Project BIOLAWEB

Deliverable D6.2

Dissemination and Exploitation Plan

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Deliverable D6.2
Dissemination and Exploitation Plan

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Deliverable summary

Deliverable D6.2 describes the Dissemination and Exploitation Plan for the BIOLAWEB project. This plan will help to achieve the goals of the project and to ensure proper dissemination of the generated knowledge, related to confidentiality, publication, and use of the knowledge. It explains in detail the methods and tools of dissemination, target groups, and the way how to increase public awareness of the project. All partners will be actively involved in conducting dissemination activities.

The overall implementation of dissemination, exploitation and communication activities are led by UB-ICTM, as leader of WP6 – Dissemination and outreach.

The document will be updated throughout the whole duration of the project to ensure that the project outputs and benefits are communicated to all consortium partners, defined target groups, and other stakeholders.

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1. Introduction

The main goal of the BIOLAWEB project is building a sustainable collaboration and partnership between the Institute of Chemistry, Technology and Metallurgy, University of Belgrade (UB-ICTM, Serbia), and leading EU institutions – The French National Research Institute for Agriculture, Food and Environment (INRAE, France) and the Norwegian Institute for Water Research (NIVA, Norway), boosting the research and innovation capacity of UB-ICTM in the field of biodiversity assessment and biomonitoring. The overall objectives of the BIOLAWEB project are to sustainably strengthen research and develop networking capabilities in the field of biomonitoring and to make the acquired knowledge accessible to the international community and relevant national stakeholders. To achieve these objectives, a detailed dissemination and exploitation plan is required to ensure the successful implementation and achievement of the project's outcomes and impacts.

Deliverable D6.2 "Dissemination and Exploitation Plan" describes the strategy on how dissemination, exploitation, and communication can help to achieve the objectives of the BIOLAWEB project.

This report includes the target groups, the dissemination methods and tools, the schedule and complementarity of the activities, measures to assess the impact of the dissemination, exploitation and communication activities, and conditions to ensure proper dissemination of the generated knowledge, related to confidentiality, publication, and use of the knowledge.

The overall implementation of dissemination, exploitation and communication activities is led by UB-ICTM, as a leader of WP6 – Dissemination and outreach. As a leader of WP6, UB-ICTM has a critical role and strategic responsibility in the achievement of the plan of dissemination and communication. BIOLAWEB partners will actively support activities as planned related to dissemination and communication. Information and tasks necessary for implementation dissemination and communication will be delivered through the project's mailing list.

2. Aims and objectives

The aim of the Dissemination and Exploitation Plan (DEP) with Communication Plan (CP) is to establish clear guidelines for proper dissemination and communication of the public results generated by the BIOLAWEB project, as well as to make available scientific evidence in support of policy making. DEP will be periodically updated to ensure that the project outputs and benefits are communicated to all consortium partners, defined target groups, and other stakeholders.

The specific objectives within the BIOLAWEB project concerning dissemination and exploitation are:

- To scale up and develop new approaches in the field of biomonitoring through joint research
- To set up a fully operational International Research Management Office at UB-ICTM
- To considerably enhance strategic networking

D6.2 Dissemination and Exploitation Plan

www.biolaweb.com

3. Target groups

One of the first steps in successfully implementing the DEP strategy of the BIOLAWEB project is the identification of the target groups.

The main target groups identified by BIOLAWEB are:

- Project partner institutions (Consortium partners)
- Scientific community
- Public agencies for water quality monitoring
- Policymakers
- General public
- Small and medium enterprises

The dissemination plan includes the most effective dissemination methods and tools which will be used for each target group. All these methods and tools will be applied both at national and international level.

3.1 Project partner institutions

Project partner institutions (research staff including PhD students of biology, ecology, environmental chemistry, etc., and administrative staff) will benefit since their scientific networks will grow as a result of the exchange and mutual learning (WP3, WP4). The scientists involved in the project have synergistic competencies, and only the combined expertise of the involved scientists can solve the challenges tackled in the project. All involved partner institutes have a strategic aim to strengthen international collaboration, and the project will contribute to reaching this aim. The scientists at UB-ICTM have unique and vital knowledge of the local species composition of the targeted groups in Serbia/SEE and of natural and anthropogenic pressures in Serbia. NIVA scientists are experts in designing and applying biotic indices for watercourse monitoring and have significant experience in eDNA analyses. INRAE scientists have world-leading competence in lake monitoring and in the design and application of molecular tools in aquatic environments. The exchange of knowledge will thereby benefit all scientists.

3.2 Scientific community

International scientific community includes academic and research communities. Reasonable understanding of water related societal and scientific challenges, worldwide and country specific, as well as international collaboration, are the prerequisite for dealing with these challenges, reducing pressures, and contributing to advancement.

Thus, many scientists are working internationally to develop and improve new molecular tools for biomonitoring, and the lack of data from regions such as Serbia is a well-known challenge. BIOLAWEB project is expected to make a significant contribution particularly to developing new eDNA methods for aquatic plants and will therefore make significant step forward in science.

3.3 Public agencies for water quality monitoring

BIOLAWEB will try to help public agencies for water bodies monitoring in Serbia and the EU as all will benefit from working with standardized, modern, and regular water bodies monitoring in Serbia. BIOLAWEB will make a significant step towards achieving this goal. The public agencies in Serbia are currently lacking resources to apply efficient monitoring of water bodies. In our project, we will interact with Serbian water bodies monitoring agencies through workshops and roundtables (WP6) and discuss and explain our findings. Working together we will foster the change which will benefit to us all. Agencies on the European level currently lack standardized input from Serbia. Our project will make a significant contribution to the currently existing gaps in the ecological status of water bodies in Europe.

