



AquaBioSens

On-site biological sensing for aquatic pollutants and biohazards

Grant Agreement: 101135432

D8.2 DEC plan and materials 1



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Authors	Celine Rabe (INSP)
Contributors	Peter Leitner (INSP) All partners
Reviewers	Martha Valiadi (FORTH)

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Executive Summary

This report, "DEC plan and materials", summarizes the channels, methods, means and activities that are planned to maximize the impact of the AquaBioSens project through continuous dissemination and exploitation operations and adds to D8.1 "Project website".

The dissemination activities of the project comprise identifying the target groups and stakeholders in the context of the AquaBioSens project and subsequently the planning, implementation and reporting of all dissemination activities. The exploitation efforts serve to ensure the impact of the project beyond the project duration. For this purpose, a targeted exploitation strategy was developed and exploitation actions are defined, to be further monitored and used to build D8.4, "Exploitation plan" later in the project. To ensure the high impact of the AquaBioSens project, all partners are actively involved in the dissemination and exploitation activities and responsibilities are shared between the consortium partners. In addition, the AquaBioSens project will collaborate with related projects to foster knowledge exchange and synergies. Finally, the AquaBioSens project established several tools for the monitoring, evaluation and reporting of the dissemination and exploitation efforts.

The variety of tools, channels and activities will ensure that the AquaBioSens project can raise awareness about its activities and progress among all relevant target groups and stakeholders. The communication, dissemination and exploitation activities will eventually support the creation of networks of relevant stakeholders, establishment of synergies with the industry for future exploitation, collaboration and exchange with other relevant EU projects, and ensuring engagement, participation, and contribution to project conferences, workshops and other online and offline activities.

Contents

Executive Summary	5
1 Introduction.....	11
1.1 Overview.....	11
1.2 Task description and methodological approach	12
1.3 Relation to other tasks and deliverables.....	12
1.4 Structure of the deliverable	13
2 Relevant target groups and stakeholders	14
2.1 General public & Citizens	14
2.2 Industry & Investors	14
2.3 Governance & Regulatory bodies.....	15
2.4 Research & Academia.....	15
2.5 Associations & Networks.....	15
2.6 Projects & Initiatives.....	16
3 Dissemination & Communication plan.....	17
3.1 Aims & objectives	17
3.2 Main audience and channels.....	18
3.3 Communication & dissemination strategy	20
3.4 Communication & dissemination materials	21
3.5 Project identity	21
3.6 Print materials and templates.....	23
3.7 Communication & dissemination channels.....	26
3.8 Communication & dissemination activities.....	32
3.9 Individual communication & dissemination plans	36
3.10 Consortium capacity and outreach	48
4 Monitoring and evaluation of the dissemination process	49
4.1 Individual dissemination and communication responsibilities	49
4.2 Dissemination and communication management	49
4.3 Planning, steering, and reporting.....	50
4.4 Dissemination and Communication KPIs.....	52
5 Exploitation plan.....	55
5.1 Aims & objectives	55
5.2 Exploitation strategy	56

5.3	Exploitable results & expected impact.....	59
5.4	Exploitation pathways	63
5.5	Exploitation actions	64
5.6	IPR strategy.....	66
5.7	Individual exploitation plans	67
6	EC dissemination, communication and exploitation tools.....	77
7	Conclusion	78
	References.....	79
	Websites	79

Figures

Figure 1. AquaBioSens target groups and stakeholders	16
Figure 2. AquaBioSens AquaBioSens Logo	21
Figure 3. AquaBioSens Icon	21
Figure 4. AquaBioSens Logo, Colour Codes, Fonts	22
Figure 5. AquaBioSens Icons.....	22
Figure 6. AquaBioSens Leaflet (Front & Back).....	23
Figure 7. AquaBioSens Roll-up	24
Figure 8. AquaBioSens Business card	24
Figure 9. AquaBioSens Sticker templates.....	25
Figure 10. Slides included in the AquaBioSens presentation template	25
Figure 11. AquaBioSens Project Website	27
Figure 12. AquaBioSens X page	28
Figure 13. AquaBioSens LinkedIn page.....	28
Figure 14. X and LinkedIn followers over time	29
Figure 15. Social media posts guide	29
Figure 16. News article on the project website	30
Figure 17. News & knowledge articles guide	31
Figure 18. AquaBioSens Newsletter signup form.....	31
Figure 19. Guiding questions for the individual communication & dissemination plans	37
Figure 20. AquaBioSens STATUS Social Media Posts.....	50
Figure 21. AquaBioSens STATUS Articles.....	50
Figure 22. AquaBioSens STATUS Dissemination Continuous Reporting - Opportunities.....	51
Figure 23. AquaBioSens STATUS Dissemination Continuous Reporting – Activities.....	51
Figure 24. AquaBioSens STATUS Dissemination Continuous Reporting – Publications.....	52
Figure 25. AquaBioSens STATUS Dissemination Continuous Reporting – Media	52
Figure 26. AquaBioSens exploitation strategy and phases	58
Figure 27. Guiding questions for the individual exploitation plans	67

Tables

Table 1. D8.2 Input from other tasks and deliverables	12
Table 2. D8.2 Output for other tasks and deliverables	12
Table 3. Main audience	18
Table 4. AquaBioSens Communication & Dissemination Strategy.....	20
Table 5. Communication and Dissemination materials - Overview	22
Table 6. Future events to be organised and attended	32
Table 7. Relevant journals	34
Table 8. EU projects identified for potential collaboration.....	36
Table 9. Potential outreach of the consortium to the main stakeholders.....	48
Table 10. Potential outreach of the consortium via (social) media channels.....	48
Table 11. Dissemination and Communication KPIs of AquaBioSens.....	53
Table 12. AquaBioSens Exploitation Strategy	56
Table 13. Overview of exploitable results	59
Table 14. Overview of exploitation actions.....	64
Table 15. EC dissemination, exploitation, communication tools	77

Acronyms & Abbreviations

Term	Description
D	Deliverable
DEC plan	Dissemination, Exploitation and Communication plan
DoA	Description of Action
EC	European Commission
GA	Grant Agreement
HRB	Horizon Results Booster
IPR	Intellectual property rights
KER	Key Exploitable Result
KPIs	Key Performance Indicators
PWS	Project website
R&D	Research & Development
R&I	Research & Innovation
RIA	Research and Innovation Action
SME	Small and Medium Enterprises
T	Task
WCBs	Whole cells biosensors
WP	Work Package

1 Introduction

1.1 Overview

The AquaBioSens project is funded by the European Commission as part of the Horizon Europe framework programme and the call “Biosensors and user-friendly diagnostic tools for environmental services (HORIZON-CL6-2023-ZEROPOLLUTION-01-6)”. AquaBioSens aims to develop new handheld devices to measure aquatic contaminants of emerging concern, heavy metals and microbial biohazards. The devices will use novel analytics, such as immunoassays, environmental RNA quantification, and whole cell biosensors, coupled with advanced sensors, such as acoustic biosensors, fluorimetry, and organ-on-chip devices. The AquaBioSens project will make water monitoring more efficient and widely accessible, supporting the EU Mission to “Restore our ocean and waters by 2030”, the Destination “Clean Environment and Zero Pollution”, as well the Water Framework Directive and Marine Strategy Framework Directive.

The consortium comprises high-level skills, knowledge and experience in bioanalytical sciences (molecular biology, analytical chemistry, biophysics, cell biology, genetic engineering), environmental biosciences (oceanography, aquatic microbiology, ecology, ecotoxicology), engineering (microfluidics, microsystems engineering, electrical engineering, optics), computer sciences (digital data processing, data best practice, and software development) and communication, dissemination and exploitation.

This deliverable is a dynamic document which will be updated and expanded in order to reflect and introduce upcoming opportunities, activities or challenges related to the communication, dissemination and exploitation of the project. It highlights selected means, channels, methods and activities for maximising the impact of the project and its practical outcomes.

To successfully disseminate the project’s outcomes, AquaBioSens will:

- Identify the target groups and stakeholders for AquaBioSens and its outcomes;
- Define the plan for as well as the implementation and reporting of the communication, dissemination and exploitation activities;
- Distribute responsibilities between the AquaBioSens consortium partners;
- Create a community of cooperation and exchange with related projects;
- Define a process for monitoring and evaluating the communication, dissemination and exploitation efforts.

By following the workflow and the strategy, AquaBioSens aims to realise the following outcomes:

- Increased awareness of the AquaBioSens project among relevant audiences;
- Networking with stakeholders interested in the AquaBioSens solutions;
- Strong synergies with the industry sector for future exploitation of the AquaBioSens solutions;
- Collaborations with other relevant EU projects;
- Engagement and participation in conferences, workshops and other online and offline activities by the consortium partners.

Thus, short- and long-term success of the AquaBioSens project will be enhanced by increasing project visibility, public awareness, and communication of achievements to the desired target groups.

1.2 Task description and methodological approach

1.2.1 Task objective

Task 8.2 focuses on the creation of a dissemination, communication and exploitation (DEC) plan. The DEC plan outlines the communication and dissemination activities of the project as well as the target groups, approaches, messages, relevant projects, and external tools and channels to be used for this purpose. In addition, the exploitation strategy as well as exploitation activities and goals are outlined.

1.2.2 Used methods

For the creation of the DEC plan, all foreseen dissemination and communication measures, materials and activities were identified and summarized. Each consortium partner investigated individual dissemination, communication and exploitation routes and described how they plan to implement those.

1.3 Relation to other tasks and deliverables

This deliverable is related to the following other AquaBioSens tasks and deliverables:

Receives inputs from:

Table 1. D8.2 Input from other tasks and deliverables

Deliverable	Due Date	Input for D8.2
D8.1	31.03.2024	Project website and social media channels

Provides outputs to:

Table 2. D8.2 Output for other tasks and deliverables

Deliverable	Due Date	Output from D8.2
D8.3	31.12.2026	First version of the DEC plan and materials
D8.4	31.08.2026	First version of the exploitation plan
D8.5	31.12.2026	First outline of the networking activities

1.4 Structure of the deliverable

Section 2 provides an overview of the project's target audience as well as descriptions of each of the groups and how they could benefit from the project. Section 3 outlines the communication and dissemination plan for the project including aims and objectives, the main target audiences as well as the strategy, process, identity, channels, activities and materials to reach them. Section 4 summarises and presents all the tools used to monitor, evaluate and report the communication and dissemination activities. The individual dissemination and communication responsibilities of the partners as well as the metrics and KPIs for the monitoring and evaluation of the dissemination activities are presented. Section 5 outlines the exploitation aims and objectives, the exploitation strategy and plan, exploitation activities as well as the individual exploitation plans and goals of the partners. Section 6 gives an overview of all the tools provided by the EC to support the dissemination, communication and exploitation activities as resources that the consortium can draw on at any time. Section 7 concludes the deliverable with a summary of the most important points.

2 Relevant target groups and stakeholders

To ensure the successful uptake of the AquaBioSens project, relevant stakeholders need to be identified and reached via the available dissemination and communication channels. As part of WP8, the communication and dissemination activities are tailored to the relevant target groups. Below is a list of the stakeholder groups that the consortium has identified as relevant, along with an outline of the reasons as well as an outlook how these stakeholders can benefit from the project. This analysis is important to adapt the messages, communication & dissemination activities to the relevant target groups.

2.1 General public & Citizens

Informing the general public and citizens about AquaBioSens as well as involving them in the project is of central importance to AquaBioSens. On the one hand, there is increasing public awareness of aquatic pollution issues, and a demand for openness in the monitoring and reporting process. On the other hand, the technologies proposed in AquaBioSens will have significant societal impact by improving accessibility of water monitoring beyond government organisations. Real-time publication of results on a publicly-accessible dashboard, will inform the public about potential dangers, or reassure about high quality waters, thus preventing the consumption of contaminated water, swimming in contaminated areas, and the contamination of food. The AquaBioSens project thus contributes directly to safeguarding public health. Furthermore, the new technologies will enable more frequent and targeted testing even by non-specialists, e.g., via citizen science activities, and will thus contribute to a higher spatial and temporal resolution of data as well as increase public involvement and trust.

2.2 Industry & Investors

Industry and investors are an important stakeholder group for AquaBioSens that can benefit from the project outputs. By avoiding long transportation times and laborious sample analysis in centralised laboratories, the on-site monitoring devices developed in the project will allow improved time and cost efficiency of testing compared to current practices, immediate detection of changes in water quality and prompt action to address issues. Thus, the industry can minimise potential impacts on the environment and avoid costly remediation efforts: The water and food industry, agriculture, aquaculture, and fisheries will be better able to ensure quality and safety of water resources used in production processes. Environmental engineering, impact assessment companies and offshore industries can better identify hazards, minimise environmental impacts and ensure compliance with environmental regulations. The health sector can profit from early identification of potential health risks associated with water contamination. Furthermore, the devices developed under AquaBioSens will provide proof-of-concept for the submission of patents that provide the grounding for the development of commercial products. This will lead to job creation in the manufacturing and scientific research sectors.

2.3 Governance & Regulatory bodies

The project sees actors in the governance, policy and regulatory sectors as important stakeholders of the project. The project outputs will be able to improve evidence-based decision-making and the formulation of effective policies to protect water resources and public health. Authorities and environmental agencies will be able to utilise the project's solutions to ensure compliance with environmental regulations and identify potential risks or violations. Policy makers and regulators will be able to assess the effectiveness of existing regulations and mitigation measures more easily and standardisation bodies will be able to develop updated standards and guidelines for water monitoring and surveillance. The real-time early warning and detection of hazards is essential to effectively forecast and mitigate hazards timely and economically. Current standard practices that involve transportation and the analysis in laboratories increase the risk for adverse outcomes, since contamination events can occur suddenly and stochastically. Hence, uptake of the new technologies will significantly benefit all EU agencies that are responsible for implementing the Water Directives, including those for bathing waters, waste waters and the Marine Strategy Framework Directive.

2.4 Research & Academia

AquaBioSens will contribute to the advancement of knowledge in aquatic sciences and beyond, providing researchers with novel know-how and real-time data on water quality that can be used for future research activities. The project promotes interdisciplinary collaboration, allowing researchers from various disciplines to work together and exchange expertise. This interdisciplinary approach fosters innovation, the development of comprehensive solutions to water quality challenges, and will set precedence for future R&D and monitoring networks in environmental and health epidemiology. Thus, AquaBioSens will benefit the academic community by generating new knowledge, facilitating interdisciplinary and R&D cooperation and by leveraging developments in the field of biomedical diagnostic tools and biosensors. Open distribution of data resulting from the developed technologies is the foundation for knowledge exchange and knowledge generation, environmental biosensor-related future projects, follow-on research and innovation, new research lines or training programs.

2.5 Associations & Networks

Associations & networks can benefit from the project in multiple ways: AquaBioSens provides valuable data on water quality, which is crucial for industrial and environmental associations to ensure compliance with regulations and promote sustainable practices. Water sports and hotel associations can utilise the project's devices to ensure the safety and quality of water resources used in their activities. Lastly, platforms and stakeholder networks can leverage the AquaBioSens project's insights to facilitate collaboration, knowledge sharing, and collective action towards water quality management. By actively involving these stakeholders, the AquaBioSens project will maximise the impact of the project outcomes, foster a collaborative approach, promote best practices, and contribute to the safety and quality of water resources. Due to the improved affordability of the measurement devices, they can also be used by citizen groups e.g. water sports associations. Due to a larger outreach, networks are beneficial to raise awareness about the project, its outputs and objectives and to ensure the project's sustainability even beyond the funding period.

2.6 Projects & Initiatives

AquaBioSens will focus strongly on fostering collaborations and synergies with thematically related research or R&D projects and EU initiatives. By establishing partnerships and collaborations with other projects and initiatives, the AquaBioSens project can leverage existing knowledge, share best practices, and avoid duplication of efforts. Collaborations with thematically related research or R&D projects allow for the exchange of expertise, data, and methodologies, fostering innovation and enhancing the overall impact of all involved projects. Additionally, synergies with EU initiatives enable the AquaBioSens project to align with European research and innovation priorities, access future funding opportunities, and contribute to the achievement of policy impacts.

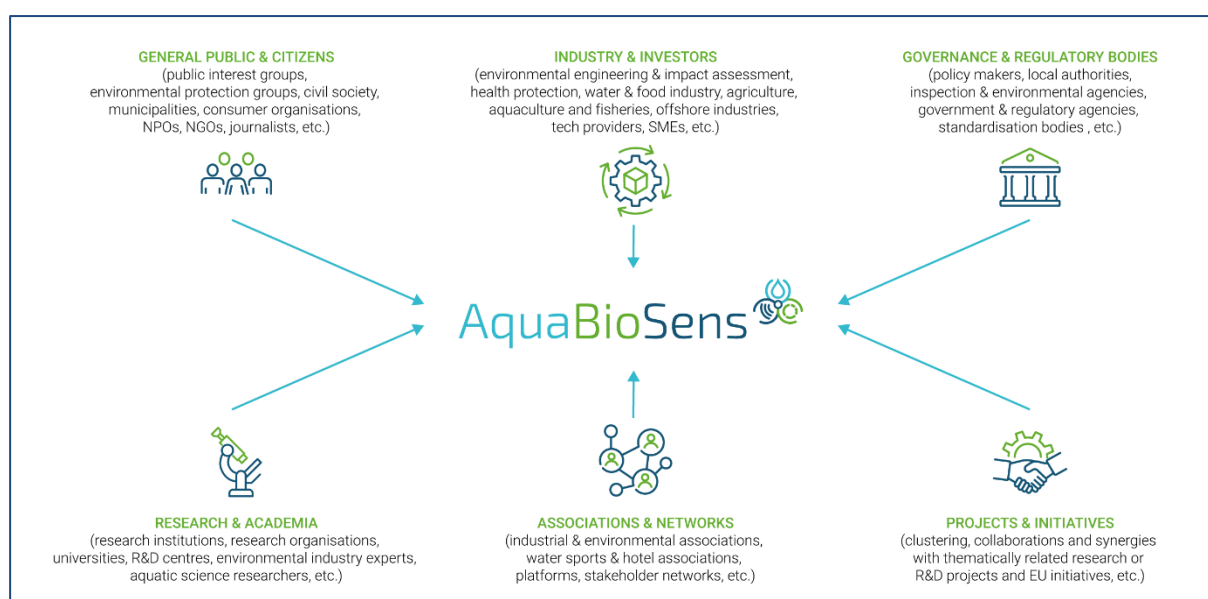


Figure 1. AquaBioSens target groups and stakeholders

3 Dissemination & Communication plan

The dissemination and communication plan will describe how the AquaBioSens project aims to communicate and disseminate the results produced in the course of the project. This plan will be updated in M36. The main goal of the dissemination activities is to maximise awareness of the AquaBioSens project's results among the targeted key stakeholders. Moreover, the plan includes a methodology to package and present the produced knowledge according to the targeted audiences' needs. Additionally, various sheets & tools serve as an internal communication tool within the consortium.

As part of the dissemination and communication efforts, the project will:

- Identify target audiences and stakeholders and define targeted, concrete and measurable actions to increase the project visibility.
- Use Key Performance Indicators (KPIs) to monitor and evaluate the effectiveness of the communication and dissemination activities. The regular collection and monitoring of KPIs will enable the AquaBioSens project to adjust the plan and the dissemination activities accordingly.
- Encourage cooperation by networking with stakeholders, projects, communities and networks.

3.1 Aims & objectives

The lines between communication and dissemination are not always clear, but rather fluid. In general, communication addresses a larger audience with giving more general information about the project itself, while dissemination addresses rather specific target groups which might also have a vivid interest in knowing more not only about the project in general but also about its results. With the planned communication and dissemination activities, the following goals are being targeted:

- Promotion: Raising awareness about AquaBioSens and its objectives, progress, results, and developments.
- Involvement: Engaging all relevant stakeholders in project activities to ensure their involvement in its progress.
- Networking: Forming strong and sustainable relationships in order to improve the long-term take-up of the AquaBioSens developments.

There are three main channels for project communication & dissemination activities:

- In-person communication, for example at workshops, presentations, or meetings with relevant stakeholders;
- Written channels, for example leaflets or posters;
- Technology-based channels, for example websites and social media channels.

3.2 Main audience and channels

Over the course of the project, all partners will carry out communication & dissemination activities with the aim to maximise the awareness and impact of AquaBioSens. The following table gives an overview on how and why specified target audiences will be addressed through the dissemination and communication activities.

