022	Training session for CA-Spain
September 2022	Tool for D11 management
January 2023	Major QUIETSEAS Outcomes and stakeholders meeting

Table 5. Newsletter planning

2.2.2.3. E-mail Account

An e-mail account will be created and available to all external people who have any question about the project. CTN, as project coordinator, will be the responsible of this account and respond the enquires as soon as possible to solve the question suggested. This e-mail adress is quietseas@ctnaval.com. It will be included in all communication and dissemination material such as the project website, social media, digital brochure, video, etc.

2.2.2.4. Social Media

“..the website is a one-way communication channel that gives you information when you open it [...] This is why there is a need of understanding web 2.0, a not-so-new concept of Internet where the audience is not only a passive consumer, but prosumers, given that we are now both consumers and producers of content [...] With social networks, you can not only reach your target in a quicker and easier way, but you can also broaden it. [...] Opening a new profile or page is free on most popular social networks. This doesn’t mean that it’s easy to drive people to your new profile and get visibility immediately.” (Cosmina, 2017).

In this first stage, the QUIETSEAS project profile has been created on one the most relevant social media. As explained in the previous quotations, profiles are not enough, so henceforth the implementation of the communication strategy in social networks begins.

The following section details the profile that has been created for QUIETSEAS.

Twitter account

This social network has been chosen to disseminate information about the project and to interact with other sister projects. Furthermore, it will enable to disseminate real time

information from workshops and events. This media is also being used to disseminate the main results of the project.

The username of the QUIETSEAS project Twitter account is “@QUIETSEAS_EU” and the link is: https://twitter.com/QUIETSEAS_EU

This profile was open for the QUIETMED Project, it was used for the QUIETMED2 Project too and now it will be used to QUIETSEAS project due to its high popularity and interest shown in underwater noise.

The publications of this social network will include mentions to partners and to the DG Environment to increase the impact of the dissemination activities. Some Hashtags have been established to add them in the publications.

Recommended hashtags in tweets: #underwaternoise #D11 #Descriptor11 #MSFD #MediterraneanSea #GIS #calibration #noisemonitoring #GES #GoodEnvironmentalStatus #MarineStrategies #noisepollution #cetaceans #underwaternoise #MemberStates #cooperation #MarineStrategyFrameworkDirective #CompetentAuthorities #ShippingNoise #BlackSea #D11C1 #D11C2

Recommended actions to all partners: FOLLOW + like & retweet + Tag @QUIETSEAS_EU in their tweets.



Figure 16. QUIETSEAS Twitter Account page

2.2.3. Promotional Material

2.2.3.1. *Digital interactive brochure*

A digital interactive brochure with key information about the QUIETSEAS project will be designed to be distributed through the different communication channels such as the website, social networks, Newsletter or e-mail. This brochure will be produced by a professional agency, and includes images, icons, and infographics.

It will be prepared in English for better understanding among the different target groups. This brochure could be translated in another language if it needed, only if any partner need to distribute it in their own language. Most of the communication will be done in English, except when it is considered that local languages are more appropriate to distribute the desired message.

2.2.3.2. *Video*

A short promotional video has been created for the QUIETSEAS project in order to maximise its visibility and explain the main goals and expected results of the project in a visual way. The video will be also produced by a professional agency, and includes images, sound effects and music.