3.4 Policymakers

BIOLAWEB will provide new incentives for scientists and policymakers (at the Ministry of Environmental Protection and the Ministry of Agriculture, Forestry and Water Management - Republic Water Directorate) to work together, developing the category of knowledge brokers (translational scientists) as a new generation of scientists able to communicate the messages efficiently. BIOLAWEB will organize roundtables (WP6) aiming to make advances in communication with policymakers, trying to alter the responsibility perspective while acknowledging the complexity of policy making. Moreover, BIOLAWEB will make a strategic approach to the research and re-determine the basis for the transfer of knowledge.

3.5 General public

The general public will benefit from clean drinking water and safe lakes for recreation. Cyanobacterial blooms in lakes threaten human health and make swimming unsafe. Public awareness of a water body's ecological status is vital for its safe use. BIOLAWEB will try to advance the monitoring of water bodies in Serbia and inform the public about the ecological status of the analyzed lakes. In addition, if a good ecological status is not achieved, we will suggest measures for its improvement. We expect that our results will later be used to apply and improve monitoring in all water bodies of relevant size in Serbia, following European standards.

3.6 Small and medium enterprises

Experience in other countries in very recent years has shown that small and medium enterprises were established and specialized in DNA-based services for aquatic environments and for a variety of organism groups. Our project will provide the first steps, and a clear pathway into the future for the application of molecular methods for water bodies biomonitoring in the Western Balkan region. The anticipated routine application of molecular tools in biomonitoring, therefore, provides a clear opportunity for the establishment of companies specializing in DNA-based services and related molecular tools.

4.Dissemination tools - Visual identity

BIOLAWEB's visual identity (logo, memorandum, templates, etc.) has been developed at the very beginning of the project. Visual design identity will contribute to the project's recognition among target groups and provide a comprehensible message about BIOLAWEB project goals.

The project's visual identity is important for dissemination and communication activities and it is made up of several elements:

4.1 Project name

The project's full name is "Boosting Institute of Chemistry, Technology and Metallurgy in Water Biomonitoring" and the acronym is "BIOLAWEB".

4.2 Project logo

Three versions of the logo were developed and proposed early in the project to consortium members (Figure 1). Selecting the third version, the logo was created and will be consistently used during project dissemination (Figure 2). The logo consists of three connected hexagons in colors representing the three partner institutions (green – ICTM; greenish blue – INRAE; blue – NIVA), linked by a DNA helix, followed by the project acronym.

Figure 1. Three versions of the BIOLAWEB logo

Figure 2. Finalized BIOLAWEB logo

4.3 European flag and funding statement

All official project documents must acknowledge EU support and display the European flag (emblem) and funding statement. Additionally, the statement "This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101079234." is used where appropriate. Some examples of European flags with the funding statement are shown in Figure 3. More can be downloaded from the following link: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

Figure 3. Examples of the European flag options with the funding statement

4.4 Templates

The visual identity also includes Microsoft Word and PowerPoint templates made for project team members. These include a header and footer, color scheme, and font styles (Arial). Templates are shared with all consortium partners via email and using Google Drive, which are obliged to use all templates when presenting, communicating, disseminating the project.

Visual identity includes the following templates:

- Memorandum (Figure 4);
- Deliverable template (Figure 5);
- PowerPoint template (Figure 6).

Figure 4. BIOLAWEB memorandum template

Figure 5. BIOLAWEB deliverable template

Figure 6. BIOLAWEB PowerPoint template

5. Dissemination and Exploitation Plan

To increase the impact of BIOLAWEB's results, the DEP will encompass the messages, tools and channels to reach the targeted groups (Communication Plan) and make the data accessible (Data Management Plan).

Furthermore, BIOLAWEB will make specific use or exploitation of project results by providing:

- a clear pathway into the future for the application of molecular tools for water bodies biomonitoring in the Western Balkan region
- a clear opportunity for the establishment of local companies specializing in DNA-based services and related molecular tools
- results that will serve as a basis for the further development of biomonitoring tools across Europe.

5.1 Peer reviewed publications

Scientific publications are the preferred and one of the most effective ways to reach the wider international scientific community and to make them aware of the project results. This will increase chances to implement new methods in Western Balkan countries, to rise citation, and h-index, and improve UB-ICTM ranking among scientific institutions. BIOLAWEB will produce at least 3 peer-reviewed publications in leading international journals specialized in the fields of aquatic ecology and biomonitoring. These publications will be available online on all major scientific databases, on the project website, and in institutional repositories (e.g., CER – https://cer.ihtm.bg.ac.rs/). Some of the targeted journals are the Journal of Phycology (IF 2.9), and Limnologica (IF 2.1).

Authors are obliged to acknowledge the BIOLAWEB project and the European Union funding in all publications by adding a disclaimer. BIOLAWEB aims to publish using Gold or Green Open Access.

5.2 Scientific conferences

In order to network with the leading experts in biomonitoring and spread the project results, BIOLAWEB team members will be attending scientific meetings. By attending scientific meetings and presenting project results (oral or poster presentation) they will also have the possibility to learn new methods and attend lectures and workshops. BIOLAWEB will attend at least 2 scientific conferences per year. Abstracts or proceedings will be available online on all major scientific databases (project and partners ResearchGate, ORCID), on the project website, and in institutional repositories (e.g., CER). Some targeted conferences are the European Phycological Congress, Congress of the International Society of Limnology, European Diatom Meeting, etc.