Table 3. Main audience

Target Audience	Communication & Dissemination Goals	Communication & Dissemination channels
General public & Citizens	Inform the public about the AquaBioSens project Raise awareness about the AquaBioSens project Build trust	Project website Social media channels Newsletter Press releases
Industry & Investors	Inform about the AquaBioSens project and its solutions Describe the usefulness and the advantages of the proposed solutions for companies and SME's Build trust Engage stakeholders and encourage collaborations Facilitate involvement in the AquaBioSens project e.g., through investments, tests Facilitate R&D cooperation Facilitating exploitation of the project results	Project website Social media channels Newsletter Press releases Scientific journals Specialized conferences, congresses and workshops, industry events Utilising connections and resources of the consortium partners
Governance & Regulatory bodies (e.g., policy makers, regulatory sectors & authorities)	Promote the AquaBioSens project and its solutions Describe the usefulness of the technologies to regulatory bodies, policy makers, governmental stakeholders, authorities Facilitate involvement in the AquaBioSens project e.g., through taking part in workshops or webinars	Project website Social media channels Workshops, webinars Specialised communication channels (EU Community, etc.)

Research & Academia (e.g., researchers, research institutions and the scientific community)	Promote the novel data, protocols and technologies of the AquaBioSens project Describe the project and its results and solutions for academia, institutions, the research and science community Get the scientific community to engage with the project and to participate in project-related events Facilitate R&D cooperation Facilitating exploitation of the project results	Project website Social media channels Events, conferences and congresses Publications in open access journals
Associations & Networks (e.g., for industrial and environmental associations, water sports associations)	Promote the AquaBioSens project and raise awareness Facilitate knowledge exchange Describe the usefulness of the technologies to associations, e.g., increased water safety for swimmers or consumers	Project website Social media channels Newsletter Utilizing connections of the consortium partners
Projects & Initiatives	Create connections and synergies Promote the AquaBioSens project and raise awareness Facilitate knowledge exchange	Project website Social media channels Newsletter Events, conferences and congresses

The communication and dissemination channels established for the project including the project website, social media channels (X, LinkedIn), news articles and the project newsletter will be presented in **section 3.7 Communication & dissemination channels**.

3.3 Communication & dissemination strategy

The dissemination and communication strategy of the project has been planned in order to achieve the best possible outcomes in regards to awareness raising, the enlargement of impact and the dissemination of project results. To this end, the high-level AquaBioSens dissemination strategy consists of the following three successive phases A, B and C:

Table 4. AquaBioSens Communication & Dissemination Strategy

Phase	Name	Main objectives
A	Initial awareness phase	At the beginning of the project, the main aim of all dissemination and communication activities is to raise awareness about the project and its objectives among all relevant stakeholders. More specifically, the intended activities include: ▪ Setting up the project identity used in all dissemination and promotion material (i.e., logo, brochures, presentations, etc.) to establish the AquaBioSens brand. ▪ Creating and maintaining the official AquaBioSens website, which introduces the project and the consortium to the public and describes the vision and goals of the project. ▪ Designing and creating AquaBioSens information materials (i.e., leaflets) to be distributed by partners at related events. ▪ Using communication means such as infographics and articles available on the website, and regular updates via social networks (i.e., X, LinkedIn) to produce and disseminate materials easily accessible to the general public.
B	Targeted outreach phase	AquaBioSens partners will disseminate early results to inform stakeholders about the upcoming opportunities, actions, results and benefits of the technologies as well as to promote the long-term vision of the AquaBioSens project. The planned activities in this target outreach phase comprise: ▪ Uploading and promoting the latest results and project news through the project's website to keep interested stakeholders up-to-date. ▪ Sharing news and project updates through social media in order to demonstrate the frequent activities and the progress of the project. ▪ Publishing and disseminating press releases after having reached important milestones. ▪ Submitting scientific papers, which will thoroughly present the findings and the outputs of the project. ▪ Attending and hosting workshops, events, exhibitions, conferences in order to establish the AquaBioSens project among the stakeholders.

C	Strategic impact phase	In this phase, the aim is to maximise target audience awareness on more advanced results and also receive feedback from participants. To maximise the AquaBioSens project's impact the following activities are planned: ▪ Updating the project website, including optimisations for search engines, in order to ensure a long-term awareness of the project and its solutions. ▪ Demonstrating AquaBioSens technologies at relevant venues. ▪ Organising outreach activities in order to interact with future users and communicate the findings of the project. ▪ Promotion by using communication channels (e.g., X, LinkedIn, events) showcasing results. ▪ Summarising the concept and benefits of the AquaBioSens solutions by providing comprehensive information to relevant stakeholders.
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3.4 Communication & dissemination materials

This section outlines the materials that will be used to deliver the relevant project information to the audience.

3.5 Project identity

Central to the dissemination activities and materials is a uniform project identity reflected through the AquaBioSens naming, AquaBioSens logos, and the AquaBioSens templates for presentations, deliverables, reports and newsletters. Additionally, the project identity will be reflected in any dissemination materials like the AquaBioSens factsheets, leaflets, posters and rollups, as well as content on the AquaBioSens project website and social media channels.

The following images present the AquaBioSens logo, picture language, colour pallet, fonts and icons.



Figure 2. AquaBioSens AquaBioSens Logo



Figure 3. AquaBioSens Icon

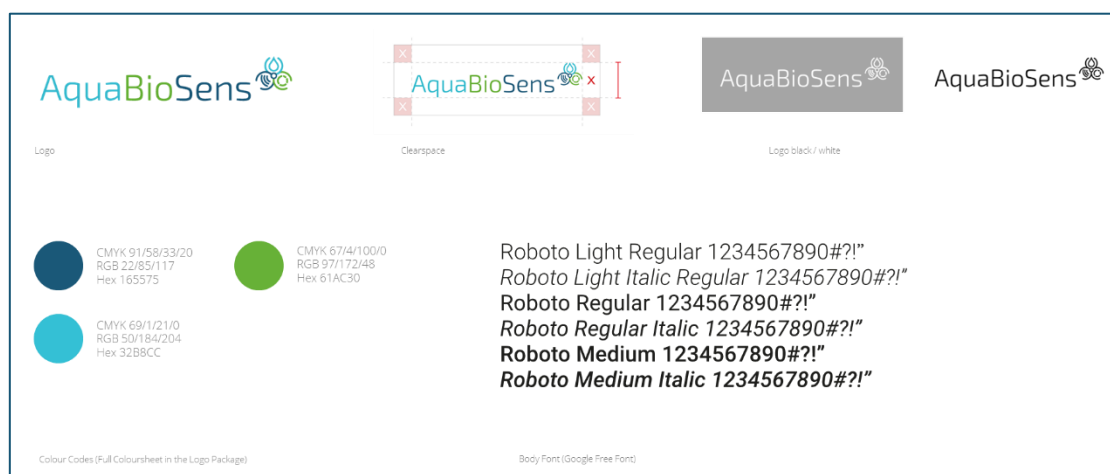


Figure 4. AquaBioSens Logo, Colour Codes, Fonts



Figure 5. AquaBioSens Icons

Table 5 provides an overview of all communication and dissemination materials that have been and will be created for the project.

Table 5. Communication and Dissemination materials - Overview

Type	Description
Leaflet	AquaBioSens project leaflet including the background of the project, its objectives and basic facts
Business cards	Template for business cards in the AquaBioSens design.
Roll-up	Design for a roll-up to be used in public meetings and conferences
Presentation	PowerPoint template to be used for presentations of the AquaBioSens project
Deliverable	AquaBioSens deliverable template with formatting examples and a given basic structure
Posters	For conferences, fairs and similar occasions
Project folder	To be used for meetings and conferences

Stickers	To be distributed at meetings and conferences
Website	The AquaBioSens website is the main pillar of the project's online presence and includes information about the project, news articles, media downloads, and more.
Social posts	Regular posts on the project's X and LinkedIn channels
Newsletter	Provides interested audiences with the main actual topics within the project and will be disseminated at least twice a year.
Infographics	A basic set of infographics has been created and will be expanded in the course of the project.
Promotional banners	Banners to promote activities such as events in online media

3.6 Print materials and templates

To promote the project, several print materials have been created. The AquaBioSens leaflet reflects the project identity and includes contact information as well as the most important project facts, the project background and its objectives. The leaflet will be distributed to all consortium partners in digital and printed form, and can be handed out at events or conferences to interested stakeholders.



Figure 6. AquaBioSens Leaflet (Front & Back)

In addition to the leaflet, a roll-up has been created that partners can use to present the project at conferences or other events.



Figure 7. AquaBioSens Roll-up

For dissemination purposes, business cards have been designed that can be handed out at in-person events.



Figure 8. AquaBioSens Business card

Furthermore, stickers of the AquaBioSens logo and icon have been designed and printed.



Figure 9. AquaBioSens Sticker templates

To ensure a coherent identity of presentations about the AquaBioSens project at events and conferences, a presentation template has been designed that can be used by partners and includes a variety of different types of slides which reflect the project's colours and visual identity.

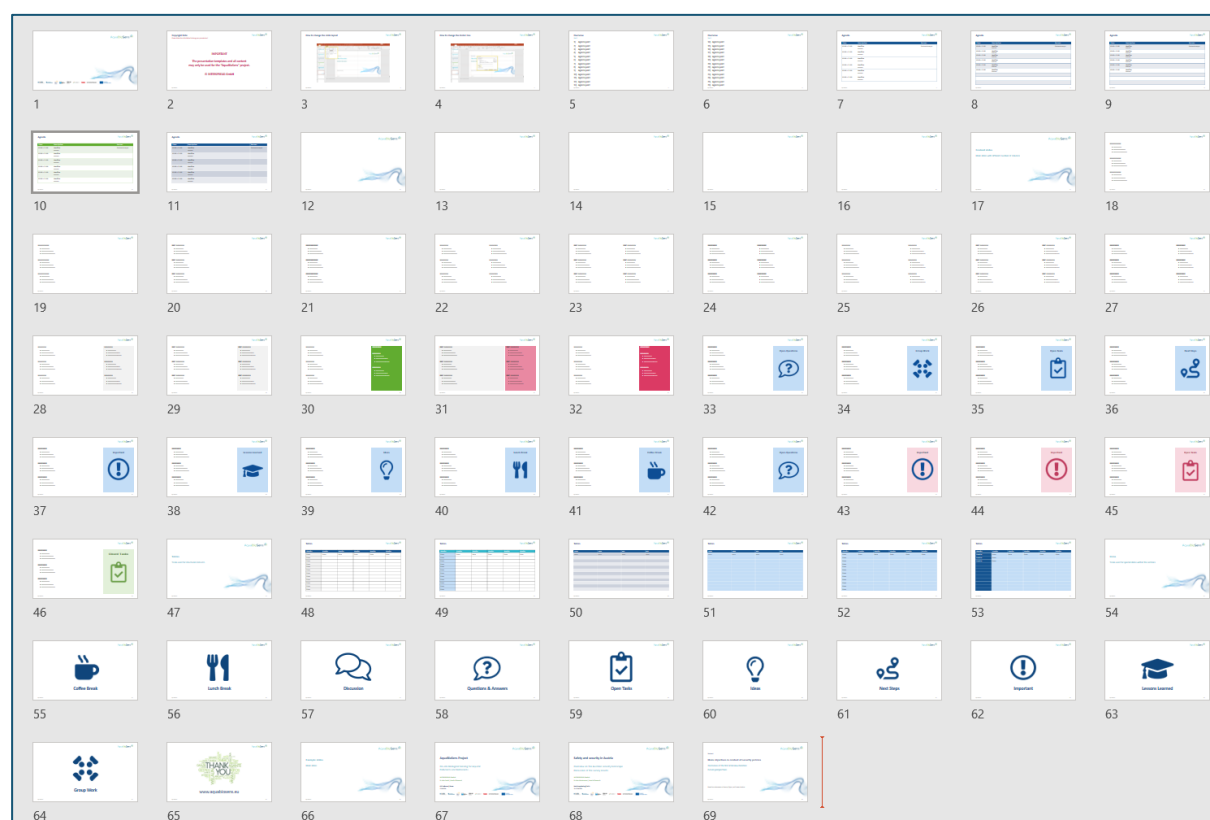


Figure 10. Slides included in the AquaBioSens presentation template

To align all deliverables with the project identity and to ensure a coherent design among all of them, a deliverable template has been created. This template has already been used for D8.1 and for this deliverable.

3.7 Communication & dissemination channels

To ensure the provision of stakeholders and the general public with relevant information about the AquaBioSens project as well as regular updates on its progress, several communication and dissemination channels have been established. The different means of communication include the AquaBioSens project website, the project's social media channels, news articles published on the project website, conferences and events, workshops, and the AquaBioSens newsletter. Using these means, AquaBioSens will ensure the constant communication with stakeholders as well as the successful dissemination of project results.

3.7.1 AquaBioSens project website

The AquaBioSens project website www.aquabiosens.eu has been launched at the beginning of the project and serves as the main pillar of the project's online presence. Its main goal is to inform stakeholders about AquaBioSens, its objectives and its outcomes.

On the homepage, users can find an overview of the project's objectives and the consortium partners as well as a link to the newsletter subscription form. Subpages of the project website include the following:

- A *News* section where the consortium regularly posts articles about relevant milestones and related topics;
- An *About* section containing important facts and information about AquaBioSens as well as access to public deliverables;
- A *Consortium* page where all the partners are being presented;
- A *Media* page providing downloads of the AquaBioSens Logopack and the AquaBioSens Leaflet;
- A *Contact* page including the project's contact information and a contact form.

Activity on the project website is being monitored via Google Analytics in order to keep track of visitors, page views, or average session duration. The KPIs for all online instances of the project can be found in section 4.4.

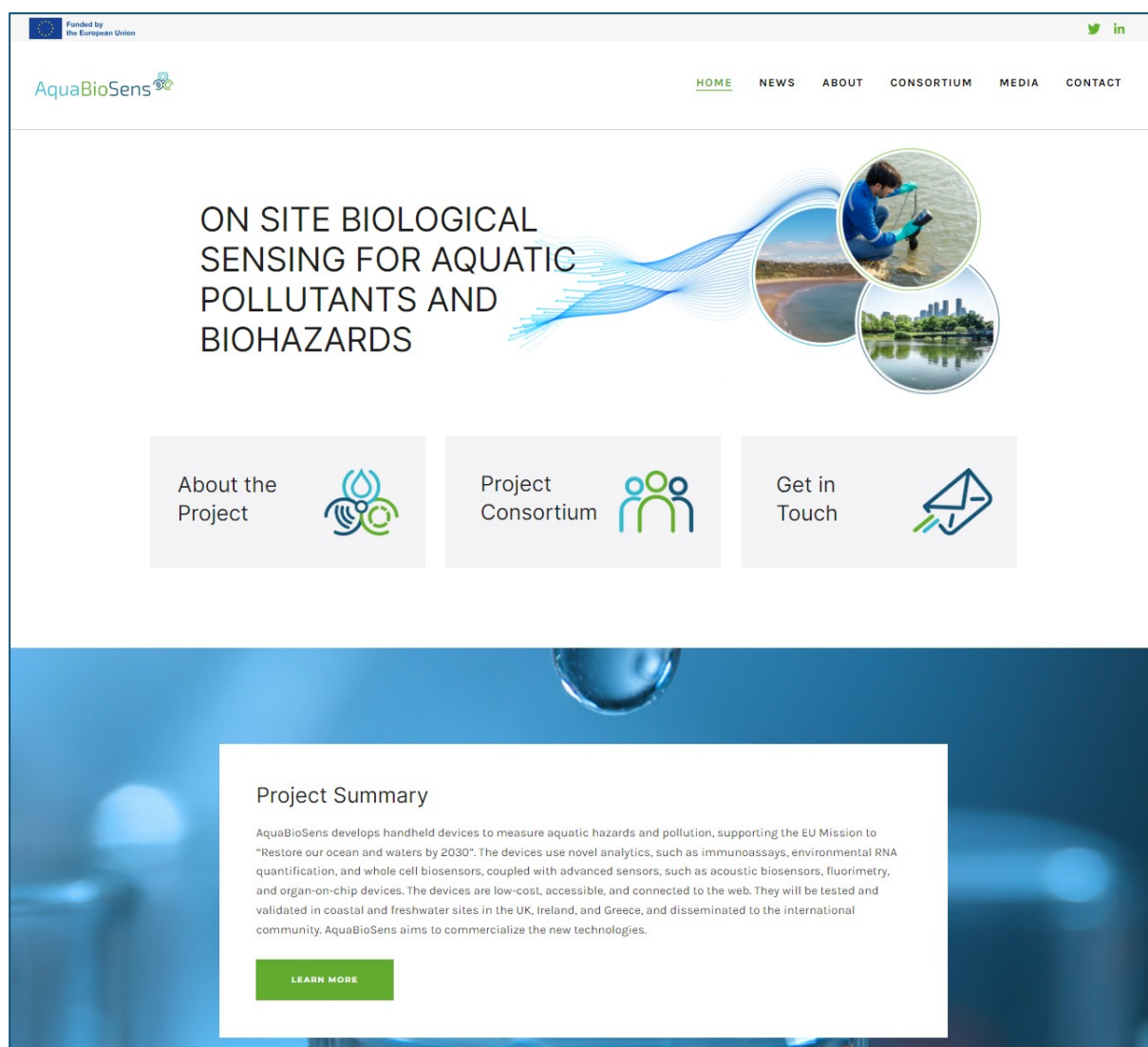


Figure 11. AquaBioSens Project Website

3.7.2 Social media

To maximise awareness about the AquaBioSens project and enable two-way-communication with stakeholders, an X and a LinkedIn as well as a YouTube channel have been set up and are being operated by INTERSPREAD GmbH. The YouTube channel has not been used yet but it is planned to utilize this channel later on in the project to either link to videos from other related or relevant projects, stakeholders or entities, or to disseminate videos and recordings produced during the project. On the X and LinkedIn channels, the consortium publishes regular updates on the project's progress, information about events, and other relevant information. All partners contribute to the provision of content for the two channels. Apart from raising awareness about the project, social media channels are an important way of establishing connections with people and organisations in the field, building networks and laying the ground for future collaborations.