5.3 Expert visits

During the three years of the project, several expert visits within WP2 and WP5 are planned. During WP2 expert visits, senior scientists, and research managers from NIVA and INRAE will visit UB-ICTM as Science Advisors (SAs). UB-ICTM and SAs will plan a series of strategic measures aiming to identify UB-ICTM research gaps and needs, allowing them to further

define tailor-made scientific strategy for UB-ICTM and make an action plan for implementing The Strategy. One expert visit was already realized on 23rd November 2022 at the UB-ICTM (Figure 7). The next visit is scheduled for 27th-28th March 2023.

Figure 7. First expert visit within WP2 at the UB-ICTM

During the first WP5 expert visit research admin staff from INRAE visited UB-ICTM to conduct a qualitative survey to identify the needs, skills, and competencies that UB-ICTM's research staff needs for the newly established research administration support unit, officially named the International Cooperation and Project Office (ICPO). INRAE experts within the second expert visit will provide training in financial management and project reporting to UB-ICTM's administrative staff.

5.4 Workshops and Summer school

Five workshops are planned to be organized during the BIOLAWEB project lifetime at UB-ICTM. Four of them are within the WP3 (Training and networking), which include two metabarcoding workshops led by INRAE experts, and eDNA and index development workshops led by NIVA experts. One workshop concerning pre-grant activities was planned within the WP5 (New International Research Management Office) and was already realized from 23rd-24th November 2022 at the UB-ICTM. During the 2-day workshop, experts from INRAE gave a lecture about pre-grant activities, identifying calls, and how to read and analyze a call to UB-ICTM's research supporting staff, experienced and early-stage researchers (Figure 8).

The first workshop "Metabarcoding of diatoms and phytoplankton for biomonitoring" was announced and will be held from March 29–31, 2023 at UB-ICTM and online. Lecturers from the partner institution, INRAE, Dr Clarisse Lemonnier, Dr Frédéric Rimet, Dr Agnès Bouchez, and Dr Benjamin Alric, will give lectures focused on DNA metabarcoding applied to diatoms and phytoplankton for biomonitoring. The workshop aroused major interest in regional scientific community, leading the UB-ICTM team to make a change in the organization and create a hybrid event allowing for a greater number of local participants, ensuring all interested parties can join (Figure 9).

Figure 8. Workshop within WP5 at the UB-ICTM

Blue Green Future (BgF) summer school is planned between M12 and M14 (WP3) and will include two workshops (metabarcoding led by INRAE and eDNA led by NIVA experts), field exercises, and seminars focused on improving project management skills.

Organization of those workshops and BgF summer school during the BIOLAWEB project will provide an excellent networking opportunity, promoting knowledge sharing and scientific excellence with the targeted groups.
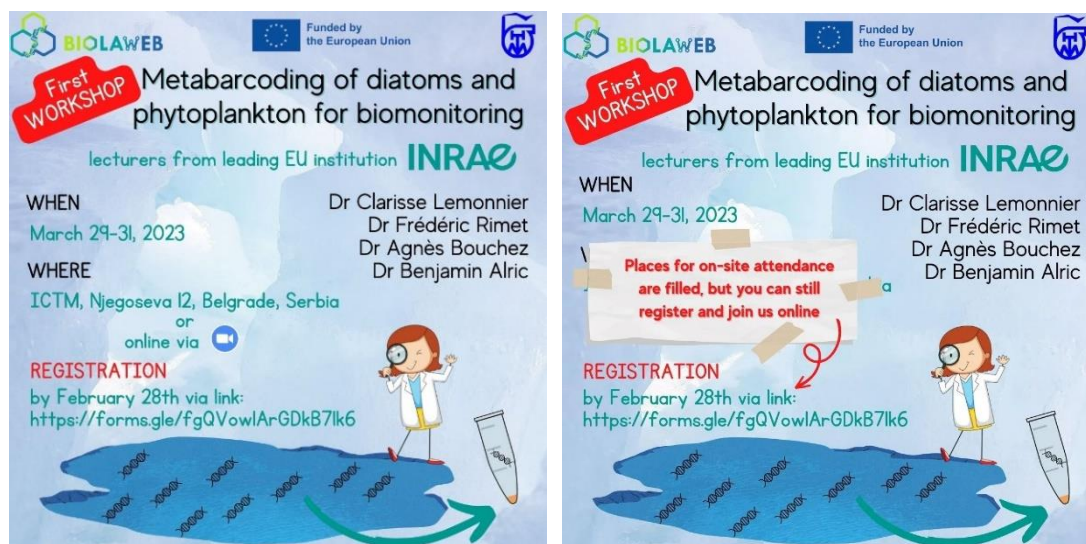

Figure 9. First and second announcement for the Metabarcoding workshop

5.5 Virtual trainings

Three virtual trainings are planned to be organized during the BIOLAWEB project lifetime. One is regarding bioinformatics (WP3), during which experts from INRAE will train scientists and graduate students about all processes for analyzing metabarcoding data, from the program's

installation (freeware) to the taxonomic assignment. Two virtual trainings for UB-ICTM research and administrative staff in project management are planned (WP5). The first training will be held by NIVA experienced researchers (topic: How to write sections Excellence, Impact and Implementation for HE), while the second will be given by INRAE research administration support (topic: Grant Agreement preparation phase).

5.6 Roundtables

BIOLAWEB team will organize two roundtables with relevant stakeholders, local and regional authorities, policymakers in Serbia, public agencies for water bodies monitoring, etc., during the project lifetime, aiming to trigger and improve the engagement of stakeholders of water sector in biomonitoring modernization. BIOLAWEB team will present and discus new methodology and suggest new legislation and standardization of waterbody monitoring in Serbia. The first roundtable will be held on 28th of March 2023.

The purpose of the first roundtable will be to identify stakeholders' needs and problems, while the second will be related to communicating the results and discussing further steps to ensure a successful application of the results in water management.