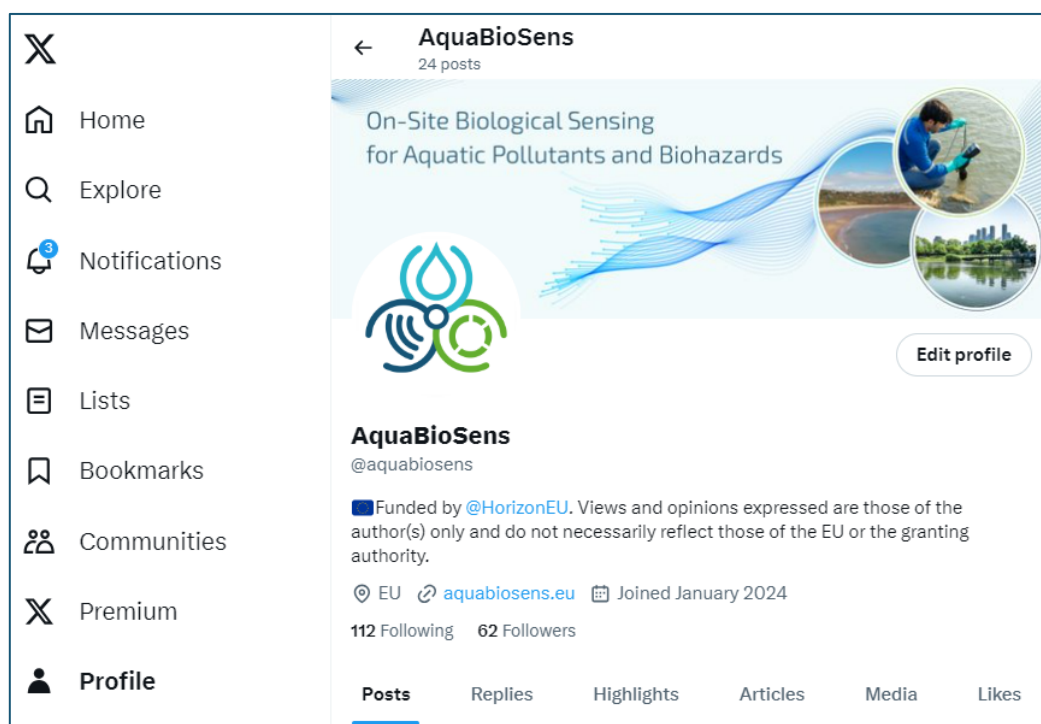


Figure 12. AquaBioSens X page

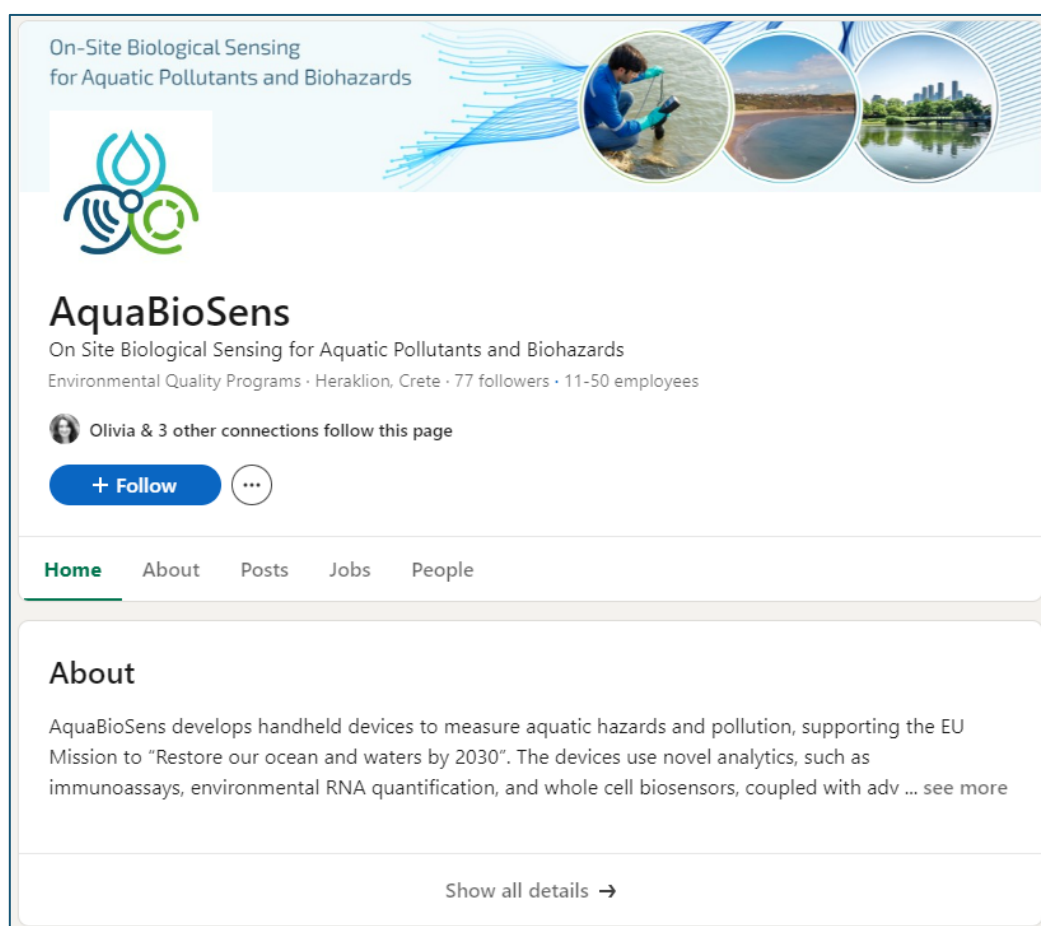


Figure 13. AquaBioSens LinkedIn page

Regular posts, mentions and the use of hashtags will ensure a steady growth in followers, with the X channel currently having 62 followers and the LinkedIn channel having 77 followers. **Figure 14** shows insights from the manual record of followers which will be kept to track the development of the channels.

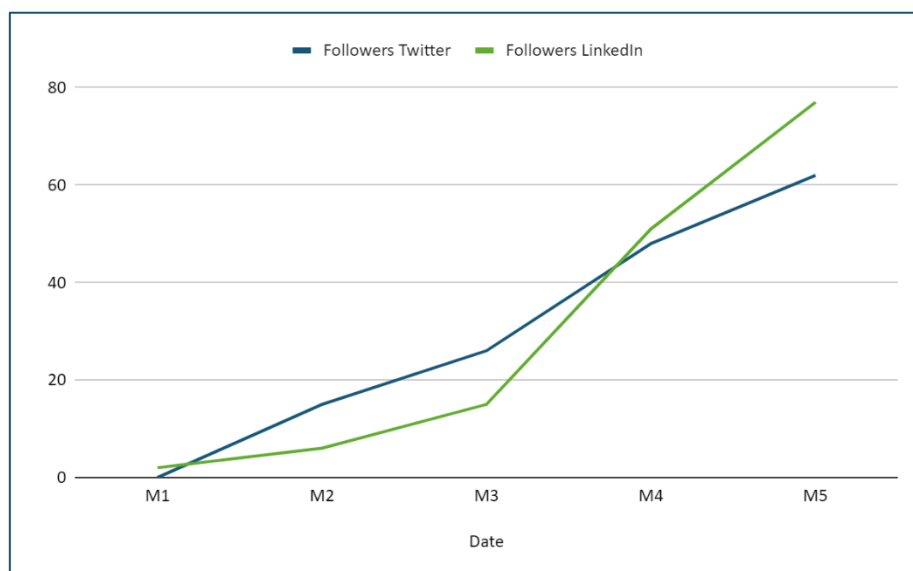


Figure 14. X and LinkedIn followers over time

To support the partners in the creation of the social media posts and familiarise them with the system set up by INSP, social media and article guides have been created and were distributed among the consortium.

AquaBioSens Social Media Posts

→ This guide describes the contribution of social media posts expected from all partners
 → The spreadsheet AquaBioSens 5/ATUS Social Media Posts can be found [here](#)
 → INTERSPREAD will publish the posts via the established project social media channels (Twitter, LinkedIn)

Step 1

- Column A & B: deliver the post by the specified delivery date as allocated to your organisation
- Column G: select a post category which should help you get ideas on various suitable topics
- Column H - J: requested type of social media contribution. However, if you prefer to create a Twitter Poll instead of a Twitter Post, simply move the X symbol from column H to column J.

Partner	Delivery Date	STATUS	Post Date	User	Title / Content	Category	Platform	Image	Twitter Poll
INSP	23.01.2024	TO DO	23.01.2024	INSP	Kick-off Meeting 1	Event & Meeting	X		
INSP	25.01.2024	TO DO	25.01.2024	INSP	Kick-off Meeting 2	Event & Meeting	X		
INSP	27.01.2024	TO DO	27.01.2024	INSP	Kick-off Meeting 3	Event & Meeting	X		
INSP	29.01.2024	TO DO	29.01.2024	INSP	Project Introduction	Event & Meeting	X		
INSP	31.01.2024	TO DO	31.01.2024	INSP	Project Introduction	Event & Meeting	X		
INSP	02.02.2024	TO DO	02.02.2024	INSP	Project Objectives	Event & Meeting	X		
INSP	04.02.2024	TO DO	04.02.2024	INSP	Project Objectives	Event & Meeting	X		

Step 2

- Column T: specify the link of your original image file which should also be saved [here](#)
- Column U: if you do not have an original image, you can link a Shutterstock (or similar) example
- Use the following naming convention: "AquaBioSens Channel Date of delivery (Acronym)"

Channel	Image Link
Kick-off Meeting 1	https://www.shutterstock.com/image-vector/kick-off-meeting-1
Kick-off Meeting 2	https://www.shutterstock.com/image-vector/kick-off-meeting-2
Kick-off Meeting 3	https://www.shutterstock.com/image-vector/kick-off-meeting-3
Project Introduction	https://www.shutterstock.com/image-vector/project-introduction
Project Objectives	https://www.shutterstock.com/image-vector/project-objectives

Step 3

- Column C: when you have completed your post, change the status to "DELIVERED"

Delivery Date	STATUS	Post Date
23.01.2024	TO DO	23.01.2024
25.01.2024	TO DO	25.01.2024

Delivery Date	STATUS	Post Date
23.01.2024	DELIVERED	23.01.2024
25.01.2024	TO DO	25.01.2024

What else needs to be considered?

- Please keep to the maximum number of characters for your posts!
- Make sure that the used images do not violate any copyright!
- Don't forget to change the status of your post so that INTERSPREAD can make sure it's ready!

Recommendations

- Tag @HorizonEU or @REA_research in your posts: relevant posts might be shared on EU social media accounts
- Use #horizonEurope: tweets become searchable
- Be visual: pictures, videos, GIFs, data visualisations

Writing Guidelines

- Minimise use of abbreviations – except generally recognised acronyms
- Short, clear, catchy and use hashtags for relevant terms
- Polls: ask for the users' opinion on industry-relevant topics in context of AquaBioSens

Maximum number of characters

- LinkedIn: 600 with spaces
- Twitter post / poll question: max. 280 including spaces
- Twitter poll choices: max. 25 including spaces

EMOJIS

If needed, you can find a wide variety of suitable emojis for your posts here: <https://getemoji.com/>

Thank you for your support!

Figure 15. Social media posts guide

3.7.3 News and knowledge articles

To offer more detailed information about relevant progress of the project as well as information about related topics, articles are regularly being published on the AquaBioSens project website. These articles contain information about project milestones, progress updates, events, or general information on different topics in the field of biosensors, environmental science or engineering.

To differentiate between articles for different target groups, a divide has been made between so-called “news” and “knowledge” articles. While news articles are meant for a wider audience and include topics such as upcoming or past events of the consortium, or more general information about water quality monitoring, knowledge articles are aimed at a more scientific audience and offer a deeper insight into project results.

Each consortium partner is expected to provide knowledge and news articles during the project duration. It is planned to post at least one to two articles per month starting from May.

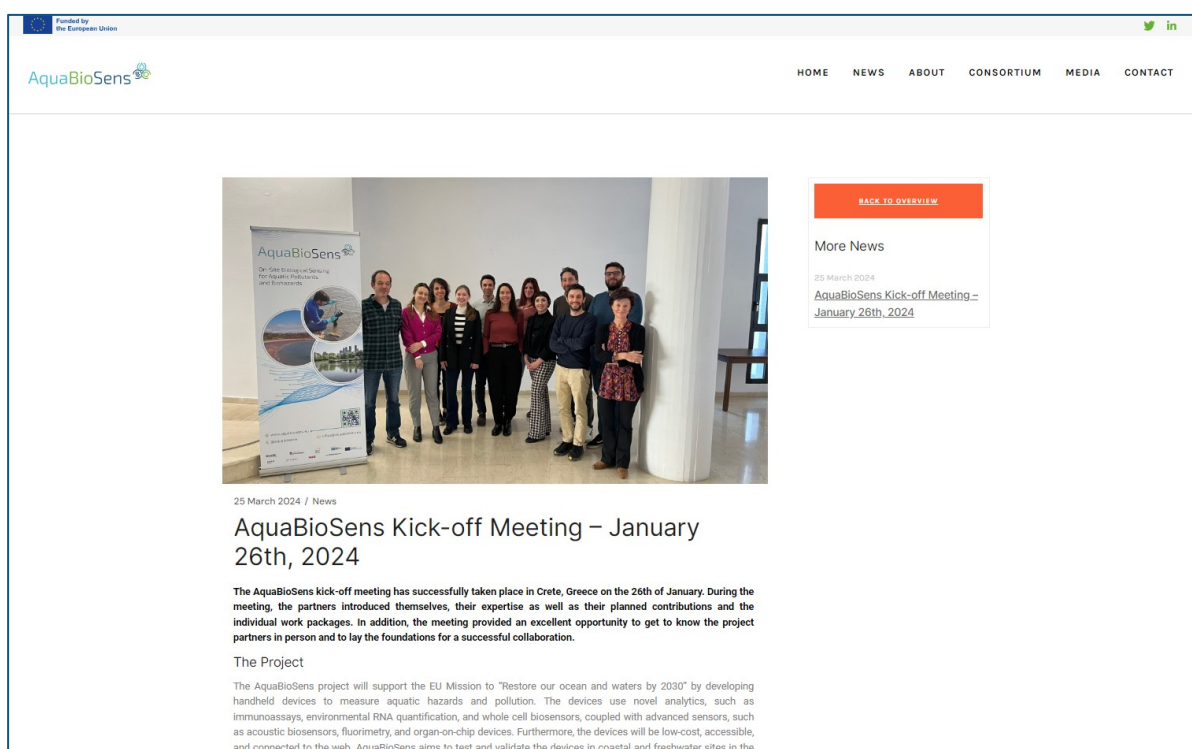


Figure 16. News article on the project website

A guide has been distributed to the consortium with guidelines on how to prepare News and Knowledge articles (**Figure 17**).

AquaBioSens Articles (Knowledge | News)

→ This guide describes the contribution of knowledge and news articles expected from all partners

→ The spreadsheet AquaBioSens STATUS Articles can be found [here](#)

→ INTERSPREAD will publish the articles on the official AquaBioSens project website

Step 1

- Column A & B: deliver the article type by the specified delivery date as allocated to your organisation
- Column E: use appropriate templates and save your finished article on Sharepoint ([Knowledge | News](#))
- Column F: use the code for the following naming convention: "AquaBioSens **Code** 0.1.0.0"
- Columns H & I: specify the responsible person writing the article. INTERSPREAD will review each article before uploading, however partners are primarily responsible for the accuracy and quality of their content!

Code	Delivery Date	Article Type	Author	Reviewer	Status	Comments
01	13.03.2024	Knowledge	John Doe	Jane Smith	Delivered	
02	15.04.2024	News	John Doe	Jane Smith	Delivered	
03	13.03.2024	Knowledge	John Doe	Jane Smith	Delivered	
04	15.04.2024	News	John Doe	Jane Smith	Delivered	

Step 2

- Your original image should be saved on Sharepoint ([Knowledge | News](#)) and links specified in Column J
- If you do not have an original image, you can link a Shutterstock (or similar) example in Column J
- Use the following naming convention: "AquaBioSens Image **Code**"

Code	Delivery Date	Article Type	Author	Reviewer	Status	Comments
01	13.03.2024	Knowledge	John Doe	Jane Smith	Delivered	

Step 3

- COLUMN C: when you have completed your article, change the status to "DELIVERED".

Code	Delivery Date	Status
01	13.03.2024	TO DO
02	15.04.2024	TO DO

Code	Delivery Date	Status	Post Date
01	13.03.2024	DELIVERED	
02	15.04.2024	TO DO	

AquaBioSens

What else needs to be considered!

- Please make sure that your article is ready on time for the **delivery date**.
- Please stay within the **character limit** for the article title (96 characters including spaces).
- Make sure that the used original images do not violate any **copyright**!
- Don't forget to change the **status** of your articles so that INTERSPREAD has an overview.

Knowledge articles

- Report results, findings or similar outcomes from the AquaBioSens project
- Topics can be based on submitted (public) deliverables / your expertise and role / methodology you will use to achieve or implement a specific objective in the context of the AquaBioSens project
- It is important to ensure that no confidential project information is disclosed
- The writing style should range between a magazine publication and a scientific article

News articles

- Report about information that you found interesting and relevant in the context of the AquaBioSens project, but which you obtained from **external sources** (e.g. popular press newspapers)
- Give the news article your **own touch and perspective**
- Report the information in your own words (**no copy / paste**)
- Provide a link or reference to the original source of information

Thank you for your support!

Figure 17. News & knowledge articles guide

3.7.4 Newsletter

The AquaBioSens newsletter has been created to offer regular updates about the project to interested stakeholders. The sign-up form can be found on the homepage of the project website. The newsletter will be sent out at least twice per year and provides updates about the project's progress, events, and opportunities for involvement.

AquaBioSens

The AquaBioSens newsletter provides periodical updates and event announcements for the Horizon Europe AquaBioSens project, funded under Grant Agreement No. 101135432. Find out more about the project: www.aquabiosens.eu

* indicates required

First Name *

Last Name *

Email Address *

Country

GDPR Permissions *

Please select how you would like to hear from the AquaBioSens project:

☐ Email

You can unsubscribe at any time by clicking the link in the footer of our emails. For information about our privacy practices, please visit our website.

We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more](#) about Mailchimp's privacy practices.

Subscribe

Figure 18. AquaBioSens Newsletter signup form

3.8 Communication & dissemination activities

In the following section, planned communication and dissemination activities by the AquaBioSens consortium will be presented. These activities aim to raise awareness about the project and maximise its impact.

3.8.1 Participation in events

To optimise communication and cooperation with stakeholders and representatives from all relevant areas, AquaBioSens consortium partners will continuously attend relevant events as well as host events. The following table shows a collection of events identified as relevant where the attendance of consortium partners is planned. Furthermore, events that will be hosted by consortium partners are listed. As the project progresses, further events and conferences will be added to this list.

Table 6. Future events to be organised and attended

Partner	Date	Event name	Location	Type of activity	Main audience
DCU, UOS	13.10.2024 - 17.10.2024	µTAS 2024	Montréal (Canada)	Presentation	Researchers, Industry Professionals, Academics
NOC	05.11.2024 - 07.11.2024	Marine Autonomy and Technology Showcase	Southampton, Hampshire (United Kingdom)	Presentation	Engineers, Technicians, Researchers
NOC	2025	International Conference on Environmental Science and Applications 2025		Presentation	Research & Academia
FORTH, SDU	2025	Molecular Life of Diatoms 8	Ghent (Belgium)	Presentation	Research and Industry
UOS	2025	International Symposium on Microchemistry and Microsystems (ISMM) 2025		Presentation, Poster Sessions	Chemists, Engineers, Researchers
DCU	2025	Environ 2025	Ireland	Presentation	Academia, Government Bodies and Agencies, Industry

UOS	2025	Lab-on-a-Chip and Microfluidics Europe 2025		Presentation, Exhibition	Researchers, Industry Professionals, Academics
FORTH	26.03.2025 - 27.03.2025	ASLO Aquatic Sciences Meeting 2025	Charlotte, North Carolina (United States)	Presentation	Researchers and Industry
FORTH, DCU	19.05.2025 - 22.05.2025	Biosensors 2025 - 35th Anniversary World Congress on Biosensors	Lisbon (Portugal)	Presentation	Research and Industry
FORTH	19.10.2025 - 24.10.2025	21st International Conference on Harmful Algae (ICHA)	Punta Arenas (Chile)	Presentation	Researchers, Industry, Government Agencies
SDU	12.2025 - 12.2025	AlgaEurope 2025		Presentation	Academia and Industry
FORTH	22.02.2026 - 27.02.2026	Ocean Sciences Meeting 2026	Glasgow (Scotland)	Presentation	Researchers and Industry
FORTH, DCU, NOC	10.03.2026 - 12.03.2026	Oceanology International 2026	London (United Kingdom)	Presentation	Ocean Innovation Industry
SDU	06.2026 - 06.2026	AlgalBBB 2026		Presentation	Academia and Industry
DCU	2026	Environ 2026	Ireland	Presentation	Academia, Government Bodies and Agencies, Industry
DCU	2027	Environ 2027	Ireland	Presentation	Academia, Government Bodies and Agencies, Industry
DCU	TBD	Workshop on novel bio sensing technology	Dublin, Ireland	Hosting	Maritime industry, Marine Institutes, Environmental Protection Agencies, Academic Institutions
DCU	TBD	ERICs webinar	Online	Hosting	Stakeholders in the marine domain

3.8.2 Publications

To ensure the presentation of the project's outcomes to the scientific community and thereby the dissemination and exploitation of project outcomes and results, the AquaBioSens consortium aims to publish articles and publications. For publications related to AquaBioSens, the following journals have been identified as relevant:

Table 7. Relevant journals

Title of journal	Description	Publisher
Harmful Algae	This journal provides a forum to promote knowledge of harmful micro- and macroalgae, including cyanobacteria, as well as monitoring, management and control of these organisms. The journal published papers dealing with harmful microalgae in both marine and fresh waters. It has a specific section relevant to the development of methods of detection for toxins in harmful microalgae, cyanobacteria, foodwebs and seafood.	Elsevier
Lab on a Chip	The journal publishes cutting-edge research in the field of miniaturization. By their very nature, microfluidic/ nanofluidic/ miniaturized systems are at the intersection of disciplines, spanning fundamental research to high-end application. This is reflected by the broad readership of the journal by engineers, chemists, biologists, bioengineers, biomedical scientists, physicists, materials scientists, and others across academia, industry, and clinical practices.	Royal Society of Chemistry
Biosensors and Bioelectronics	The journal is devoted to research, design, development and application of biosensors and bioelectronics. It is an interdisciplinary journal serving professionals with an interest in the exploitation of biological materials and designs in novel diagnostic and electronic devices including sensors, DNA chips, electronic noses, lab-on-a-chip and μ -Total Analysis Systems. Examples of Biosensors include immunosensors, enzyme-based biosensors, organism- and whole cell-based biosensors.	Elsevier
Methods X	MethodsX is a multidisciplinary, open access, peer-reviewed journal, which publishes detailed but digestible articles that describe methodological advances. It contributes to open science and improves reproducibility by making methods, protocols, reviews and the associated research more discoverable; opening doors for collaboration; and sparking new lines of inquiry to enhance the research cycle.	Elsevier
ACS Sensors journal	ACS Sensors is devoted to the dissemination of new and original knowledge on all aspects of sensor science that selectively sense chemical or biological species or processes. Articles should address conceptual advances in sensing. Papers should demonstrate the use of the sensor in complex samples appropriate to the application, show it is fit-for-purpose, and exhibit a correlation of the sensor's performance with an existing analytical method. Papers may focus on sensor development for commercialization or developing sensors that are used to provide new scientific knowledge.	ACS Publications

Marine Pollution Bulletin	Marine Pollution Bulletin is concerned with the rational use of maritime and marine resources in estuaries, the seas and oceans, as well as with documenting marine pollution and introducing new forms of measurement and analysis. A wide range of topics are discussed not only on effluent disposal and pollution control, but also on the management, economic aspects and protection of the marine environment in general.	Elsevier
Analytical Methods	Analytical Methods welcomes early applications of new analytical and bioanalytical methods and technology demonstrating the potential for societal impact. We require that methods and technology reported in the journal are sufficiently innovative, robust, accurate, and compared to other available methods for the intended application. Developments with interdisciplinary approaches are particularly welcome. Systems should be proven with suitably complex and analytically challenging samples.	Royal Society of Chemistry
ACS Synthetic biology	The journal publishes research in all aspects of synthetic biology. It is especially interested in studies related to the creation and development of new biological or biohybrid systems, computational methods in designing biological or biohybrid systems, and the application of synthetic biology in various fields.	American Chemical Society
New Phytologist	New Phytologist focuses on research and scholarship in plant science and its applications. Articles cover a wide range of topics from intracellular processes to global environmental change. The journal publishes cross-disciplinary approaches and techniques from molecular and cell biology, functional genomics, modelling, and system-based approaches across the entire spectrum of plant science.	New Phytologist Foundation
Algal Research	The journal covers emerging technologies in algae biology, biomass production, cultivation, harvesting, extraction, bioproducts, biorefinery, engineering, and econometrics. It publishes original research and reviews on algal biology, cultivation, harvesting, extraction, biotechnology for converting algal biomass into biofuels and bioproducts, and the economic assessment of algal products.	Elsevier
Limnology and Oceanography: Methods	The journal publishes articles describing the development, evaluation, or comparison of laboratory and field methods in all areas of the aquatic sciences. It is not intended as a vehicle for publishing original research that only incidentally employs a method, and manuscripts that are not focused on methods will not be considered. Articles may include new measurement equipment, analysis techniques, methods for interpreting information, metadata analysis, reviews, and techniques for communicating and teaching methods in the aquatic sciences.	Wiley
Environmental Science and Technology	ES&T is an environmental science and technology research journal that publishes rigorous and robust manuscripts for a multidisciplinary and diverse audience of scientists, policymakers, and the broad environmental community. The journal advances rigorous scholarship on complex environmental phenomena, particularly with respect to fate, transport, and transformation in natural and engineered systems, while facilitating the solution of critical environmental problems.	ACSPublications

3.8.3 Networking and clustering with EU-funded projects

Since the AquaBioSens project will provide vital data and solutions to researchers and industry, networking with other EU-funded projects will be a central focus of the project's dissemination process. To ensure the project's recognition and sustainability within the European Research Area, AquaBioSens plans to carry out networking and clustering activities with other EU research/R&D projects. For this purpose, a preliminary list of projects that would be suitable for networking and clustering has been compiled.

Table 8. EU projects identified for potential collaboration

Acronym	Title	Date	Programme
MINKE	Metrology for Integrated Marine Management and Knowledge-Transfer Network	01.04.2021 - 31.03.2025	H2020
NAUTILOS	New Approach to Underwater Technologies for Innovative, Low-cost Ocean obServation	01.10.2020 - 30.09.2024	H2020
OrganVision	Technology for real-time visualizing and modelling of fundamental process in living organoids towards new insights into organ-specific health, disease, and recovery	01.07.2021 - 30.06.2025	H2020
TechOceanS	Technologies for Ocean Sensing	01.10.2020 - 30.09.2024	H2020
BIOSENSEI	Biosensor-Based Diagnostic Platform Enabling Real-Time Monitoring of Existing and Emerging Pollutants	01.01.2024 - 31.12.2027	HORIZON
COMPAS	Co integration of Microelectronics and Photonics for Air and water Sensors	01.01.2024 - 31.12.2027	HORIZON
CONTRAST	Contaminants of emerging concern: An integrated approach for assessing impacts on the marine environment	01.01.2024 - 31.12.2027	HORIZON
LandSeaLot	Land-Sea interface: Let's observe together!	01.02.2024 - 31.01.2028	HORIZON
MultiLab	Multi-modal, configurable optical lab-on-chip platform for low-cost multipurpose diagnostics & monitoring	01.01.2024 - 31.12.2027	HORIZON
ONE-BLUE	Integrated approach to assess the levels and impact of cONTaminants of Emerging concern on BLUE health and biodiversity modulated by climate change drivers	01.01.2024 – 30.06.2027	HORIZON

3.9 Individual communication & dissemination plans

This chapter outlines the communication & dissemination actions planned by each consortium member. During the implementation of the communication & dissemination activities and goals, the individual dissemination plans of the consortium partners will be considered. The individual communication & dissemination plans will be reviewed, evaluated and adapted throughout the project, to be aligned with the different stages of the dissemination process and to achieve maximum outreach and impact of the planned activities. This section constitutes also a reference point for the WP8 lead to ensure the achievement of the quantitative and qualitative goals of the dissemination strategy.

Guiding questions:**Publications:**

- Are you planning to publish any papers or articles in relation to the AquaBioSens project?
- Name 3 journals that are most relevant in your field (provide the Name, Link, Description and Publisher).

Dissemination at events:

- Name 3-5 future events where you plan to disseminate the AquaBioSens Project.
- Share some preliminary information regarding the area these events will target, the type of event, the type of engagement (e.g. presentation, moderation, attendance only, etc.), the stakeholders these events will target, the proposed date, etc..
- Are you planning to organise any events to disseminate the goals or results of AquaBioSens?

Networking with other projects:

- Please name 3-5 projects the AquaBioSens project should collaborate with. (ACRONYM, Title, Link)
- Is your organisation planning to get in contact with other European projects in the context of AquaBioSens?

Dissemination channels:

- Which internal dissemination channels are you using or planning to use to disseminate information regarding AquaBioSens? Share the links to the respective websites, blogs, newsletters, social media channels, etc. of your organisation.
- How are you using these channels to disseminate information regarding AquaBioSens?

Stakeholder engagement and networks:

- Name the most important stakeholders for your project-specific tasks or solutions and describe why it is important to engage these stakeholder groups, how the stakeholders will later benefit from the AquaBioSens solutions, and potential challenges for the engagement.
- How are you planning to engage with these stakeholders (e.g., scientific conference, fairs, associations, press, media, etc.)
- Are you planning to utilise stakeholder networks for dissemination activities?

Outreach via your organizations' channels (indicate the number of people/entities you can reach)

Target Group/Channel	Reach (users, members, subscribers,...)
General Public and Citizens	xxx
Public interest groups & Municipalities	xxx
Industry, Tech providers & Investors	xxx
SMEs & Small Businesses	xxx
Policy makers	xxx
Research institutions / Universities, R&D centres	xxx
Researchers	xxx
Industrial/environmental associations & platforms	xxx
Government/Regulatory agencies & Standardisation bodies	xxx
Environmental impact assessment companies	xxx
Newsletter	xxx Subscribers
Network	xxx Network members
Social Media	xxx Followers
Other (xxx)	xxx

Figure 19. Guiding questions for the individual communication & dissemination plans

3.9.1 FORTH communication and dissemination plan

Publications	FORTH will disseminate project results in high quality scientific journals with a broad readership, including academics, businesses and relevant stakeholders. Some aspects of the developed technologies will be applicable to fields beyond aquatic science (e.g., soil science, farming, wastewater treatments) and will be submitted to interdisciplinary journals. Other aspects will be better suited to specialised journals to directly engage with stakeholders. Relevant journals FORTH might target include: ▪ Harmful Algae ▪ Lab on a Chip ▪ Biosensors and Bioelectronics
Events	As FORTH plays a key role in all the work packages of the project, the team will attend conferences and events suitable for the different project themes. The most well-known international conferences with global attendance of researchers, businesses and government agencies will be targeted. If possible, a townhall meeting or workshop with the Ocean Sciences Meeting 2026 will help showcase the project and create new networking opportunities. Possible meetings FORTH are planning to attend include: ▪ ASLO Aquatic Sciences Meeting 2025 ▪ 21st INTERNATIONAL CONFERENCE ON HARMFUL ALGAE (ICHA) ▪ Biosensors 2025 - 35th Anniversary World Congress on Biosensors ▪ Oceanology International 2026 ▪ Ocean Sciences Meeting 2026 ▪ The Molecular Life of Diatoms 2025
Clustering & Networking with projects	As the co-ordinator, FORTH plays a key role in identifying and establishing connections with other relevant projects that have similar aims. These include projects funded under the same funding call, as well as projects developing alternative technologies for the same pollutants and/or biohazards targeted by AquaBioSens. Relevant projects that have been identified are listed below: ▪ BIOSENSEI ▪ MultiLab ▪ CONTRAST
Channels	FORTH presents the project and results through the Biosensors Lab and Institute of Molecular Biology and Biotechnology websites, LinkedIn and X channels. Significant achievements will be presented as news articles. Social media channels are updated more regularly with research development, travel to project meetings and fieldwork as well as dissemination engagements.
Stakeholder engagement	FORTH will engage with the authorities responsible for water testing as part of the Bathing Water Framework Directive. Activities are planned in collaboration with the Crete Water Directorate during field testing in WP6. Further engagement will be sought with other regional authorities through the Mikrobiokosmos association and national conference. International agencies managing harmful algal blooms and water pollution will be engaged at relevant conferences and exhibitions. Furthermore, events are planned to engage with smaller stakeholders such as national water sports associations.

Outreach Stakeholders	General Public and Citizens	>5000
	Public interest groups & Municipalities	10
	Industry, Tech providers & Investors	>50
	SMEs & Small Businesses	>100
	Policy makers	>50
	Research institutions / Universities, R&D centres	>200
	Researchers	>5000
	Government/Regulatory agencies & Standardisation bodies	>20
	Environmental impact assessment companies	5
Outreach Channels	Network Members	> 2000
	Social Media Followers	12000

3.9.2 DCU communication and dissemination plan

Publications	The plan for publication: (1) Methods protocol for antibody sensor probes for fluorescent detection of contaminants of emerging concern; (Target journal is Methods X, Elsevier) (2) Quartile 1 open access publication: A fully integrated biosensor on centrifugal microfluidic chip for determination of marine contaminants; (ACS Sensors journal) (3) Quartile 1 Open access publication: Optimisation of sample preparation for determination of marine contaminants using solid phase extraction and immune-affinity capture technologies. (Marine Pollution Journal) (4) We plan to publish a review article on marine bio sensing technologies “taking molecular assays from the lab to the field – advances in marine bio sensing” Royal Society of Chemistry, Analytical Methods. (5) Additional publications are planned that will be collaborative integrated with team members.
Events	▪ Environ 2025, 2026 and 2027 in Ireland to present the DCU biosensing and marine deployment developments. This is the only environmental conference in Ireland and it is cross disciplinary – which is a perfect target for early-stage researchers on the project. This output includes three oral and three poster presentations. ▪ We will host a workshop on novel bio sensing technology in DCU which will be open to stakeholders in the maritime industry, Marine Institute, Environmental Protection Agency and academic institutions. A target audience of 30 people is expected and the output will include recommendations for the need for improved marine monitoring technologies. ▪ We will hold a webinar with European Research Infrastructure Consortiums (ERICs) to explore where biosensor technology can fit into the European observations platforms that are established. This includes an evaluation of the needs in terms of power, payload, platform, re-use etc. ▪ Biosensors 2025 - 35th Anniversary World Congress on Biosensors ▪ Oceanology International 2026 ▪ We aim to present at microTAS 2024 in Montreal.

Clustering & Networking with projects	In Ireland AquaBioSenS will collaborate with the iSECURE Marine Institute Postdoctoral fellowship. The focus of this project is non target screening of marine contaminants and the use of dynamic passive sampling. We will link with the COMPAS project recently funded under Horizon Europe – developing sensors for water and air monitoring. TechOceanS, Technologies for Ocean Sensing, is in its final year, but team members share learnings in relation to novel marine sensors https://techoceans.eu/	
Channels	DCU will repost all material on the project as it emerges to their >5000 Twitter followers (https://twitter.com/DCUWater). The DCU Water Website (https://dcuwater.ie/) will host news stories on the project and team members in DCU.	
Stakeholder engagement	We will host a workshop on novel bio sensing technology in DCU which will be open to stakeholders in the maritime industry, Marine Institute, Environmental Protection Agency and academic institutions. A target audience of 30 people is expected and the output will include recommendations for the need for improved marine monitoring technologies. DCU Water Institute hosts a monthly WaterCafe and we will invite speakers from the project and stakeholders in the marine domain to speak as well as attend. This is usually a hybrid event.	
Outreach Stakeholders	General Public and Citizens	>500
	Public interest groups & Municipalities	50
	Industry, Tech providers & Investors	30
	SMEs & Small Businesses	25
	Policy makers	5
	Research institutions / Universities, R&D centres	30
	Researchers	300
	Industrial/environmental associations & platforms	10
	Environmental impact assessment companies	10
Outreach Channels	Newsletter Subscribers	500
	Social Media Followers	>5000

3.9.3 SDU communication and dissemination plan

Publications	SDU will communicate and publish project results in high-quality scientific journals with a broad impact and reach, focusing on academic fundamentals as well as bioengineering. The physiological responses of diatoms to heavy metals will generate relevant fundamental knowledge on diatoms and phytoplankton biology, while the genetic and synthetic biology resources developed to obtain whole-cell biosensors will be suitable for biotechnology and bioengineering journals and audiences. Relevant journals SDU might target include ■ ACS Synthetic biology
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	▪ New Phytologist ▪ Algal Research	
Events	▪ The Molecular Life of Diatoms 2025 (M. Fabris as invited speaker) ▪ Algaeurope 2025 ▪ AlgalBBB 2026	
Clustering & Networking with projects	▪ SORTED (2024-2026). M. Fabris' lab was awarded a MSCA Fellowship to Dr Luca Morelli on diatom engineering ▪ Bioengineered and compartmentalised algae biosynthesis (2021-2026). Project currently ongoing in Fabris' lab which involves the generation of intracellular biosensors for diatoms ▪ SUBMARINER network. M. Fabris and SDU are part of this European networking community to foster collaborations and coordination in algae-based research and applications ▪ SynDiatom project. M Fabris and his team are part of this international community that is coordinating efforts to develop designer, bioengineered diatoms with synthetic genetic components.	
Channels	The LinkedIn pages of the SDU Faculty of Engineering and of the Department of Green Technology disseminate updates and news on several projects. The TEK Communication department within the Faculty of Engineering writes and disseminates stories and press releases about research and researchers of the Faculty of Engineering. AquaBioSens will benefit from all those channels.	
Stakeholder engagement	We plan to engage with the broad consortium of marine researchers at SDU (BLUE SDU, https://www.sdu.dk/en/bluesdu), which meets regularly and engages with local, national and international stakeholders. We are also part of the EU workgroup SUBMARINER (https://submariner-network.eu/), which brings together researcher and industries in algae biotech in Europe, as well as the SynDiatom work group (https://bkaraslab.wixsite.com/website-1), an international consortium which coordinates efforts in diato synthetic biology.	
Outreach Stakeholders	Researchers	100
Outreach Channels	Social Media Followers	ca. 20 000

3.9.4 BIOPIX-T communication and dissemination plan

Publications	BIOPIX will share project results through various channels, including the company's social media (mainly LinkedIn) as well as on the project website. Regular articles about the project's progress will be published on BIOPIX's website, social media accounts and shared via newsletter to the subscribers. The dissemination will target academics, businesses, and relevant stakeholders. Given that some technologies developed have applications beyond aquatic science, as mentioned above via FORTH, such as soil science, farming, and wastewater treatments, BIOPIX will engage interdisciplinary partners to reach and involve these stakeholders directly.
Events	As a contributor to Work Packages 1 and 5 of the AquaBioSens project, BIOPIX will disseminate project outputs at national conferences and international exhibitions throughout the project's duration. These events, with global representation, will be

	targeted to include researchers, business agencies such as distributors, and government agencies, ensuring widespread dissemination and engagement with diverse stakeholders. Additionally, BIOPIX will engage with all stakeholders to highlight the benefits of the novel technologies and methods developed.	
Clustering & Networking with projects	As an SME, BIOPIX plays a crucial role in identifying and establishing connections with other relevant projects, including those funded under the same call and those developing alternative technologies for the same pollutants and biohazards targeted by AquaBioSens. BIOPIX focuses on sharing knowledge and creating networks, actively collaborating with these projects within the AquaBioSens context.	
Channels	BIOPIX will disseminate AquaBioSens findings and news through its website, newsletter articles, and official LinkedIn account. Significant achievements and research developments will be regularly highlighted and shared on these platforms throughout the project's duration.	
Stakeholder engagement	BIOPIX plans to leverage stakeholders for effective dissemination of the AquaBioSens project. We will first identify and engage key stakeholders in environmental monitoring and biotechnology sectors. Collaboratively, we will create tailored content that showcases the program's innovative solutions and benefits. By utilizing stakeholder's networks and communication channels, we aim to broaden our outreach and impact. Continuous engagement and feedback from stakeholders will help refine our dissemination efforts, ensuring they remain relevant and effective	
Outreach Stakeholders	General Public and Citizens	>2000
	Industry, Tech providers & Investors	5
	SMEs & Small Businesses	2
	Research institutions / Universities, R&D centres	3
	Researchers	3
	Government/Regulatory agencies & Standardisation bodies	>2
Outreach Channels	Newsletter Subscribers	722
	Social Media Followers	2307