5.7 Fieldwork with stakeholders

The idea behind this activity is to strengthen the connections within the network created during roundtables. Joint field work will serve as a specific team building strategy, deepening the relationships established and further strengthening the engagement of all parties involved in these activities. BIOLAWEB will organize one common field work during project lifetime.

5.8 Protocols and list of new sequences

To scale up and develop new approaches in the field of biomonitoring through joint research with leading EU partners and use those tools in routine biomonitoring, the incompleteness of reference barcoding libraries for aquatic species and the lack of standardization of the methods must be overcome. During the BIOLAWEB project lifetime, we will reuse and adapt some already existing protocols for diatoms and phytoplankton metabarcoding, and will develop new protocols for macrophytes (eDNA methods and ecological status assessment). New sequences will be integrated in the Diat.barcode reference barcoding library (doi:10.15454/TOMBYZ) and GenBank database (www.ncbi.nlm.nih.gov/genbank/).

Knowledge and innovation produced will be widely disseminated to stakeholders, and researchers and will serve as the base for policy-making actions for improving the quality of lake monitoring and protection.

6. Communication plan – internal part

The internal communication plan is created with the purpose of better coordination and management of the project, smooth technical and scientific communication between partners, providing the realization of project plans, and dissemination of project achievements. The internal communication plan includes the necessary tools to prepare and discuss upcoming events and activities on time, and to keep track of agreed tasks and schedules.

6.1 Meetings

During the BIOLAWEB project lifetime, six regular consortium meetings (1 Kick-off, 4 regular project meetings, 1 final meeting) are planned. The regular consortium meetings will be held on-site and usually organized at the same time as other events to optimize time and financial resources.

The kick-off meeting was held at the UB-ICTM from 22nd to 23rd November 2022 and was organized by the coordinating institution (UB-ICTM), in Belgrade, Serbia (Figure 10). During the first day of the meeting, the project, the leading and the partner institutions were presented. This part was open to researchers from UB-ICTM and other institutions in Serbia, other guests interested in BIOLAWEB topics, and the media. The second day of the BIOLAWEB kick-off meeting was intended for the BIOLAWEB consortium members, who discussed plans and activities for the next period and made an Action Plan for the first six months of the project.

Figure 10. BIOLAWEB Kick-off meeting at the UB-ICTM

The next regular consortium meeting will also be held in Belgrade, Serbia, at UB-ICTM, on 28th of March 2023.

Beside consortium meetings, gathering members of all partner institutions, regular internal meetings within each partner institution are held whenever necessary (live or online), discussing all current issues, and providing smooth internal coordination and management of project activities (Figure 11).

Figure 11. Members of the UB-ICTM team during an online internal meeting

6.2 Internal Promotion

In order to better communicate the BIOLAWEB project and the newly established International Cooperation and Project Office (ICPO) to the UB-ICTM researchers, the in-house promotion was organized on several occasions for different UB-ICTM departments (Figure 12). The BIOLAWEB project was presented briefly and the representatives of the ICPO and BIOLAWEB team have conducted the first survey (questionnaire) aiming to identify the needs, skills, and competencies required for new ICPO staff.

Figure 12. Representatives of the BIOLAWEB and ICPO team during the in-house promotion at the UB-ICTM

ICPO's goal is to support our researchers in their efforts to submit and implement more high-quality research projects. Collecting data on the needs of UB-ICTM researchers, their ambitions for applying to international projects, and their interest in participating in the development of a scientific strategy in the field of biomonitoring is the first step towards achieving this goal.

6.3 Reports

UB-ICTM is responsible for collecting, reviewing and submitting obligatory reports to the EC. Before submitting any reports to the EC, the coordinator is also obliged to deliver a report to the project members giving them the ability to correct and make suggestions. Detailed procedure of reporting is explained in the Project Handbook.

6.4 Project Handbook

The Project Handbook (PH) will be delivered early in the project to ensure quality of the deliverables and effective communication. The Communication plan will be a part of the Project Handbook (D1.2). The Project Handbook is a user guide for all project participants and was drafted during the kick-off meeting. It provides a guideline for the project partners in the project management, quality assurance of deliverables, risk management and other related issues.

6.5 Google Drive

The Google Drive platform will be used throughout the project for sharing all files, presentations, deliverables, meeting minutes, templates, and other documents and materials related to the project with a project member. All project team members will have access to and the possibility to edit and upload files.

7. Communication plan – external part

The BIOLAWEB external communication activities include different communication and dissemination tools to present all project activities and results. Each of the following tools represents a different way of BIOLAWEB project presentation to a specific target group:

- Project website
- Social media
- Promotional materials
- TV appearances
- Newspaper

7.1 Project website

The BIOLAWEB website is the most important electronic channel for all target audiences of the project. The project website was published online on November 19th, 2022, and is regularly updated with new information regarding the project (Figure 13). It is running on the following address: https://biolaweb.com/

The BIOLAWEB website contains information on the project's main goal, objectives, consortium with the description of each partner individually (links to beneficiaries), list of participants from each institution, description of each work package and its objectives, gallery with photos from each event or activity. Section NEWS contains information about project activities (e.g., TV appearances, interview in the newspaper), and announcements of events (e.g. Workshops). Most of the news are also shared on the UB-ICTM webpage (https://www.ihtm.bg.ac.rs/en/). Information and documents such as key outcomes, scientific publications, and public deliverables will be available online and regularly updated. The website is in English as this is the main communication language for the project.

The project website is linked to BIOLAWEB's profiles on social media (Instagram, Facebook, Twitter, ResearchGate, and YouTube). Furthermore, the BIOLAWEB website will be mentioned in all dissemination and communication tools, such as presentations, posters, brochures, and invitations for events.
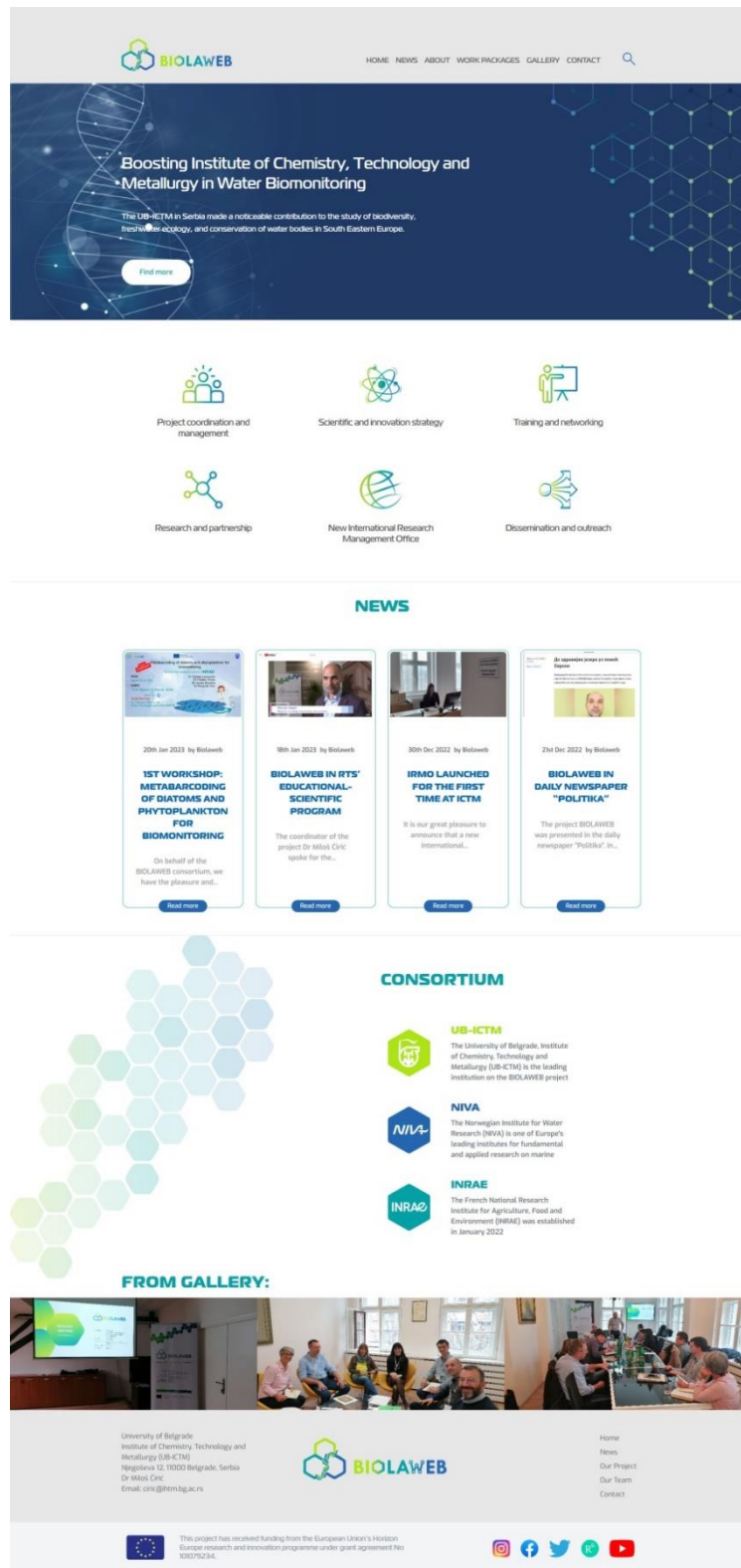
Figure 13. Screenshot of the BIOLAWEB project's webpage

7.2 Social media

Social media are very important communication and dissemination tools with the potential to reach the broadest audience (researchers, students, different stakeholders, local and regional authorities, and the general public). BIOLAWEB's social media are the place where a user should be able to find out more about the project, consortium members, events, and news.

Moreover, through BIOLAWEB's social media, our team will have the opportunity to follow other projects, researchers, and institution's profiles and establish a network for further cooperation.

Visible project promotional platforms are: Facebook, Instagram, Twitter, Research Gate, and YouTube.

7.2.1 Facebook

The BIOLAWEB Facebook page (Figure 14) was published online on October 3rd 2022, together with an Instagram profile, and since then it has been regularly updated (https://www.facebook.com/profile.php?id=100086646482373).

Using this communication tool, we have presented our project, our consortium, coordinating and partner institutions, announced the beginning of different events (e.g., kick-off meeting), announced the upcoming events (e.g., 1st Metabarcoding Workshop), published posts after every event and project activity (e.g., Kick-off meeting, expert visit, In-house promotion, etc.). As a project that advocates for ecology, the environment, and gender quality we will use the BIOLAWEB profile on social networks to promote these values by promoting international days (e.g., International Day of Women and Girls in Science, International Day for Biological Diversity, World Water Day, etc.).

The majority of posts published on the BIOLAWEB Facebook page are shared on the UB-ICTM Facebook page (https://www.facebook.com/IHTM.Bgd).