3.9.5 ETT communication and dissemination plan

Publications	ETT will disseminate project outputs, by explaining how ETT contributes to the project, showing new results if it achieves them and talking about its experience in related initiatives. Channels ETT might use include La Repubblica, Il Corriere della Sera, Il Secolo XIX. These are daily newspapers for the general public in which there's also space for scientific/research news. The first two are national newspapers with insights on Genoa and Liguria, while the second is focused on the region. When ETT needs to publish an article and communicate something about its research projects, it often turns to them since it usually talks about them in local interest events. - La Repubblica: https://www.repubblica.it/; Publisher: GEDI Gruppo Editoriale - Il Corriere della Sera: https://www.corriere.it/; Publisher: RCS MediaGroup - Il Secolo XIX: https://www.ilsecoloxix.it/; Publisher: GEDI Gruppo Editoriale
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Events	ETT will participate at conferences and meetings at national and international level since it is part of many projects, European ones mainly. In these initiative ETT is involved in data management and representation. Hence, in these events the representatives of the team can talk about the work they are doing in AquaBioSens, showing its increasing experience in the field.
Clustering & Networking with projects	Greater dissemination will be reached through the contacts established within the following projects: ▪ EMODnet (Physics, Chemistry, Ingestion) is the European Marine Data Network and it is a source of in situ marine environmental and human activities data and products. ETT has a ten-year experience in this project, in fact it is coordinator of EMODnet Physics, WP leader EMODnet Ingestion, and partner in EMODnet Chemistry. Website: https://emodnet.ec.europa.eu/en/about_emodnet ▪ LandSealot studies the land-sea contact point by mapping existing sensors and using more efficient utilisation methodologies through gap analysis and citizen science actions. It aims to improve the data value chain by co-designing a common observation and collection strategy through the use of low-cost technologies by citizens and support from the European marine network. The chosen technologies will be implemented in Integration Labs that will analyse areas such as the Black Sea, Aegean, Mediterranean, Atlantic Ocean, North Sea and Baltic Sea, including watersheds, tidal and meteorological regimes. ETT oversees purchasing the sensors and integrating the data and then proposing them to the scientific community, helping to promote the standardisation of observation and information collection methodologies. Website: https://landsealot.eu/ ▪ NAUTILUS has the fundamental objective of integrating and extending existing European observation tools and services to achieve data collection at a much higher spatial resolution, temporal regularity and duration than currently available at European level. The marine environment is monitored not only by means of innovative and low-cost technologies, the development of which was the main activity of the project, but also by the planning and implementation of Citizen Science campaigns dedicated to raising public awareness and data collection. ETT has the key role of defining and developing the information platforms that underpin the entire data management chain, from data acquisition to its transformation into products for public use and consumption. Website: https://nautilus-h2020.eu/
Channels	ETT's social media accounts, website and newsletters:. ▪ Social Media: Instagram, Facebook, LinkedIn; ▪ Website: https://ettsolutions.com/en/smartcity-projects/ ETT talks about the project by explaining to its audience what AquaBioSens is and what its contribution is, but also when ETT announces the participation at some events – AquaBioSens' events included -, and it posts insights on topics that are coherent with the project by mentioning it as an example.
Stakeholder engagement	The stakeholders ETT is planning to involve include researchers, research institutions, scientists, environmental companies, academic bodies, authorities, decision-makers, EU research projects recurring to sensors and data to analyse waters and sensor producers. The choice of these stakeholders is in line with ETT's role in AquaBioSens to manage data and make them available to the community. ETT is willing to engage with these stakeholders by carrying out dissemination and

	communication activities. The company will participate in conferences at national and international level, fairs and scientific events in general. Moreover, it will publish papers and post contents related to the project on its social media and website. If there is a concrete chance, ETT will communicate relevant information and achievements to the press. ETT is willing to use stakeholders' networks for dissemination activities such as ONTM - Osservatorio Nazionale per la Tutela del Mare (National Observatory for the Protection of the Sea) is an Italian Third Sector Organization. As such, ONTM aims to pursue civic, solidarity, and social utility purposes in the environmental sector, particularly the marine environment, with the goal of contributing to a synthesis between environmental protection and economic and social processes.	
Outreach Stakeholders	General Public and Citizens	> 1000
	Industry, Tech providers & Investors	> 900
	Research institutions / Universities, R&D centres	> 300
	Researchers	> 900
Outreach Channels	Newsletter Subscribers	4 000
	Social Media Followers	7.210 LinkedIn, 2.452 Facebook, 1.827 Instagram

3.9.6 INSP communication and dissemination plan

Publications	INTERSPREAD will disseminate project results on the projects' social media channels as well as on the project website. Furthermore, articles about the project's progress will regularly be published on the organisation's website. INTERSPREAD's main role as DEC Lead is to coordinate and monitor the consortiums' publication activities and to make sure the relevant KPIs are reached.
Events	As lead of the DEC activities, it is INTERSPREADS's role to monitor, manage and coordinate the dissemination of AquaBioSens at events. To this end, INTERSPREAD has provided the consortium with the STATUS Continuous reporting sheets. These sheets are a tool to present the consortium with upcoming event opportunities as well as to document all completed events and their respective goals and engagement levels (e.g. presentation, moderation, attendance only, etc.).
Clustering & Networking with projects	INTERSPREAD lays a major focus on connecting with other projects, sharing knowledge and creating networks. Due to experience with dissemination and communication lead in several other projects, INSP will be able to establish connections between projects and enable mutual promotion and links between websites and social media channels. Relevant projects that have been identified are listed below: ▪ BIOSENSEI ▪ ONE-BLUE ▪ CONTRAST
Channels	INTERSPREAD utilises its website (https://www.interspread.com/) to present the project, important facts and the role of the organisation. News articles related to AquaBioSens and its progress will be published on the website every six months during the project duration. Furthermore, INTERSPREAD is the main administrator of the project's website and social media channels, and regularly providing and uploading

	content on those platforms.	
Stakeholder engagement	INTERSPREAD will target all stakeholder groups with its DEC activities. INSP will draw from previous experience and past projects to facilitate communication with stakeholders and will make use of established contacts. Communication will take place online via social media or other channels as well as in person at events and conferences. INSP will disseminate the AquaBioSens results throughout its networks, as well as via relevant research projects. INSP will further enable innovation transfer in the national context with the support of the FFG (Austrian Research Promotion Agency).	
Outreach Stakeholders	General Public and Citizens	ca. 1 000
Outreach Channels	Newsletter Subscribers	ca. 150
	Social Media Followers	ca. 800

3.9.7 UOS communication and dissemination plan

Publications	UOS is planning to publish several papers and articles related to the AquaBioSens project. The aim is to disseminate our research findings and project results in high-quality scientific journals with broad readership. These publications will target academics and industry professionals. Given the interdisciplinary nature of our technologies, which have applications beyond aquatic science, we will submit articles to both interdisciplinary and specialized journals to maximize impact and engagement with a diverse audience. Relevant journals include: ▪ ACS Sensors ▪ Lab on a Chip ▪ Microsystems & Nanoengineering
Events	By targeting these additional events and conferences, we ensure comprehensive dissemination of the AquaBioSens project results, particularly those related to organ-on-chip, biosensors, and bio-microfluidic systems, to a specialized and international audience: ▪ MicroTAS 2025 - International Conference on Miniaturized Systems for Chemistry and Life Sciences: MicroTAS is a leading conference in the field of microfluidics, lab-on-a-chip technologies, and miniaturized systems for chemistry and life sciences. It's a prime venue for presenting innovations related to the AquaBioSens project, particularly those involving microfluidic systems and biosensors. ▪ SELECTBIO Lab-on-a-Chip and Microfluidics Europe 2025: This conference focuses on the latest advances in lab-on-a-chip and microfluidic technologies. It provides an excellent opportunity to present the AquaBioSens project's innovations in these areas to a specialized audience. ▪ International Symposium on Microchemistry and Microsystems (ISMM) 2025: ISMM focuses on advancements in microchemistry and microsystems, including microfluidic technologies. This symposium is relevant for disseminating AquaBioSens project outcomes related to microfluidic sensing systems.
Clustering & Networking with projects	Projects for collaboration: ▪ OrganVision, Advancing Organ-on-a-Chip Technologies for Disease Modeling and Drug Testing, https://www.organvision.eu/

	▪ MIMIC lab, Microfluidics and Biomimetic Microsystems Laboratory, https://www.biomech.polimi.it/mimiclab Our organization is planning to get in contact with other European projects in the context of AquaBioSens. These collaborations will facilitate knowledge exchange, enhance technological capabilities, and broaden the impact of our environmental monitoring tools.	
Channels	We utilize various internal channels to disseminate information about the AquaBioSens project. Our dedicated project page on the university website provides comprehensive updates and resources. Regular blog posts offer insights into project developments and achievements. The university newsletter features detailed articles about AquaBioSens, ensuring widespread internal awareness. Social media platforms like X, LinkedIn, and Facebook are used for frequent updates and engagement with a broader audience. These channels help maintain ongoing communication and highlight key milestones and results throughout the project's lifespan.	
Stakeholder engagement	We will actively target all stakeholder groups through its DEC activities for AquaBioSens. Building on our experience and established networks, we will employ diverse communication channels. This includes online platforms such as social media and webinars, as well as physical engagements at relevant conferences and workshops. AquaBioSens results will be disseminated extensively across our network of end users and through collaborative research initiatives.	
Outreach Stakeholders	General Public and Citizens	>1000
	Public interest groups & Municipalities	>10
	Industry, Tech providers & Investors	>10
	SMEs & Small Businesses	10
	Policy makers	3
	Research institutions / Universities, R&D centres	50
	Researchers	>500
	Industrial/environmental associations & platforms	>10
	Government/Regulatory agencies & Standardisation bodies	3
	Environmental impact assessment companies	5
Outreach Channels	Newsletter Subscribers	100
	Network Members	1000
	Social Media Followers	10000

3.9.8 NOC communication and dissemination plan

Publications	The NOC plans to publish various papers to cover the development of our handheld RNA extraction technology, and the use of said technology in applications for water quality surveillance e.g., for harmful algal bloom monitoring and for faecal indicator tracking. Our journal choices are the same as our partners at FORTH (section 0).
Events	The outputs of the AquaBioSens project will be disseminated at various scientific conferences and workshops over the duration of the project. In tandem, we will engage with stakeholders from across academia and industry to highlight the potential benefits

	of the uptake and application of the novel technologies and methods. Specific examples may include Oceanology International, the International Conference on Environmental Science and Applications and the Marine Autonomy and Technology Showcase. There will also be opportunities to demonstrate the technology to collaborators and stakeholders at the Port Health Authority, the Society of Maritime Industries, the Food Standards Agency and the National Shellfish Liaison Group (for example). We are not planning to host any events to disseminate the results of the project at present.	
Clustering & Networking with projects	We are actively collaborating with the projects listed below in the direct context of AquaBioSens: ▪ TechOceanS, Technologies for Ocean Sensing, https://techoceans.eu/ ▪ AtlantiS, Atlantic Climate and Environmental Strategic Science, https://noc.ac.uk/projects/atlantic-climate-environment-strategic-science We are also aiming to collaborate openly with a range of smaller, UKRI-funded projects, including those for which we currently have proposals under review.	
Channels	At the NOC, we have an excellent and proactive communications team who will assist in disseminating the outputs of the AquaBioSens project internally and externally. NOC communications outputs can be accessed via X and via the NOC's news site https://noc.ac.uk/news. We are using these channels to periodically report on major outputs and results, and this will happen over the lifetime of the project.	
Stakeholder engagement	The most important stakeholders with regards to the development of molecular biological handheld devices (specifically the eRNA pre-concentration device, Task 1.3) are those with an interest or responsibility to survey and monitor the microbiological quality of natural water systems. Particularly, the local authorities and regulators who are looking to manage water resources, both those used for the provision of drinking and bathing waters with a remit of public health protection, and those responsible for the management of waters used in the generation of food, including aquaculture. In the UK, specific examples are the Port Health Authorities and Food Standards, including the various professional bodies that operate on their behalf such as the Centre for Environment, Fisheries and Aquaculture Sciences (Cefas). As the technologies we are developing are 'cutting edge' and not currently widely available (including commercially) it is paramount that we engage with these stakeholders to ensure e.g., compliance with any existing, accredited molecular-analytical workflows for water quality analysis, and to ensure that technology development in this space is done with due 'steering' and guidance from the eventual end users to ensure suitability for purpose. We will engage with these stakeholders using existing links, as many of these stakeholders have/are already working with NOC across a range of projects. In the first instance this will be done by liaising with existing contacts/persons, with a view to disseminating the outputs of the project to relevant departments/divisions, especially during the Field-testing stage in Work Package 6 (which NOC is leading).	
Outreach Stakeholders	General Public and Citizens	10 000
	SMEs & Small Businesses	50
	Research institutions / Universities, R&D centres	50
	Researchers	200
	Industrial/environmental associations & platforms	50

Outreach Channels	Network Members	1 000
	Social Media Followers	50 000

3.10 Consortium capacity and outreach

Based on the consortium partners' inputs the total capacity of the consortium to reach out to stakeholders individually as well as via (social) media channels was calculated and is presented in **Table 9** and **Table 10**

Table 9. Potential outreach of the consortium to the main stakeholders

Stakeholder Group	Potential Reach of the Consortium
General Public and Citizens	20 500
Public interest groups & Municipalities	70
Industry, Tech providers & Investors	995
SMEs & Small Businesses	187
Policy makers	58
Research institutions / Universities, R&D centres	633
Researchers	7 003
Industrial/environmental associations & platforms	70
Government/Regulatory agencies & Standardisation bodies	25
Environmental impact assessment companies	20
Total Outreach	29 561

Table 10. Potential outreach of the consortium via (social) media channels

Channel	Potential Reach (users, members, subscribers) of the Consortium
Newsletter	5 322
Network	4 150
Social media	11 1596
All channels	121 068

4 Monitoring and evaluation of the dissemination process

The effectiveness and impact of the scheduled communication and dissemination activities will be continuously monitored throughout the entire duration of the project in order to be able to start corrective actions in case of deviations or underperformance. Continuous reporting will provide insights on the specific communication and dissemination actions implemented and their impact in terms of visibility of the project.

4.1 Individual dissemination and communication responsibilities

The responsibilities of each consortium partner regarding dissemination and communication activities can be summed up as follows:

- Provision of approximately one social media post per month
- Creation of one to two news articles per year
- Creation of one to two knowledge articles per year
- Continuous reporting of individual dissemination activities, including the following:
 - Posts on the organisations' websites
 - Posts on the organisations' social media channels
 - Newsletters
 - Attendance of events
 - Publications

The spreadsheets used to monitor the fulfilment of these responsibilities are described in the following chapters.

4.2 Dissemination and communication management

To ensure that the news section of the project website as well as the social media channels are being updated regularly and the provision of content is being distributed between all partners, spreadsheets are being used to keep track of upcoming and past contributions. The spreadsheets have been set up by INTERSPREAD, who is in charge of uploading all posts and articles, and will be made available to all partners. They are being used to allocate responsibilities for upcoming posts and articles as well as to keep an overview of all past activity.

Figure 20 shows the spreadsheet that is being used to plan upcoming social media posts provided by all consortium partners and to keep track of past activities. It contains information about the posts such as the expected delivery date, the post date, the general context of the post, the channel on which it has been posted, and content-related information such as the post itself, hashtags, mentions, and included links and images.

AquaBioSens - STATUS Social Media Posts 1.0																	celine.rabe@interspred.com			
File Home Insert Share Page Layout Formulas Data Review View Help Draw																	Comments	Catch up	Editing	Share
Comment v Changes and History v Spelling and Statistics v Accessibility v Protection v Notes v																				
L51																				
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q				
Partner	Delivery Date	STATUS	Post Date	Day	Title / Content	Category	Twitter	LinkedIn	Twitter Full	Twitter Post Text (max. 280 characters)	LinkedIn Post Text (max. 600 characters)	Twitter Full Question	# Hashtag(s)	@ Mention(s)	Processed links (bold)	Links to original or Shutterstock website				
3	INSP	23.01.2024	POSTED	23.01.2024	Tue	Kick-off Meeting Taster	Events & Meetings	x		PROJECT KICK-OFF MEETING		4 Poll choices	#example	@example	https://forthing.sharepoint.com/...					
4	INSP	26.01.2024	POSTED	26.01.2024	Fri	Kick-off Meeting 1	Events & Meetings	x		We are excited to share that the			#horizonEU	@REA_research	https://forthing.sharepoint.com/...					
5	INSP	27.01.2024	POSTED	27.01.2024	Sat	Kick-off Meeting 2	Events & Meetings	x		During the productive @aquabiosens			#water	@aquabiosens	https://forthing.sharepoint.com/...					
6	INSP	29.02.2024	POSTED	05.03.2024	Tue	Project Introduction	Fact & Figure	x		AquaBioSens is a HorizonEurope			#horizonEurope #EU	@aquabiosens	https://www.shutterstock.com/de					
7	INSP	05.03.2024	POSTED	05.03.2024	Tue	Project Introduction	Objectives & Characteristics	x	x		AquaBioSens is a Horizon Europe			@aquabiosens	https://forthing.sharepoint.com/...					
8	INSP	05.03.2024	POSTED	07.03.2024	Thu	Project Objective 1	Objectives & Characteristics	x		AquaBioSens will develop novel,				#hand-held #water #monitor	@aquabiosens	https://www.shutterstock.com/de				
9	INSP	05.03.2024	POSTED	12.03.2024	Thu	Project Objective 1	Objectives & Characteristics	x						#immunossays #ELISA #bios	@aquabiosens	https://www.shutterstock.com/de				
10	INSP	05.03.2024	POSTED	13.03.2024	Wed	Project Objective 1 + 2	Objectives & Characteristics		x	The AquaBioSens project will harness		We're thrilled to introduce you to the		#immunossays #biosensors #toxins #pollution	@aquabiosens	https://www.shutterstock.com/de				
11	INSP	05.03.2024	POSTED	14.03.2024	Thu	Project Objective 2	Objectives & Characteristics			Did you know that fish gill cells can				#cella #biosensing #metal	@aquabiosens	https://www.shutterstock.com/de				
12	INSP	15.03.2024	POSTED	19.03.2024	Tue	Project Objective 3	Objectives & Characteristics	x						#fish #gill #diatoms #algae #biosensors #cleanwater	@aquabiosens	https://www.shutterstock.com/de				
13	INSP	15.03.2024	POSTED	20.03.2024	Wed	Project Objective 3 + 4	Objectives & Characteristics		x	Have you ever heard of diatoms?		The AquaBioSens project will utilize fish		#diatoms #algae #contamination	@aquabiosens	https://www.shutterstock.com/de				
14	INSP	15.03.2024	POSTED	21.03.2024	Thu	Project Objective 4	Objectives & Characteristics	x		AquaBioSens will also conduct a				#quality #accuracy #kser	@aquabiosens	https://www.shutterstock.com/de				
15	INSP	22.03.2024	POSTED	26.03.2024	Mon	Project Objective 5	Objectives & Characteristics	x		The @aquabiosens project values data				#data #interoperability	@aquabiosens	https://www.shutterstock.com/de				
16	INSP	29.03.2024	POSTED	03.04.2024	Wed	Objective 6	Objectives & Characteristics		x					#evaluate #technologies	@aquabiosens	https://www.shutterstock.com/de				
17	INSP	29.03.2024	POSTED	04.04.2024	Thu	Objective 6	Objectives & Characteristics		x	@aquabiosens will engage in field		To enable #data interoperability and		#data #interoperability	@aquabiosens	https://www.shutterstock.com/de				
18	INSP	29.03.2024	POSTED	04.04.2024	Thu	Objective 7	Objectives & Characteristics	x		To empower stakeholders and		In order to evaluate the new		#evaluate #technologies	@aquabiosens	https://www.shutterstock.com/de				
19	INSP	29.03.2024	POSTED	05.04.2024	Fri	Objective 7	Objectives & Characteristics		x	@aquabiosens is implementing				#data #interoperability	@aquabiosens	https://www.shutterstock.com/de				
20	INSP	05.04.2024	POSTED	10.04.2024	Wed	Objective 8 Part 1	Objectives & Characteristics		x					#end-user-led #uptake	@aquabiosens	https://www.shutterstock.com/de				
21	INSP	12.04.2024	POSTED	16.04.2024	Tue	Objective 8 Part 2	Objectives & Characteristics		x					#end-user-led #uptake	@aquabiosens	https://www.shutterstock.com/de				
22	INSP	12.04.2024	POSTED	16.04.2024	Tue	Objective 8	Objectives & Characteristics		x	At the Biosensors Lab of		results		#end-user-led #uptake	@aquabiosens	https://www.shutterstock.com/de				
23	FORTH	19.04.2024	POSTED	23.04.2024	Tue	Coordinator Intro	Organisations & Partners	x		At the Biosensors Lab of the institute				#horizonEU #ZeroPollution	@aquabiosens	https://www.shutterstock.com/de				
24	FORTH	19.04.2024	POSTED	23.04.2024	Tue	Coordinator Intro	Organisations & Partners		x	The Algae Synthetic Biology and				#REA_research #ELGreenness	@aquabiosens	https://forthing.sharepoint.com/...				
25	SDU	19.04.2024	POSTED	25.04.2024	Thu	SDU Intro	Organisations & Partners	x						#diatoms #phytoplankton	@IMBB @Department of Green Technology @Michèle Fahr	https://www.shutterstock.com/de				
26	SDU	19.04.2024	POSTED	25.04.2024	Thu	SDU Intro	Organisations & Partners		x	Dr Caroline Murphy and intern Temi		The Algae Synthetic Biology and		@DCUwater	AquaBioSens Twitter LinkedIn -	https://www.shutterstock.com/de				
27	DCU	26.04.2024	POSTED	30.04.2024	Thu	DCU Intro	Organisations & Partners	x		@Biosipx "we're thrilled to announce		Dr Caroline Murphy and intern Temi		@DCU Water Institute	AquaBioSens Twitter LinkedIn -	https://www.shutterstock.com/de				
28	BIOPIX-T	26.04.2024	POSTED	03.05.2024	Fri	BIOPIX-T Intro	Organisations & Partners	x						Are you ready to revolutionize water		https://www.shutterstock.com/de				
29	BIOPIX-T	26.04.2024	POSTED	03.05.2024	Fri	BIOPIX-T Intro	Organisations & Partners		x	@ettpa leads WP 7 "Digital		Are you ready to revolutionize water		#data management #infrastr	@ettpa	https://www.shutterstock.com/de				
30	BIOPIX-T	26.04.2024	POSTED	03.05.2024	Fri	BIOPIX-T Intro	Organisations & Partners	x				sensors to a public web portal:		#data management #infrastr	@ettpa	https://www.shutterstock.com/de				
31	ETT	03.05.2024	POSTED	07.05.2024	Tue	ETT Intro	Organisations & Partners	x		As the lead of the #dissemination,				#communication	@aquabiosens	AquaBioSens Twitter LinkedIn -				
32	ETT	03.05.2024	POSTED	07.05.2024	Tue	ETT Intro	Organisations & Partners		x					#communication	@aquabiosens	AquaBioSens Twitter LinkedIn -				

Figure 20. AquaBioSens STATUS Social Media Posts

The spreadsheet shown in Figure 21 is being used to keep track of the news and knowledge articles posted on the AquaBioSens project website. It contains information such as the expected delivery date for each article as well as the actual post-date, the title and the author of the article.

#	Partner	Delivery Date	STATUS	Post Date	Type	Code	Title (max 96 characters with spaces)	Writing	Reviewing	Proposed Image	Link to original source
3	INSP	15.03.2024	POSTED	25.03.2024	News	NEWS 0001EN	This is a title placeholder	ACRONYM (Surname)	ACRONYM (Surname)		Link to original or Shutterstock example image
4	UOS	28.05.2024	REMINDER		News	NEWS 0003EN	AquaBioSens Kick-off Meeting	INSP (Rabe)	INSP (Surname)	https://forthing.sharepoint.com/...	Link to sources cited in the News article
5	NOC	15.06.2024	TO DO		News	NEWS 0004EN		ACRONYM (Surname)	INSP (Surname)		
6	FORTH	15.07.2024	TO DO		News	NEWS 0005EN		ACRONYM (Surname)	INSP (Surname)		
7	DCU	15.08.2024	TO DO		News	NEWS 0006EN		ACRONYM (Surname)	INSP (Surname)		
8	SDU	15.09.2024	TO DO		News	NEWS 0007EN		ACRONYM (Surname)	INSP (Surname)		
9	BIOPIX-T	15.10.2024	TO DO		News	NEWS 0008EN		ACRONYM (Surname)	INSP (Surname)		
10	ETT	15.11.2024	TO DO		News	NEWS 0009EN		ACRONYM (Surname)	INSP (Surname)		
11	INSP	15.12.2024	TO DO		News	NEWS 0010EN		ACRONYM (Surname)	INSP (Surname)		
36											
37	FORTH	17.05.2024	REMINDER		Knowledge	KNOWLEDGE 0001EN		ACRONYM (Surname)	INSP (Surname)	https://forthing.sharepoint.com/...	
38	DCU	28.06.2024	UPCOMING		Knowledge	KNOWLEDGE 0003EN		ACRONYM (Surname)	INSP (Surname)		
39	SDU	28.07.2024	TO DO		Knowledge	KNOWLEDGE 0004EN		ACRONYM (Surname)	INSP (Surname)		
40	BIOPIX-T	28.08.2024	TO DO		Knowledge	KNOWLEDGE 0005EN		ACRONYM (Surname)	INSP (Surname)		
41	ETT	28.09.2024	TO DO		Knowledge	KNOWLEDGE 0006EN		ACRONYM (Surname)	INSP (Surname)		
42	INSP	28.10.2024	TO DO		Knowledge	KNOWLEDGE 0008EN		ACRONYM (Surname)	INSP (Surname)		
43	UOS	28.11.2024	TO DO		Knowledge	KNOWLEDGE 0009EN		ACRONYM (Surname)	INSP (Surname)		
44	NOC	28.12.2024	TO DO		Knowledge	KNOWLEDGE 0010EN		ACRONYM (Surname)	INSP (Surname)		
45	FORTH	28.01.2025	TO DO		Knowledge	KNOWLEDGE 0007EN		ACRONYM (Surname)	INSP (Surname)		
46	DCU	28.02.2025	TO DO		Knowledge	KNOWLEDGE 0011EN		ACRONYM (Surname)	INSP (Surname)		
47	SDU	28.03.2025	TO DO		Knowledge	KNOWLEDGE 0012EN		ACRONYM (Surname)	INSP (Surname)		
48	BIOPIX-T	28.04.2025	TO DO		Knowledge	KNOWLEDGE 0013EN		ACRONYM (Surname)	INSP (Surname)		
49	ETT	28.05.2025	TO DO		Knowledge	KNOWLEDGE 0014EN		ACRONYM (Surname)	INSP (Surname)		

Figure 21. AquaBioSens STATUS Articles

4.3 Planning, steering, and reporting

In order to plan and keep track of dissemination and communication activities as well as to meet the KPIs listed in section 4.4, several spreadsheets were set up. These sheets are being used to plan and keep an overview of relevant events that might be of interest for consortium members, attended events, publications, and media activities. These spreadsheets are shared with all partners and are being continuously updated as dissemination and communication activities are carried out. Each partner has the responsibility to enter their activities and related information into the relevant sheet.

The spreadsheet shown in **Figure 22** is being continuously updated to keep track of upcoming events that might be of interest for the consortium, and the partners that might attend them.

#	Event Title	Relevance	Deadline Abstract	Deadline Registration	Event URL	Start Date	End Date	Location	Main Audience	Engagement Level	Keywords	Comment	NORTH	OC3	SIZE
1	This is the event title placeholder	Relevant	Select (Drop-down)	Select (Drop-down)	URL	From	To	City (Country)	Select (Drop-down)	Select (Drop-down)	water, devices,	Further notes or suggestion	X	X	X
3	Marine Autonomy and Technology Showcase	Relevant	05.07.2024		https://mactas2024.org/	13.10.2024	17.10.2024	Montreal (Canada)	Researchers, Industry	presentation	Micro-Total Analysis Systems, microfluidics, lab-on-a-chip technologies, It's a prime venue for presenting innc				
4	International Conference on Environmental Science and Applications 2025	Relevant			https://isaconf2025.com/	2025		Southampton, Ham	Engineers, Technicians	presentation	Blue Economy, Sustainability, Future Marine Research Infrastructure, Robotics, AI				
6	Molecular Life of Diatoms 9	Relevant			https://www.molodiatoms.com/	2025		Ghent (Belgium)	Chemists, Engineer	presentation	Diatom molecular biology with fundamental- and bioeconomy-oriented rese. M. Fabricis as invited speaker	X	X		
7	International Symposium on Microchemistry and Microsystems (ISMM) 2025	Relevant			https://www.ismm.org/events/detail/39	2025			Chemists, Engineer	presentation	Microchemistry, Microsystems, Microfluidics				
8	Environ 2025	Relevant			https://www.esaleweb.org/	2025		Ireland	Academia, Government	presentation	Irish Environmental Researchers Colloquium				
9	Lab-on-a-Chip and Microfluidics Europe 2025	Relevant			https://selectbiofluidics.com/confer	2025			Researchers, Industry	presentation	Exhibits Lab-on-a-Chip, Microfluidics, Biosensors				
10	ABO Aquatic Sciences Meeting 2025	Relevant			https://www.abo.org/meet	26.03.2025	27.03.2025	Charlotte, North-Ca	Researchers and Ind	presentation	Biosensors	It provides an excellent opportunity to present the Aqua			
11	Biosensors 2025 - 19th Anniversary World Congress on Biosensors	Relevant	08.11.2024		https://www.biosensors.org/	19.09.2025	22.09.2025	Lisbon (Portugal)	Researchers and Ind	presentation	Biosensors				
12	21st INTERNATIONAL CONFERENCE ON HARMFUL ALGAE (ICHA)	Relevant			https://icha2025.org/	19.10.2025	24.10.2025	Punta Arenas (Chile)	Researchers, Industry	presentation	Harmful Algae				
13	AlgaeEurope 2025	Relevant			https://algaeurope.org/	12.03.2025	12.03.2025		Academia and Industry		all aspects of algae biotechnology				
14	Ocean Sciences Meeting 2026	Relevant			https://www.agsu.org/ocsm	22.02.2026	27.02.2026	Glasgow (Scotland)	Researchers and Ind	presentation	Ocean Sciences				
15	Oceanology International 2026	Relevant			https://www.oceanology.org/	12.03.2026	12.03.2026	London (United Kin)	Academia, Government	presentation	Ocean Technology				
16	AlgalBBB 2026	Relevant			https://www.algalbbb.org/	06.2026	06.2026		Academia and Industry		all aspects of algae biotechnology				
17	Environ 2026	Relevant			https://www.esaleweb.org/	2026			Academia, Government	presentation	Irish Environmental Researchers Colloquium				
18	Environ 2027	Relevant			https://www.esaleweb.org/	2027		Ireland	Academia, Government	presentation	Irish Environmental Researchers Colloquium				

Figure 22. AquaBioSens STATUS Dissemination Continuous Reporting - Opportunities

The spreadsheet displayed in **Figure 23** contains a list of all events attended by consortium partners as well as future events that consortium members plan to host or attend (image contains mock-up data to illustrate the functionality of the tool).

AquaBioSens - STATUS Dissemination (Continuous Reporting) 1.0

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Figure 23. AquaBioSens STATUS Dissemination Continuous Reporting – Activities

The spreadsheet displayed in **Figure 24** serves as a tool to coordinate the creation and publication of scientific articles. This facilitates the planning, compliance and monitoring of KPIs as well as the coordination between partners (image contains mock-up data to illustrate the functionality of the tool).

Partner	STATUS	Type of Publication	Title	Author(s)	Publisher	Publication Name	ISSN	DOI	Repository Link	Pages	Publication Year/Open Access
60 ALL	PLANNED	Article in Journal	The Evolution Enigma	C. Darwin, A. Wallace	Publishing	Biology	4567-8901	0/0e04	61-80	2024	Yes - Green Open Access
61 ALL	PLANNED	Article in Journal	The Climate Conundrum	J. Hansen, M. Mann	Climate Publishing	Science	5678-9012	0/0c05	81-100	2024	Yes - Green Open Access
62 ALL	PLANNED	Article in Journal	The Quantum Quandary	A. Einstein, N. Bohr	Publishing	Mechanics	1234-5678	0/0p01	1-10	2024	Yes - Green Open Access
63 ALL	PLANNED	Article in Journal	The Relativity Revelation	A. Einstein, M. Planck	Publishing	Physics	2345-6789	0/0r02	21-40	2024	Yes - Green Open Access
64 ALL	PLANNED	Article in Journal	The DNA Dilemma	J. Watson, F. Crick	Genetics Publishing	Research	3456-7890	0/0d03	41-60	2024	Yes - Green Open Access
65 ALL	PLANNED	Article in Journal	The Evolution Enigma	C. Darwin, A. Wallace	Publishing	Biology	4567-8901	0/0e04	61-80	2024	Yes - Green Open Access
66 ALL	PLANNED	Article in Journal	The Climate Conundrum	J. Hansen, M. Mann	Climate Publishing	Science	5678-9012	0/0c05	81-100	2024	Yes - Green Open Access

Figure 24. AquaBioSens STATUS Dissemination Continuous Reporting – Publications

Figure 25 shows the sheet that is used to keep track of all media activities related to AquaBioSens that are carried out by partners of the consortium. This includes, for example, newsletters, posts on the organisations' websites, and posts on the partners' social media channels.

Partner	STATUS	Media Type	Date	Title / Name / Short Description	URL	Main Audience	Scale	Expected Outreach	Views	Engagement	Re-posts	Replies	Likes	Comments	Comment
1	SELECT	Website post	2024	Completed or This is the placeholder		Post, site etc.	Select (Dropdow)	Select (Dropdow)							
2	ETT	DONE	23.01.2024	The new state-of-the-art tools for measuring aquatic risk and pollution	https://ettsolution	General Public	International								IN
3	ETT	DONE	23.01.2024	Kick-off AquaBioSens: ETT Leads WP 7	https://ettsolution	General Public	International								IN
4	FORTH	DONE	26.01.2024	Post-Doctoral Researcher – Biosensing, Biosensors Lab, Greece	https://researcher	Researchers, Re	International								Job advertisement IN
5	FORTH	DONE	30.04.2024	One (1) Research Assistant Position [Ref # ORZ-0584]	https://vacancies	Researchers, Re	International								Job advertisement IN
6	SDU	DONE	2024	AquaBioSens: On-site biological sensing for aquatic pollutants and biohaz	https://portal.fhn	Researchers, Re	International								IN
7	UOS	DONE	2024	Horizon Europe (UKRI funded) AquaBioSens	https://www.sou	Researchers, Re	International								IN
8	BIOPIX-T	DONE	20.05.2024	BIOPIX-T to participate in AquaBioSens a H2020-RIA project granted for	https://www.imi	General Public	International								IN
9	FORTH	DONE	2024	We are hiring.	https://www.gize	General Public	International								IN
10	FORTH	DONE	23.01.2024	Research Assistant in Molecular Biology for EU Project AquaBioSens: Env	https://www.par	Researchers, Re	International								IN
11	FORTH	DONE	2024	Job Opportunities – Postdoctoral Researcher (PhD) with engineering back	https://mcs.uoc	Researchers, Re	International								Job advertisement IN
12	FORTH	DONE	19.07.2023	EU grant awarded to IMBB-Biosensors lab	https://www.imb	General Public	International								IN
13	SDU	DONE	2024	One (1) Research Assistant Position [Ref # ORZ-0584]	https://www.ofr	Researchers, Re	International								Job advertisement IN
14	FORTH	DONE	30.04.2024	One (1) Postdoctoral Researcher Position [Ref # ORZ-0615]	https://www.imi	Researchers, Re	International								Job advertisement IN

Figure 25. AquaBioSens STATUS Dissemination Continuous Reporting – Media

4.4 Dissemination and Communication KPIs

The Key Performance Indicators (KPIs) listed in Table 11 been established in order to evaluate the effectiveness of the project's dissemination activities according to the main goal of raising awareness about the project outcomes and enable networking and knowledge exchange between relevant stakeholders. The KPIs will be monitored regularly and allow the proper adjustment of the dissemination activities as the project progresses.

Table 11. Dissemination and Communication KPIs of AquaBioSens

Type	KPI	Target	Means of verification	Objective	Target Group	Status
Project website	No. of unique visits	2000	Google Analytics	Information & Communication	All	IN PROGRESS
Logo, colour scheme, brochures, templates	No. of views on the Media page	150	Materials available	Recognisable brand identity	All	IN PROGRESS
Factsheets and promotional materials	No. of leaflets No. of posters	3 2	STATUS Dissemination (Continuous Reporting) Sheet	Informing about water monitoring and the project outputs	All	IN PROGRESS
Newsletter	No. of newsletter subscribers	150	Mailchimp Audience List	Communication & Dissemination	All	IN PROGRESS
Press releases & Media appearances	No. of media appearances No. of articles published in technical magazines	2 4	STATUS Dissemination (Continuous Reporting) Sheet	Communication & Dissemination	All	PLANNED
Meetings & Events (face-to-face & online)	No. of webinars No. of citizen science events	3 1	STATUS Dissemination (Continuous Reporting) Sheet	Information & Feedback	Research & Academia, Policy, Projects, NPOs, NGOs	PLANNED
Presentations at third-party events	No. of presentations at fairs No. of participations in policy events	3 2	STATUS Dissemination (Continuous Reporting) Sheet	Dissemination & Exploitation	Research & Academia, Policy, Projects, NPOs, NGOs	PLANNED

Peer-reviewed journal articles	No. of articles published	6+	STATUS Dissemination (Continuous Reporting) Sheet	Expanding research & knowledge, knowledge transfer	Research & Academia, Policy, Projects, NPOs, NGOs	PLANNED
Articles & releases on the project website and on CORDIS	No. of articles published on the project website No. of results, news & multimedia published on CORDIS	30+ 3	STATUS Dissemination (Continuous Reporting) Sheet	Communication & Dissemination	All	IN PROGRESS
Social media presence	No. of total followers No. of total engagements (link clicks, reactions, reposts, comments)	800+ 2000+	Manual tracking of followers Built-in analytics tools	Communication	All	IN PROGRESS
Clustering with other EU R&D projects	No. of exchanges with R&D projects	2+	STATUS Dissemination (Continuous Reporting) Sheet	Communication & Dissemination Information & Feedback	Projects & Initiatives	IN PROGRESS

5 Exploitation plan

The exploitation plan will ensure the maximum possible impact of the key exploitable results of AquaBioSens through appropriate exploitation and activity planning, allocation of responsibilities and progress monitoring. The main goal is to develop strategies for exploiting the project results and exploring their wider use, sustainability, and business feasibility. One of the main exploitation goals of the project is to provide proof-of-concept for the innovative AquaBioSens solutions and technologies (e.g., hand-held measurement devices, smartphone application, data feeds) as a basis for the submission of patents that provide the grounding for the development of the technologies into commercial/marketable products and to create profitable outcomes as a result.

5.1 Aims & objectives

The main aim of the AquaBioSens exploitation plan is to support the exploitation of the outcomes of research and development activities such as new know-how, new products or protocols and also non-technological and social innovation which can be sustainably converted into socio-economic benefits for the society. Exploitation means making concrete use of the knowledge, skills, and data generated in the project for commercial, societal and political purposes that will benefit innovation, the economy or society, fill existing gaps, or tackle existing problems. As also outlined in the Grant Agreement, beneficiaries must - up to four years after the end of the project - use their best efforts to exploit their results directly or indirectly by another entity, e.g., through transfer or licensing.

Thus, for effective exploitation planning, following points are being considered:

- What kind of needs does the AquaBioSens project respond to and what gaps will it fill?
- What problem will the AquaBioSens solutions solve and why and in which areas will this solution be better than existing ones?
- What new knowledge (results) will the AquaBioSens project generate (assessment of the state of the art)? Who will use these results?
- What benefits will be delivered and how big will this benefit be?
- How will end users be informed about the generated results?
- Who will be able to make good use of the know-how and devices created?

A first assessment of the project results and their potential benefits can be found in section **2 Relevant target groups and stakeholders** as well as in section **5.3 Exploitable results & expected impact**. The exploitation strategy will focus on the promotion of these benefits of the AquaBioSens technologies in order to attract the target audience, raise their awareness and engage them in project activities.

In addition to analysing the needs and benefits of the AquaBioSens results for particular target groups, the exploitation strategy also aims to assess and analyse internal and external factors that might influence the success of the exploitation including:

- The landscape of potential target markets for AquaBioSens project results
- Potential users, main competitors and competitive advantages
- The state of the art which will allow to describe the planned developments and differences from existing competing products
- Identification of key results and deployment of an IPR management strategy
- Facts and figures on the planned exploitable results and their areas of application

The exploitation strategy lays the foundation for ensuring that the outcomes of the project have a sustainable impact even after the funding period, and that the funding applied can have long-term benefits. Ultimately, the strategy helps the project to focus on its strengths and opportunities and to target the right resources and skills. It will assist in the following:

- To estimate the most feasible directions of exploitation;
- To lay the foundation for the establishment of mechanisms for effective exploitation;
- To define the relevant dialogue partners and groups (linked with the initial communication & dissemination plan) and keep contacts with relevant stakeholders;
- To lay the foundation for rights and responsibilities among consortium members;
- Participate in external events where the consortium can present the project outcomes and raise awareness on benefits for different target groups;
- Coordinate meetings with key stakeholders who can support further exploitation, such as initiatives, clusters, or research institutions;
- To assess what the challenges, opportunities and risks of the AquaBioSens solutions are.