The BIOLAWEB Facebook page will be updated regularly.
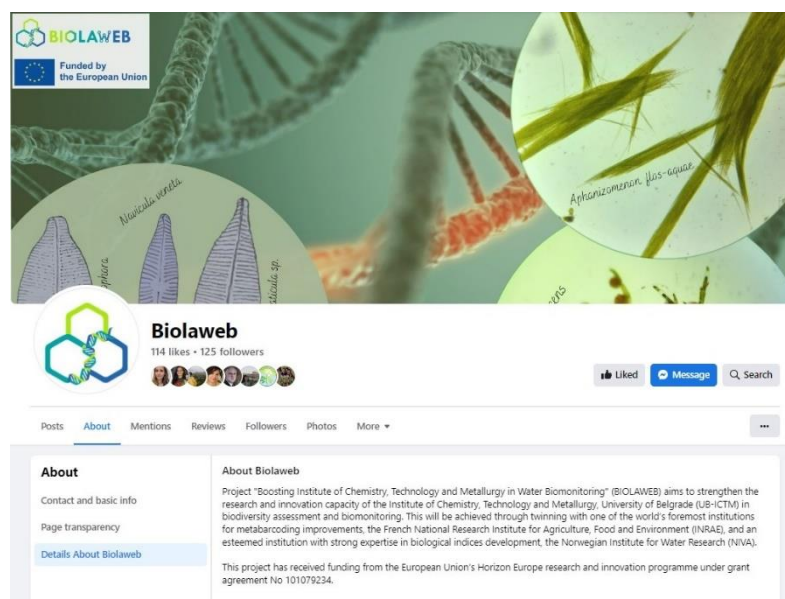
Figure 14. Screenshot of the BIOLAWEB project's Facebook page

7.2.2 Instagram

The Instagram profile (Figure 15) was published online together with the Facebook page on October 3rd, 2022 (https://www.instagram.com/biolaweb/).
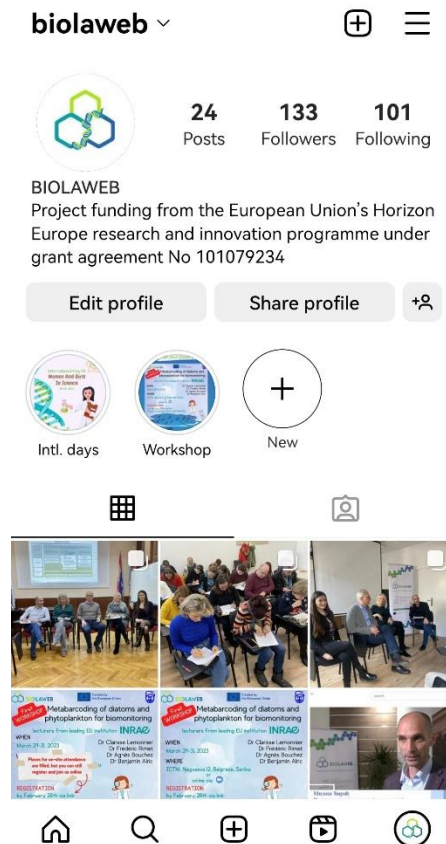
Figure 15. Screenshot of the BIOLAWEB project's Instagram page

As these accounts are connected, the same information that can be seen on the Facebook page will also be presented on the BIOLAWEB Instagram profile, e.g., information about the project, the consortium, coordinating and partner institutions, various announcements and posts after each event and project activity.

Instagram is one of the most popular social networks among young people, so the main goal of this social network is to bring BIOLAWEB activities to young people because they will likely engage in research and science if motivated enough and convinced that science participates in everyday life.

7.2.3 Twitter

BIOLAWEB's Twitter account (https://twitter.com/biolaweb) was published online on October 19th, 2022 (Figure 16). Compared to Facebook and Instagram which reach the broadest audience, Twitter will allow "networking" with many relevant people and organizations working in similar areas as BIOLAWEB. The possibility to repeat (retweet) other users' messages is one of the Twitter benefits which enables faster transfer of information.

Using this communication tool, we regularly present the most important general information regarding our project, activities, and events. BIOLAWEB's Twitter account is linked with the

BIOLAWEB website, so users can get additional information bearing in mind that posts on Twitter are limited by the number of characters.

BIOLAWEB's Twitter profile will be updated regularly.

Figure 16. Screenshot of the BIOLAWEB project's Twitter page

7.2.4 ResearchGate

BIOLAWEB ResearchGate profile (Figure 17) was published online on October 26th, 2022 (https://www.researchgate.net/project/BIOLAWEB-Boosting-Institute-of-Chemistry-Technology-and-Metallurgy-in-Water-Biomonitoring). ResearchGate is recognized as the main place for online scientific and academic communication. BIOLAWEB scientific results will be open access and visible on our ResearchGate profile.