5.2 Exploitation strategy

The exploitation strategy implements various activities within three phases A, B and C, which are performed continuously over the duration of the project:

- initial assessment activities (A)
- exploitation ramp-up (B)
- exploitation potential (C)

Within these phases, exploitation actions are defined in order to ensure timely partner contributions and efficient use of resources:

Table 12. AquaBioSens Exploitation Strategy

Phase	Name	Main objectives
A	Initial assessment activities: technology mapping, landscape analysis and trends	The exploitation strategy will start with defining the exploitable results and getting to know the potential market landscape: ▪ Initial mapping of key exploitable results ▪ Competitor analysis: getting to know current suppliers and available products ▪ Analysing market trends ▪ Stakeholder analysis ▪ Individual exploitation plans

B	Exploitation ramp-up: identifying values, strengths, competencies, and potential issues	As the project progresses, the results and the general direction will become clearer. The main aim is to ensure a strong positioning of AquaBioSens solutions, while being aligned with the needs of the target exploitation groups. The activities in Phase B include: ▪ Strategic analysis (SWOT analysis) ▪ Identification of key outcomes and prioritisation of key exploitable results ▪ Initiation of IPR mapping ▪ Exploring the most suitable exploitation pathways
C	Exploitation potential: IPR, joint exploitation, promotion and beyond	Activities in Phase C will relate to the project's final results and include the following activities: ▪ User targeting via brochures and online promotion ▪ Patents and IPR ▪ Plan for follow up projects, e.g., networking with research funding agencies and EC bodies ▪ Creating synergies & networks and encouraging uptake of the solutions ▪ Involve stakeholders in project activities ▪ Demonstrate the project results as an effective solution

The overall AquaBioSens exploitation strategy, is clearly visualised in [Figure 26](#). The visualisation consists of several elements:

- First the eight AquaBioSens consortium partners are shown as well as their high-level skills, knowledge and experience in bioanalytical sciences, environmental biosciences, engineering, computer sciences and communication, dissemination and exploitation.
- Next, existing projects and assets are displayed, as the consortium will establish contacts and initiate cooperation with existing projects, initiatives and relevant stakeholders to increase knowledge sharing and uptake of existing results.
- Furthermore, the initial exploitable results have been identified such as real-time data feeds, measurement devices, demonstration and test results, novel tools as well as generated knowledge in form of scientific publications. The assessment of existing resources, know-how and potential exploitable results lay the groundwork for the core exploitation strategy.
- Lastly, the important interconnections with the dissemination and communication activities outlined in the first sections of the document are outlined.

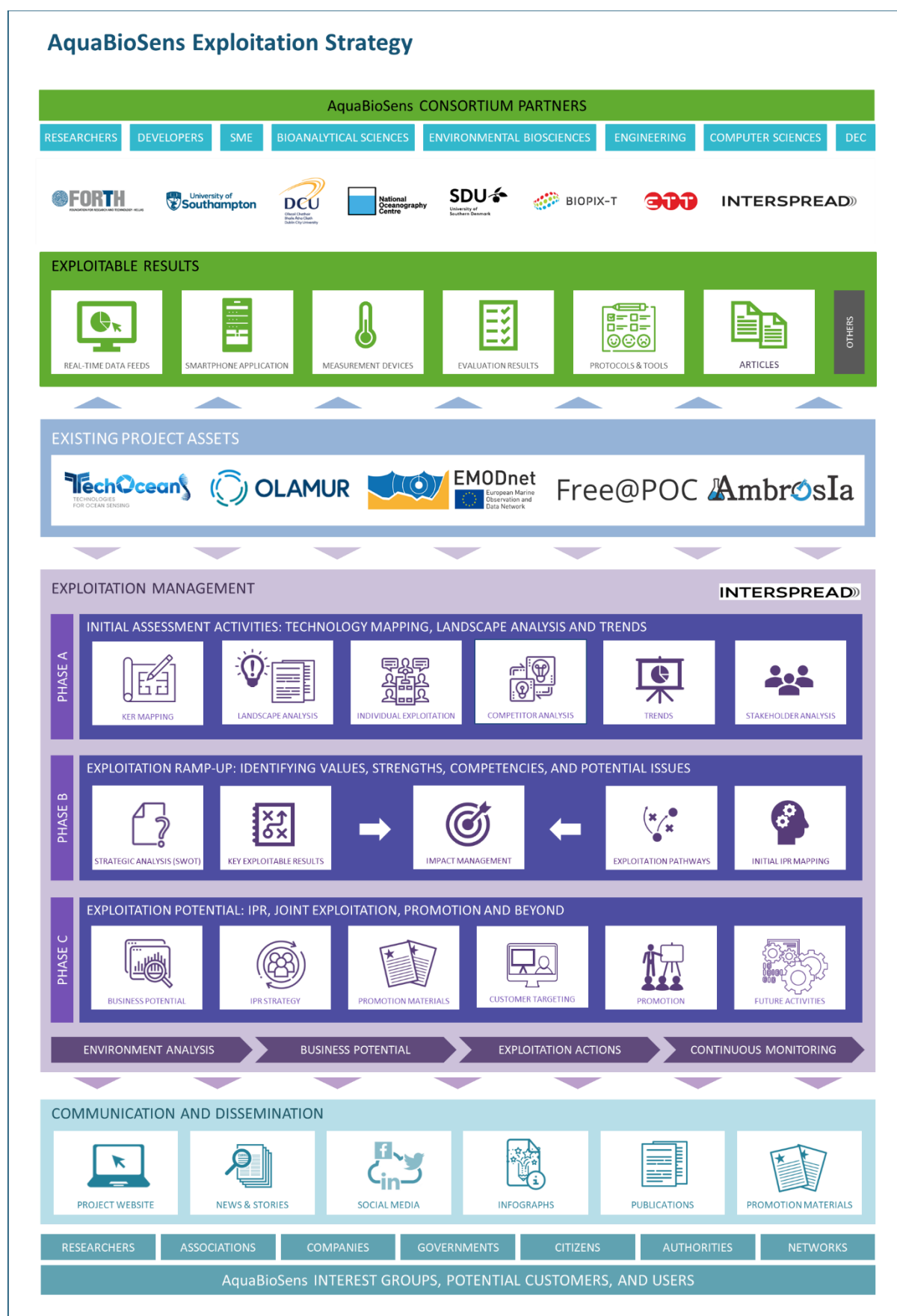


Figure 26. AquaBioSens exploitation strategy and phases

5.3 Exploitable results & expected impact

This section describes a preliminary list of exploitable results of the AquaBioSens project and their expected impact. The list will be updated over the course of the project and is expected to change based on the further progress and developments of the AquaBioSens project. As the final appearance and the exact technical implementation of the AquaBioSens solutions become more apparent during the course of the project, the exploitable results will be updated and defined more precisely and the Key Exploitable Results will be identified together with all consortium members.

Table 13. Overview of exploitable results

Item	Description	Type	Target Group	Expected Impact
Device for detection of organic contaminants	A hand-held device for fast and sensitive on-site detection of organic contaminants using antibody assays and surface acoustic wave sensing.	Device	Citizens, Industry & Investors, Networks & Associations, Governance & Regulatory bodies	▪ Reduced costs ▪ Higher temporal and spatial resolution ▪ Fast detection of changes ▪ Quicker implementation & assessment of measures ▪ Increased water quality ▪ Increased public trust
Device for detection of toxins and biotic pollution	A novel, operational, hand-held, real-time fluorescence analyser together with a field-based RNA extraction device, to amplify environmental Ribonucleic Acid (eRNA) from water samples, enabling fast and sensitive quantification of gene reporters for toxin production and biotic pollution.	Device	Citizens, Industry & Investors, Networks & Associations, Governance & Regulatory bodies	▪ Reduced costs ▪ Higher temporal and spatial resolution ▪ Fast detection of changes ▪ Quicker implementation & assessment of measures ▪ Increased water quality ▪ Increased public trust

Device for detection of metal pollutants	A device for in vitro whole-cell biosensing of metal pollutants at environmental concentrations using a fish gill cell culture system (FIGCS) via the measurement of biophysical cell stress in real time, intracellular fluorescent probes for bioreactive metal determination and gene-expression readout for metal stress marker genes.	Device	Citizens, Industry & Investors, Networks & Associations, Governance & Regulatory bodies	▪ Reduced costs ▪ Higher temporal and spatial resolution ▪ Fast detection of changes ▪ Quicker implementation & assessment of measures ▪ Increased water quality ▪ Increased public trust
Device for detection of heavy metals	Device-based on in vitro whole-cell biosensing of heavy metals, using diatoms as environmentally relevant organisms, genetically engineered to provide fluorescence read-out to specific heavy metals at regulatory limits by fusion of fluorescent proteins to responsive genetic elements.	Device	Citizens, Industry & Investors, Networks & Associations, Governance & Regulatory bodies	▪ Reduced costs ▪ Higher temporal and spatial resolution ▪ Fast detection of changes ▪ Quicker implementation & assessment of measures ▪ Increased water quality ▪ Increased public trust
Protocols and tools for eRNA extraction and target quantification	Protocols and tools for eRNA extraction and target quantification for aquatic biohazardous organisms.	Protocol, Tool	Research & Academia, Industry & Investors	▪ Fostering Research & Development ▪ Possibility for commercialisation
Novel eRNA pre-concentration technology	A novel eRNA pre-concentration technology including demonstration for environmental monitoring applications.	Protocol, Tool	Research & Academia, Industry & Investors	▪ Fostering Research & Development ▪ Possibility for commercialisation
Smartphone application	Development of the smartphone application in order to operate the hand-held, real-time platform.	App	Citizens, Industry & Investors, Networks & Associations, Governance & Regulatory bodies	▪ Fostering interdisciplinary collaborations ▪ Better usability

Digital Real-Time Data Feeds	A development of real-time digital FAIR data feeds into repositories and a dashboard, ensuring data interoperability and transparency.	User interface	Citizens, Industry & Investors, Networks & Associations, Governance & Regulatory bodies, Projects & Initiatives	▪ Knowledge sharing ▪ Fostering Research & Development ▪ Higher temporal and spatial resolution ▪ Data transparency & openness ▪ Increased public trust
Field testing and demonstration results	The results of the field testing and demonstration of the devices to stakeholders and end-users, evaluating the effectiveness of the new devices for water quality monitoring and surveillance.	Data	Citizens, Industry & Investors, Networks & Associations, Governance & Regulatory bodies	▪ Knowledge sharing ▪ Fostering Research & Development ▪ Data transparency & openness ▪ Increased public trust
State-of-the-art evaluation results	Results of the comprehensive evaluation of the new devices against standard methods, ensuring quality, accuracy, and sensitivity.	Data	Research & Academia, Industry & Investors	▪ Fostering research, development & innovation ▪ Possibility for commercialisation
Diatom whole-cell- biosensor cell lines	Diatom whole-cell- biosensor cell lines that fluorescence in response to specific metals	Cell line	Research & Academia, Industry & Investors	▪ Fostering research, development & innovation
Patents on the new devices	Patents for future commercialization	Patent	Industry & Investors	▪ Possibility for commercialisation
Newly developed analytics with advanced sensors	Integrating newly developed analytics with advanced sensors. Coupling analytics with acoustic biosensors, multichannel fluorimetry, and organ-on-chip microfluidic devices to create comprehensive monitoring solutions.	Knowledge	Research & Academia, Industry & Investors	▪ Fostering research, development & innovation ▪ Possibility for commercialisation
Scientific Papers	The project will generate scientific articles relating to the development and validation of novel platforms for aquatic pollution monitoring.	Knowledge	Research & Academia, Industry & Investors	▪ Knowledge sharing ▪ Fostering Research & Development ▪ Data transparency & openness

Data archive & data management infrastructure	This includes setting up a data archive, with the ultimate objective of creating a data management infrastructure that transfers data from sensors to a public web portal.	Infra-structure	Research & Academia, Industry & Investors, Citizens	▪ Knowledge sharing ▪ Data transparency & openness ▪ Increased public trust
Know-how in the integration and processing of real-time data	There will be enhanced know-how in the integration and processing of real-time data from various sensors.	Knowledge	Research & Academia, Industry & Investors	▪ Knowledge sharing ▪ Fostering research, development & innovation
Knowledge on physiological and genetic responses of diatoms to heavy metals	Increased knowledge on the physiological and genetic response of diatoms to heavy metals.	Knowledge	Research & Academia, Industry & Investors	▪ Knowledge sharing ▪ Fostering research, development & innovation
Synthetic biology circuits	Synthetic biology circuits activated by heavy metals in bioengineered diatoms.	Knowledge	Research & Academia, Industry & Investors	▪ Knowledge sharing ▪ Fostering research, development & innovation
Biocontainment strategies	Biocontainment strategies for bioengineered diatoms for environmental applications	Knowledge	Research & Academia, Industry & Investors	▪ Knowledge sharing ▪ Fostering research, development & innovation
SWOT analysis	Results of the analysis of the strengths, weaknesses, opportunities and threats of the main project solutions.	Data	Citizens, Industry & Investors, Networks & Associations, Governance & Regulatory bodies	▪ Improved exploitation of the solutions ▪ Improved sustainability and uptake of the solutions
Technical Documentation	The compilation of user documentation for all technological outputs, and demonstration of methods and devices to a panel of stakeholders/end-users to be conducted over the course of the project, to implement end-user-led design choices to maximise the uptake and exploitation of the project outputs.	Guide	Citizens, Industry & Investors, Networks & Associations, Governance & Regulatory bodies	▪ Increased public trust ▪ Possibility for commercialisation ▪ Better uptake of the solutions

5.4 Exploitation pathways

AquaBioSens will produce various scientific, research, and technological outcomes, which have a high potential to be exploited via a variety of pathways. The AquaBioSens consortium has identified the following initial exploitation routes:

Educational and scientific exploitation

The research opportunities as well as novel tools & protocols, workflows, data and scientific publications developed in the course of the AquaBioSens project can become valuable resources for students (BSc, MSc or PhD) in the field of environmental and aquatic sciences and for the academic community searching for a comprehensive knowledge collection about environmental and aquatic sciences, novel assays, cell lines or protocols. Hence, AquaBioSens will raise awareness on the project's outcomes and benefits by reaching both academia and user target groups. The consortium is employing BSc, MSc or PhD students thus investing and impacting future generations and researchers. Additionally, the consortium is planning on writing scientific publications about the outcomes of the project and disseminating project results at events and conferences to ensure the uptake of the gained knowledge in future research and innovation activities.

Follow-up financing

To ensure the long-term impact of the project solutions, AquaBioSens is exploring the possibility of follow up financing to potentially bring technologies developed in this project to a higher TRL and to market maturity. The goal is to obtain further financing to cover the costs of new equipment, expansion and development of the solution through public financing with the aim of achieving market-readiness. Local governments and ministries dedicated to environmental protection or health care might provide funding to projects that enhance public health and water quality. Furthermore, national, EU and international research funding agencies may be interested in funding additional research on biosensor devices based on the outcomes of the AquaBioSens project.

Investors

Approaching investors can be an opportunity to fund the development and expansion of technologies, usually in exchange for a share of the profits or equity in the company. Investors often have extensive networks and can help promote the technologies to potential customers and partners.

Commercial exploitation

Commercial exploitation aims to inspire interest and market demand concerning the AquaBioSens solutions. The goal in this project is to lay the groundwork for the development of commercial products by providing proof-of-concept for the submission of patents. The consortium partners will use their well-established networks of European and national contacts to communicate the results of the AquaBioSens project and increase its visibility. It is planned to target the European industry and especially SMEs via presentations to increase the awareness about AquaBioSens.

Exploitation by/through networks

The results of the AquaBioSens project can be exploited by associations and networks, such as water sports and hotel associations or industrial and environmental associations. Industrial and environmental associations will profit from valuable near real-time data on water quality and increased compliance with regulations. Water sports and hotel associations can utilise the project's hand-held monitoring devices to ensure the safety and quality of water resources used for e.g., bathing, swimming or drinking. The large outreach through networks will facilitate collaboration, knowledge sharing, and collective action towards water quality management. Hence, exploitation through networks and platforms is crucial to ensure the project's sustainability even beyond the funding period.

5.5 Exploitation actions

The AquaBioSens exploitation actions listed in **Table 14** provide an in-depth overview of planned exploitation activities aimed at maximising exploitation of AquaBioSens within three main exploitation phases - initial assessment activities, exploitation ramp-up, exploitation potential - distributed over the duration of the project.

Table 14. Overview of exploitation actions

	PHASE A	Date (Start): 01.01.2024 Date (End): 31.12.2024 INITIAL ASSESSMENT ACTIVITIES: Technology Mapping, Market analysis & trends
DONE	Period	Date (Start): 01.04.2024 Date (End): 31.05.2024
	Action	D8.2 DEC plan and DEC materials
	Description	Established exploitation strategy and three main exploitation phases
	Partners	INTERSPREAD + all partners
DONE	Period	Date (Start): 01.05.2024 Date (End): 31.05.2025
	Action	Individual Exploitation Plans
	Description	Establishment of each partner's exploitation plan, and exploitation goals.
	Partners	All partners
DONE	Period	Date (Start): 01.05.2024 Date (End): 31.05.2025
	Action	Technology mapping
	Description	Initial collection of individual AquaBioSens technologies and key exploitable results
	Partners	All partners
TO DO	Period	Date (Start): 01.05.2024 Date (End): 01.01.2025
	Action	Trends and landscape analysis
	Description	Analysis of the landscape and trends
	Partners	INTERSPREAD + all partners
TO DO	Period	Date (Start): 01.07.2024 Date (End): 01.01.2025
	Action	Stakeholder collection
	Description	Identification and collection of AquaBioSens stakeholders
	Partners	All partners
TO DO	Period	Date (Start): 01.07.2024 Date (End): 01.01.2025
	Action	Competitor landscape
	Description	Ongoing collection and analysis of similar measurement devices
	Partners	All partners

	PHASE B	Date (Start): 01.01.2025 Date (End): 31.12.2025 EXPLOITATION RAMP-UP: Identifying values, strengths, competencies & issues
TO DO	Period	Date (Start): 01.01.2025 Date (End): 31.01.2025
	Action	Strategic analysis (SWOT)
	Description	Identification of positive and negative impacts, internal and external influences to maximise the potential for AquaBioSens outputs
	Partners	INTERSPREAD + all partners
TO DO	Period	Date (Start): 01.03.2025 Date (End): 31.12.2025
	Action	Exploitable Result (ER) Prioritization
	Description	Identification of most innovative results which are expected to have either a commercial, social or a scientific value.
	Partners	INTERSPREAD + all partners
TO DO	Period	Date (Start): 01.01.2025 Date (End): 31.12.2025
	Action	Definition of societal, scientific, technological and economic impacts
	Description	Collect and identify potential impacts of the AquaBioSens outputs
	Partners	INTERSPREAD + all partners
TO DO	Period	Date (Start): 01.04.2025 Date (End): 31.07.2025
	Action	IPR management
	Description	IP identification and protection options
	Partners	INTERSPREAD + all partners
TO DO	Period	Date (Start): 01.08.2025 Date (End): 31.12.2025
	Action	Defining the most suitable exploitation pathways
	Description	Defining the most suitable exploitation pathways for each exploitable result
	Partners	INTERSPREAD + all partners
	PHASE C	Date (Start): 01.01.2026 Date (End): 31.12.2026 EXPLOITATION POTENTIAL: IPR, joint exploitation, promotion & beyond
TO DO	Period	Date (Start): 01.01.2026 Date (End): 31.12.2026
	Action	Digital promotion materials
	Description	Technology brochures featuring the project technologies
	Partners	INTERSPREAD + all partners
TO DO	Period	Date (Start): 01.01.2026 Date (End): 31.08.2026
	Action	Business potential assessment
	Description	Business Model Canvas, Value Proposition, Cost-benefit Analysis
	Partners	INTERSPREAD + all partners
TO DO	Period	Date (Start): 01.01.2026 Date (End): 31.12.2026
	Action	Licensing & IPR management (update from Phase B)
	Description	Update of IPR strategy
	Partners	INTERSPREAD + all partners
TO DO	Period	Date (Start): 01.06.2026 Date (End): 31.08.2026
	Action	D8.4 Exploitation plan
	Description	In-depth exploitation plan for the AquaBioSens project, update of the initial exploitation plan in D8.2
	Partners	INTERSPREAD + all partners

TO DO	Period	Date (Start): 01.06.2026 Date (End): 31.12.2026
	Action	D8.3 DEC plan and materials 2
	Description	Update of the initial DEC plan and the DEC materials from D8.2
	Partners	INTERSPREAD + all partners
TO DO	Period	Date (Start): 01.01.2026 Date (End): 31.12.2026
	Action	D8.5 Networking
	Description	Report on the networking and partnership activities to ensure the sustainability of the project results
	Partners	INTERSPREAD + all partners

5.6 IPR strategy

Protection of results will require an efficient Intellectual Property Rights (IPR) management and due attention. The consortium follows the Commission's policy on knowledge and intellectual property outlined in the Grant Agreement tackling ownership of results, rights of use of the granting authority, protection of results, exploitation of results, transfer and licensing of results and access rights to results and background. As described in the Grant Agreement, project results and background brought into the project by a project partner belong to the partner(s) having generated or provided them. However, two or more beneficiaries might own results or obtain protection jointly if they have jointly generated them and it is not possible to separate or establish the respective contribution of each beneficiary. The joint owners have to agree in writing on the allocation and terms of exercise of their joint ownership.