BIOLAWEB ResearchGate profile will be retired on March 31st as a consequence of ResearchGate reorganization. Hence, BIOLAWEB will adjust its presentation on this platform in accordance with the possibilities (e.g., using researchers' profiles).
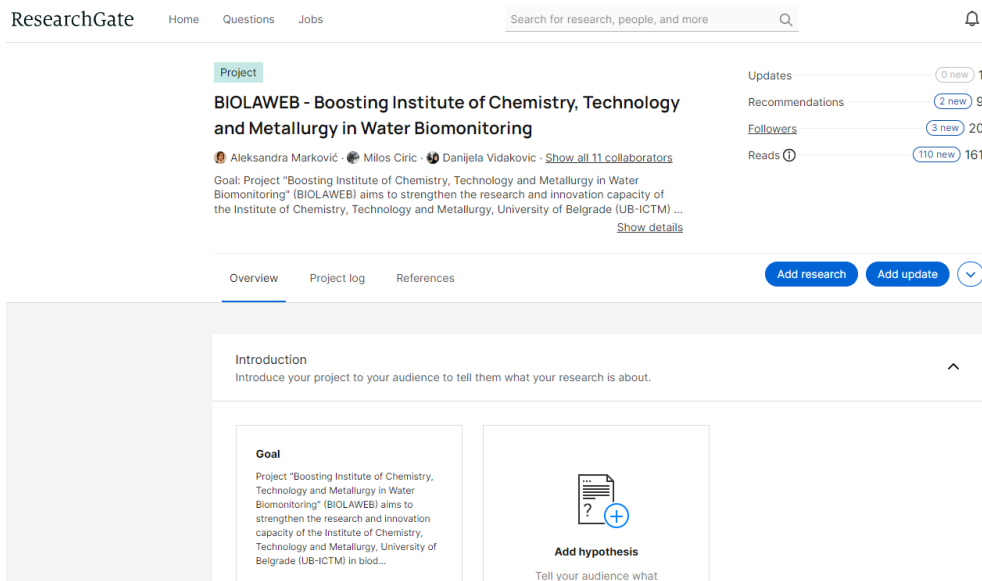
Figure 17. Screenshot of the BIOLAWEB project's ResearchGate page

7.2.5 YouTube

The BIOLAWEB project YouTube channel (Figure 18) was created on December 14th, 2022 (https://www.youtube.com/@biolawebproject/featured) to promote BIOLAWEB project results and activities. TV appearances, and promotional videos presenting the project activities and results will be updated regularly.

In the past two months through the YouTube channel, we shared the first promo video related to the Kick-off meeting, TV presentation of BIOLAWEB and UB-ICTM on Serbian TV stations RTS and Studio B.
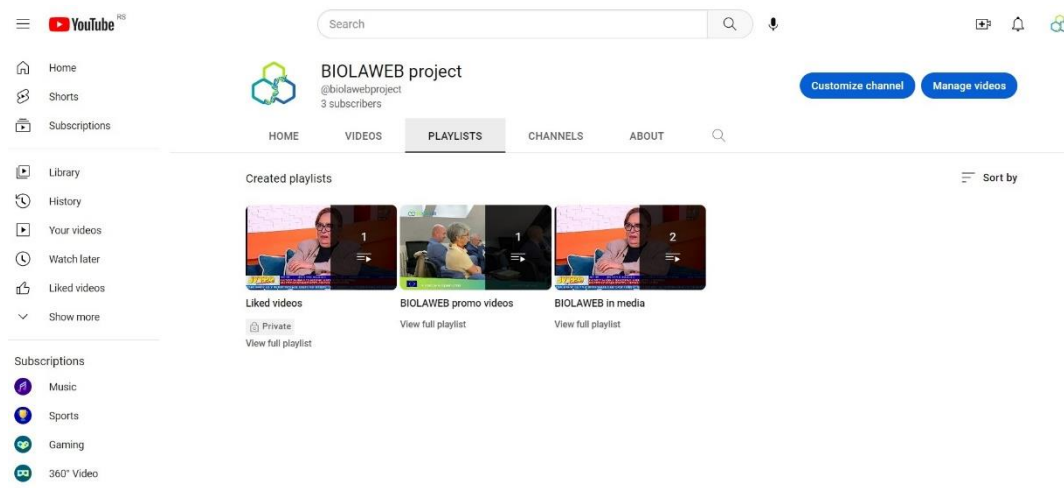
Figure 18. Screenshot of the BIOLAWEB project's YouTube channel

7.3 Promotional materials

To establish the project's visual identity and to attract the target group's attention promotional materials will be distributed during the BIOLAWEB events and activities and continuously updated. All promotional materials have a BIOLAWEB logo printed on them as a project's

recognition, as well as a European flag and funding statement, if possible, depending on the size and the printing options of the material. So far, BIOLAWEB's project promotional material contains bags, notebooks, pens, pencils, USBs, badges, key pendants, umbrellas, cups, thermos bottles, tag names, rolls up, and brochures (Figure 19).

Figure 19. Promo materials to be used at the BIOLAWEB events

7.4 External Public Events

BIOLAWEB will participate in popular science events, such as the Science Festival and the European Researchers' Night, held yearly in Belgrade. These events are open to the general public. Relevant stakeholders will be invited and involved, allowing BIOLAWEB messages to reach wider audiences. BIOLAWEB is also planning to contribute to public events, such as the celebration of the World Water Day (held yearly on March 22nd) if the celebration is

organized. It will enable communication towards public water agencies, policymakers, and the general public.

7.5 TV appearances

To fulfill the goals of the Dissemination and Exploitation strategy BIOLAWEB will also use conventional communication channels to spread the significance of the project to the general public. TV station Studio B and national media outlet RTS' Educational-Scientific Program already presented the BIOLAWEB project and introduced the importance of monitoring the ecological status of water bodies in Serbia, as well as why cooperation and networking with other European scientific institutions is important.

The link for the TV station Studio B show "Jutro sa Sanjom": https://www.youtube.com/watch?v=91gGf8vC-FQ

The link for the National media outlet RTS' Educational-Scientific Program: https://youtu.be/b2iYQSCRRWw?t=680

We will continue to use this way of communication to disseminate our activities to the public.

7.6 Newspaper

BIOLAWEB will not have a newsletter of its own but will use a Serbian daily newspaper to promote project activities with a goal to approach the public and experts in the field.

The coordinator gave an interview for the daily newspaper "Politika" in which he presented the BIOLAWEB project and its importance for freshwater resources in Serbia. The link for the article: https://www.politika.rs/scc/clanak/529382/Do-zdravijih-jezera-uz-pomoc-Evrope.

8. Implementation of WP6

The overall implementation of Dissemination and Exploitation Plan, with Communication Plan, is realized within WP6 – Dissemination and outreach, led by UB-ICTM. Dissemination, exploitation, and communication activities will unfold over the entire duration of the project (M01 – M36). All planned events will be coordinated with the consortium partners two months in advance and will be promoted at least one month before in order to gather participants from appropriate target groups.

8.1 Tasks

Activities in WP6 "Dissemination and outreach" are divided in five tasks (Figure 20).

Task 6.1: Dissemination and Exploitation Plan (DEP) with Communication Plan. The DEP was developed with the document in hand. All consortium members will continue to discuss and develop the DEP throughout the entire project period.

Task 6.2: Communication resources and tools. Resources and tools to be used to communicate and widespread awareness of the project and its results are promotional materials, website, and social networks, all having the same distinguishable BIOLAWEB graphical identity and EU funding recognition.

Task 6.3: Generation of roundtables with relevant stakeholders. Roundtables will be organized aiming to identify the needs and problems of all identified target groups.

Task 6.4: Field work with stakeholders. Further promoting the idea of joint collaboration, BIOLAWEB will organize an excursion for stakeholders, during which the methods for ecological status assessment will be discussed along with challenges and potential solutions for lake management.

Task 6.5: Scientific dissemination. BIOLAWEB researchers will present the project's scientific results at national and international conferences, and different workshops, and finally publish the project results in international journals.

BIOLAWEB		FIRST YEAR												SECOND YEAR												THIRD YEAR											
		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
WP6	Dissemination and outreach																																				
T 6.1	Dissemination and Exploitation Plan (DEP)																																				
T 6.2	Communication resources and tools																																				
T 6.3	Generation of roundtables																																				
T 6.4	Field work with stakeholders																																				
T 6.5	Scientific dissemination																																				

Figure 20. WP6 Timeline

8.2 Deliverables

There are four main deliverables within WP6:

D6.1 Project website and social media (due month: 2); finalized and submitted to the EC

D6.2 Dissemination and Exploitation Plan (due month: 6); finalized.

D6.3 Updated Dissemination and Exploitation Plan (due month: 24);

D6.4 Proceedings of scientific conferences (due month: 36);

the European Union

D6.2 Dissemination and Exploitation Plan

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www.biolaweb.com

9. Monitoring of impact

Dissemination and Exploitation Plan including measurement of dissemination success, to ensure that the BIOLAWEB's objectives are fulfilled, will be carefully monitored throughout the project (Table 1). UB-ICTM, as WP6 leader will continuously monitor dissemination and communication strategy and measure through quantitative indicators of each activity (e.g., number of followers on social networks, number of website visits, number of participants on different events, number submitted manuscripts, etc.).

Table 1. Indicators for monitoring dissemination and communication activities

BIOLAWEB objectives	Dissemination tools	Measurement of dissemination success
Objective 2. To significantly raise and scale up UB-ICTM's staff competence and knowledge on how indices for the EU WFD are developed, intercalibrated and applied	Workshops, summer school, virtual trainings	Number of participants
Objective 3. To raise the competence and skills of UB-ICTM researchers in DNA-based biomonitoring methods		Number of countries involved
Objective 4: To scale up and develop new approaches in the field of biomonitoring through joint research	Open-access scientific peer-review journal	Number of submitted manuscripts
	Proceedings of (inter)national conferences	Number of abstracts
	On-line repository	Number of abstracts and articles downloads
Objective 5: To set up a fully operational International Research Management Office at UB-ICTM	Leaflets, guidelines for HE calls application	Number of informed researchers/students
	ppt, seminars, webinars	Number of involved researchers/students
	(On-line) meetings, workshops, staff exchanges	Number of contacted ICPOs/individuals
	Google drive	Number of downloads
Objective 6: To considerably enhance strategic networking	Website	Number of visits
	Social networks	Number of followers, likes, etc.
	Roundtables	Number of involved entities
	Common field work	Number of involved entities

10. Dissemination responsibilities

Dissemination activities and policies are the primary responsibility of the Project Coordinator (UB-ICTM, Dr Miloš Ćirić) and the WP6 leader (UB-ICTM, Dr Aleksandra Marković). This is because, although much of the communication and dissemination is in English, dissemination in Serbian language is vital to reach stakeholders and the general public in Serbia.

It is the responsibility of the coordinator and WP leader to:

- lead the development of the Dissemination and Exploitation plan (DEP)
- identify events where the project and its results can be presented
- control and monitor all project presentations, publications, reports, and deliverables
- make recommendations on which information is suitable for dissemination

Project partners will:

- contribute to the dissemination and exploitation plan, and suggest modifications if necessary
- actively contribute to discussions on how and which information to disseminate
- Use their own institutional dissemination channels to disseminate information on BIOLAWEB where this is deemed beneficial

11. References towards EU/EC/Horizon 2020

Communication (including media relations, conferences, seminars, and information material, such as brochures, leaflets, posters, presentations, social media, etc.), and dissemination of BIOLAWEB project activities (publication, proceedings, protocols, etc.) **must acknowledge EU support and display the European flag (emblem) and funding statement.**

The EU flag (Figure 3) cannot be modified by adding other visual marks, brands, or text. When displayed in association with other logos (e.g., leading or partner institution), the emblem must be displayed at least as prominently and visibly as the other logos. All allowed flag options with the funding statement can be downloaded from the following link: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

Together with the EU flag **the funding statement** "Funded by the European Union" will be included in all official project documents. Additionally, the statement "This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101079234." will be used where appropriate.

Any communication or dissemination activity related to the project must use factually accurate information and it must indicate the following disclaimer (translated into local languages where appropriate):

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