AquaBioSens plans to patent its outputs as basis for future commercialisation activities. For this reason, a very well defined IPR management is foreseen to avoid disputes among the partners when the time to apply for protection comes (late period of the project). The consortium will be allowed to use the data collected during the project for research and dissemination purposes. Planned research papers will be published according to an open access policy.

The AquaBioSens project, like many other EU projects, is based on collaboration between different partners. The Grant Agreement and the Consortium Agreement clarify how access to background technologies and project results is regulated among the partners during the project duration. However, once the project is finalised, the exploitation of project results is usually not covered in the two agreements. A proactive IPR strategy should cover this aspect more effectively. The IPR strategy is addressed using the steps IP Identification, IP Protection and IP Management:

- **IP Identification** - In general, a distinction is made between background and foreground technologies. Background technologies already exist before the project starts and are used within the project to achieve the project goals. Foreground technologies are outcomes that emerge during the project. To protect IPs, key exploitable results must be known and will be assessed together with the partners.
- **IP Protection** - To protect the intellectual property generated during the project, the AquaBioSens consortium partners have several options. Which type of protection is the most suitable form of IP protection is determined by the result at stake (software, scientific article, protocol, product, service, know-how, website etc.), as well as the business plans for their exploitation and the legitimate interests of consortium partners (e.g., patent, utility model, industrial design, copyright, trade mark, confidential information).

- **IP Management** - As soon as the background and foreground technologies are identified and the IP protection options are presented, all partners should agree on how the exploitation rights of the results should look like. Each partner will provide inputs expressing interests in exploitable results (ER) (e.g., dissemination level, exploitation form, partner's interest in the exploitable results, contribution to the generation of the result during the project's lifetime, need for negotiations with other project partners).

5.7 Individual exploitation plans

Important Terms & Guiding questions:

A key exploitable result (KERs) can be any scientific result, policy-oriented result, technology, process or software that can be used/exploited beyond the project duration, e.g., a measurement device, handbooks, guidelines, knowledge collections, scientific papers, roadmaps, prototypes, data, etc.

Exploitation means our consortium or external people/organisations can make use of the KERs towards the end or up to 4 years after the project e.g., integrating them into new legislation or recommendations, using them for the benefit of innovation, the economy or society, or to tackle a problem or fill an existing demand.

Work packages & key exploitable results:

- In what work packages are you involved and how?
- Name at least 3 key exploitable results that you are developing (e.g., measurement devices, handbooks, guidelines, knowledge collections, scientific papers, roadmaps, prototypes, data, etc).

Connections and networks:

- How are you planning to exploit the connections, networks and clusters that we will establish during the project?

Lessons Learned:

- How are you planning to exploit the lessons learned from the AquaBioSens project?

Outcomes & Results:

- How are you planning to exploit the outcomes or key exploitable results (e.g., technology, services, software, handbooks, knowledge, experience, know-how, etc.) of the AquaBioSens project?
- What outcomes or key exploitable results will you exploit and to what purpose?

Gains & Expected sales:

- How is AquaBioSens going to provide an added value for your organisation? What can you gain from the project? (e.g., financial gains, gained know-how, development portfolio, widened networks & institute visibility, increased number of publications, new employees, etc.)

Market Sectors:

- Are you connected with or do you plan to collaborate with any local, national, EU, international entities/stakeholders (e.g., research, industry, academia, authorities, decision makers etc.) that might be interested in taking up/using/exploiting the AquaBioSens solutions and key exploitable results?
- How many people/entities/sectors can you potentially reach?

Exploitation Pathways:

- Which exploitation pathways will you use to exploit the AquaBioSens results (e.g., **Follow-up Financing** via local funds, ministry funds etc.; **Sales** (B2B, B2G, B2C) via direct sales, private/public procurement, insurance partnerships etc.; **Research Funding** via national governments, EC etc.; **Investors**, ...)?

Planned exploitation goals:

- Which exploitation goals are you planning to achieve in the project (these KPIs & goals will be revisited in later DEC deliverables to track the exploitation progress)

Exploitation Goal	KPI
# publications	xx
# organised events	xx
# completed bachelor/master/PhD theses	xx
# hired personnel	xx
# developed solutions	xx
# developed guidelines/recommendations	xx
xxx (add any other exploitation goal)	xx (enter a measurable KPI)

Figure 27. Guiding questions for the individual exploitation plans

5.7.1 FORTH exploitation plan

WPs	FORTH is responsible for coordinating the project and exclusively responsible for WP9 Management. FORTH also plays a key role in the scientific packages. A portable acoustic wave sensor device is being developed as part of WP2. FORTH is leading WP3 and specifically the bioanalytics for eRNA extraction and target amplification assays. FORTH is also the main partner in WP5 for the whole-cell-biosensor development. Furthermore, FORTH is a key partner in all other work packages dealing with digital data outputs from the sensors, field testing and Dissemination, Exploitation and Communication.
KERs	▪ Portable acoustic wave sensor device for immunoassays targeting organic contaminants ▪ Protocols and tools for eRNA extraction and target quantification for aquatic biohazardous organisms ▪ Diatom whole-cell- biosensor cell lines that fluorescence in response to specific metals
Connections & Networks	FORTH will use established connections with national government agencies responsible for implementing various directives, as well monitoring of shellfish aquaculture sites, to ensure that project outputs are immediately taken up by authorities and therefore maximize impact on testing policies. Networks with other funded consortia in the same call as well as joining the ZeroPollution4Water working group (in progress) will enable us to reach more target groups that will be interested in uptake of our technologies (e.g. more national monitoring agencies, NGOs and community groups).
Lessons Learned	As co-ordinators of AquaBioSens we will improve our project management capabilities and engagement with the European Commission. We will also improve our project dissemination, communication, and exploitation strategies through the valuable inputs of our DEC partner INSP and consortium partners. Finally, our engagement with new sectors in environmental biosensing will widen our network and enable continues participation in research and innovation projects and activities.
Outcomes & Results	We expect to develop several novel assays and measuring platforms. Patents will be filed on these new designs, if applicable. We will continue to engage with industrial partners active in this area, to find a future exploitation pathway.
Gains & Expected Sales	AquaBioSens will generate new know-how on whole-cell-biosensors using marine phytoplankton, which is a pioneering approach in the field and a new research line for FORTH. Together with the new assays and devices we expect several high impact scientific publications and possibly a patent. The results will enhance the visibility of FORTH in the aquatic pollution research and industry communities. Also, AquaBioSens is increasing interdisciplinarity within FORTH by bringing in researchers with new expertise (5 employed so far), providing training opportunities for Bachelors and Masters students, and increasing exchange with the teams developing point-of-care biomedical diagnostics that share many novel methodologies.
Market Sector	AquaBioSens is already connected to 2 government agencies and research institutions responsible for water testing and will take part in the field validation studies. During the project we will seek out more partners in this regard, particularly through conferences. We will also reach the public through dissemination events with 2 local water sports associations and 1 international surfing association with interest in water quality monitoring. Furthermore, we plan to engage with environmental monitoring companies

	to promote our new tools.	
Exploitation Pathways	We aim to further develop AquaBioSens technologies to a higher TRL and, if possible, to commercialization. We will use successful published / patented results and our network of stakeholders for further funding bids. Potential suitable calls include EIC Transition and the national funding scheme (Research – Create – Innovate) for collaboration between research institutions and SMEs.	
Exploitation Goals	# publications	4 as leading authors
	# organised events	2
	# completed bachelor/master/PhD theses	2
	# hired personnel	5
	# developed solutions	3
	# developed guidelines/recommendations	2
	# of patents	1

5.7.2 DCU exploitation plan

WPs	DCU is involved principally in WP 1 and 2.	
KERs	We will generate methods protocols for novel assays and bench to test assays prior to translating to the partners device.	
Connections & Networks	DCU has a large network of collaborators across the quadruple helix of players. We will meet with these interested parties over the course of the three-year project.	
Outcomes & Results	We will transfer our laboratory research methods to published methods protocols or a handbook for how to replicate the developed biosensor assays. The area of antibody sensing is new for small molecules and indeed very challenging so these kinds of knowledge outputs can be very impactful. These outputs will have individual DOI.	
Gains & Expected Sales	The interdisciplinary partnership in AquaBioSens is groundbreaking in terms of delivering novel tools for monitoring our environment. The key here is good and regular communication and tracking of co-created knowledge.	
Market Sector	We are connected with the Irish Environmental Protection Agency, the Marine Institute, the water utility Uisce Eireann – who will be invited to our conference in September to hear about the project and to start the longer impact discussion about new monitoring tools. We will aim to reach 20 different organisations for the September meeting in 2024.	
Exploitation Pathways	We will work together to build the scale of research activities and apply for national and international (EU) funding for novel monitoring technology research to meet the needs under the Zero Pollution Action Plan of the Green Deal.	
Exploitation Goals	# publications	4
	# organised events	1
	# completed bachelor/master/PhD theses	2
	# hired personnel	1
	# developed guidelines/recommendations	2

5.7.3 SDU exploitation plan

WPs	SDU leads WP5 with FORTH as main partner.	
KERs	The main exploitable results of WP5 are: ▪ Knowledge on the physiological and genetic response of diatoms to heavy metals ▪ Synthetic biology circuits activated by heavy metals in bioengineered diatoms ▪ Biocontainment strategies for bioengineered diatoms for environmental applications ▪ Diatom biosensors able to detect and measure heavy metal contaminants in seawater samples	
Connections & Networks	SDU will exploit connections, networks and clusters established within the AquaBioSens activities to further the engagement in marine and environmental initiatives and policies. SDU will also seek opportunities to continue working with the AquaBioSens consortium partners on follow-up research and education activities.	
Lessons Learned	SDU will exploit the experience and knowledge generated within the AquaBioSens project in the organization, coordination and management of future projects	
Outcomes & Results	The results and technologies generated will provide the basis for a number of different applications that might require accurate biosensing with microalgae, in research, bioproduction and environmental monitoring.	
Gains & Expected Sales	SDU will gain expertise in environmental monitoring and marine applications, widening of the research and industrial network, publications and increased visibility	
Market Sector	The network of partners and stakeholders will be built as the project progresses.	
Exploitation Pathways	We will exploit the AquaBioSens results mainly in the form of follow-up research (local and international funds) and potentially in the form of industrial collaborations with local and international industry partners.	
Exploitation Goals	# publications	3
	# completed bachelor/master/PhD theses	3
	# hired personnel	1
	# developed solutions	1

5.7.4 BIOPIX-T exploitation plan

WPs	BIOPIX is involved in WP1 and WP5. In WP1 we are leading on Task 1.4 and 1.6, which is the development of a device for isothermal real-time RNA amplification and multi-channel fluorescence detection and the development of the smartphone application in order to operate the hand-held, real-time platform. In WP5 our contribution is the device from WP1 for the determination of the characteristics of the diatom WBCs in laboratory conditions.	
KERs	Exploitable results: ▪ Different analytical protocols ▪ Patents on the new devices	

	▪ Liaising with SMEs producing portable diagnostic devices for future commercialization	
Connections & Networks	BIOPIX plans to leverage the connections and networks established during the AquaBioSens project to drive future collaborations and expand market opportunities. These relationships will provide valuable industry insights, enhancing BIOPIX's innovation and competitive edge. The developed technologies, applicable beyond aquatic science, align with the company's strategy. Utilizing these networks for future projects will facilitate knowledge exchange and cooperation, increasing BIOPIX's visibility in the community and supporting involvement in future proposals.	
Lessons Learned	BIOPIX will gain valuable knowledge in water monitoring and environmental science from the AquaBioSens project, which will benefit future project involvements. The experience gained in dissemination, communication, and exploitation will enhance the services BIOPIX can provide in future national or EU projects. Additionally, lessons learned will be integrated into future research and development strategies, improving innovation efficiency, project management, and stakeholder engagement practices.	
Outcomes & Results	BIOPIX plans to exploit the AquaBioSens project's outcomes, including advanced software, accumulated knowledge and technical know-how, to enhance their product offerings and innovate new solutions. Key exploitable results such as water quality monitoring tools and data analytics capabilities will be leveraged to address market needs and improve environmental management practices. These assets will also support BIOPIX's strategic growth and positioning in the biotechnology sector.	
Gains & Expected Sales	AquaBioSens will add value to BIOPIX by enhancing its technological expertise and expanding its development portfolio with cutting-edge water quality monitoring solutions. The project will also facilitate financial gains through new market opportunities and broadened networks, while attracting top talent to join the company. Additionally, the gained know-how will bolster BIOPIX's competitive edge and innovation capacity.	
Market Sector	The instrument that BIOPIX-T will develop during the project is expected to have multiple applications in different sectors. BIOPIX-T has already a network of business partners and distributors that could assist in the rapid exploitation of the product. This translates into at least 4 business partners and 4 market sectors including research, veterinary diagnostics, food pathogens detection, environmental testing and possibly others. BIOPIX-T may also be interested in exploiting the device into the medical diagnostics market.	
Exploitation Pathways	The exploitation pathway will involve the following: a) direct sales for research use only, b) technology licensing to 3rd parties, c) agreements for worldwide distribution and d) further funding through investors or research grants. This is the current business model of BIOPIX-T.	
Exploitation Goals	# publications	1
	# hired personnel	1
	# developed solutions	1
	# of patents	1

5.7.5 ETT exploitation plan

WPs	ETT is involved in Work Package 7 "Digital Real-Time Data Feeds." ETT's role focuses on the design and development of a system to integrate and process data derived from the devices developed in the project. This includes setting up a data archive, with the ultimate objective of creating a data management infrastructure that transfers data from sensors to a public web portal.
KERs	We anticipate developing several key exploitable results from our involvement in Work Package 7. Firstly, there will be enhanced know-how in the integration and processing of real-time data from various sensors. Secondly, updated knowledge about metadata and data management will be achieved through the development of a robust data archive.
Connections & Networks	The network established during the project will serve as fertile ground for future connections and projects. By leveraging the relationships and clusters we develop, we plan to foster collaboration and innovation beyond the project's scope. This will enable us to tap into a wealth of knowledge, resources, and opportunities, ensuring sustained impact and the continuous growth of our initiatives.
Lessons Learned	We plan to exploit the lessons learned from the AquaBioSens project that derive from the activity of designing and developing a comprehensive data management system that integrates and processes data from the project's devices. Ultimately, our goal is to develop and test a robust infrastructure that seamlessly transfers data from sensors to a public web portal, enhancing accessibility and usability of the data for future research and applications.
Outcomes & Results	We plan to exploit the outcomes and key exploitable results of the AquaBioSens project in several ways. Firstly, the enhanced know-how in integrating and processing real-time data from sensors will be leveraged to improve existing technologies and develop new services. Secondly, the updated knowledge about metadata and data management will be used to refine our data archiving processes and create more efficient data management solutions. Lastly, the comprehensive data management infrastructure, including the public web portal, will be utilized to provide accessible and user-friendly platforms for data sharing and collaboration, supporting ongoing and future research initiatives.
Gains & Expected Sales	AquaBioSens will provide significant added value for our organization in several ways. Firstly, the project will enhance our know-how in real-time data integration and processing, strengthening our technological capabilities and development portfolio. Secondly, the updated knowledge about metadata and data management will improve our data handling practices, leading to more efficient and robust data management solutions. Additionally, the development of a comprehensive data management infrastructure and public web portal will increase our visibility and reputation within the research community, potentially leading to a wider network of collaborators and an increased number of publications. Overall, the participation to the project will position us at the forefront of environmental data management, offering both technological and reputational benefits.
Market Sector	We are involved in numerous projects both nationally and internationally, which position us strategically to engage the attention of various stakeholders. Our extensive network and ongoing collaborations with research institutions, industry partners, academic bodies, authorities, and decision-makers ensure that we are well-placed to promote and facilitate the uptake and exploitation of the AquaBioSens solutions and key exploitable results. This broad engagement enhances our ability to effectively disseminate project

	outcomes and foster impactful collaborations.	
Exploitation Pathways	The exploitation pathway that seems most feasible for us now is research funding. We plan to leverage funding opportunities from national governments and the European Commission to further develop and implement the AquaBioSens results. This approach will enable us to continue our research, enhance our technologies, and expand our impact within the scientific and environmental communities.	
Exploitation Goals	# publications	At least 1

5.7.6 INSP exploitation plan

WPs	INSP is responsible for WP13, the Dissemination, Communication and Exploitation work package. INSP is coordinating and monitoring the communication, dissemination and exploitation activities within the project. The company is responsible for setting up an exploitation strategy and is completing landscape and SWOT analyses together with the project consortium. INSP will create a strong network with other projects and companies working in the field of environmental monitoring as well as biosensors.
KERs	Key exploitable results: ▪ DEC monitoring, social media and article coordination tools ▪ Project and stakeholder collections ▪ SWOT analysis
Connections & Networks	INTERSPREAD will utilise connections and networks gained through AquaBioSens for future projects and collaborations to facilitate knowledge exchange and enable cooperation. Contacts to other projects, project coordinators and scientists are key to increase the visibility of INTERSPREAD in the community and to get on board of future proposals.
Lessons Learned	INSP will profit from the project by gaining knowledge in the field of water monitoring and aquatic science. This knowledge will spill-over to potential future project involvements of INSP. INSP will exploit the lessons learned during the AquaBioSens project to gain additional experience in project dissemination, communication and exploitation and can thus improve the services they can provide to future national or EU projects in terms of Dissemination, Exploitation and Communication.
Outcomes & Results	INTERSPREAD will be able to use the dissemination, communication, and exploitation tools developed in the project in future DEC activities in other projects. Furthermore, it will be able to expand its know how about the exploitation of monitoring devices - knowledge that might be transferrable to similar projects in the future.
Gains & Expected Sales	INSP will gain valuable connections with institutes and stakeholders in the area aquatic monitoring, environmental sciences, and biosensors. Furthermore, the organisation will gain knowledge in many areas that can be exploited for future work.
Market Sector	INSP collaborates with local and national government representatives, industry, and research sectors in delivery of dissemination and exploitation services within research projects.

Exploitation Pathways	INSP will use several channels for exploiting the results: Funding opportunities by the European Commission, Innovation transfer in the national context with the support of the FFG (Austrian Research Promotion Agency). Liaising with running and future research projects.	
Exploitation Goals	# promotional materials & brochures	10+

5.7.7 UOS exploitation plan

WPs	Our primary contributions include: - Integration with State-of-the-Art Sensors: Integrating newly developed analytics with advanced sensors. Coupling analytics with acoustic biosensors, multichannel fluorimetry, and organ-on-chip microfluidic devices to create comprehensive monitoring solutions. - Validation and Demonstration: Validating and demonstrating the prototype devices in real-world environments. Testing and validating the devices in potentially polluted coastal and freshwater environments in the UK, in collaboration with local government inspection agencies.
KERs	Key Exploitable Results: - Novel Measurement Devices: Development of handheld devices for detecting organic contaminants, harmful microalgae, fecal coliform bacteria, and heavy metals in aquatic environments. These devices will enable more efficient and widespread monitoring, supporting environmental protection efforts. - Scientific Papers and Guidelines: Publication of research findings and development of guidelines for using the new monitoring technologies. Dissemination of knowledge to the scientific community and stakeholders, fostering broader adoption and application of the technologies. - Digital Real-Time Data Feeds: Creation of a digital platform for real-time data collection and visualization, including a dedicated live dashboard. Enhancing data accessibility and usability for end-users such as industry operators and government inspection agencies, facilitating prompt decision-making and response to environmental hazards.
Connections & Networks	- Engaging with Established Networks: Participate in academic and industry events focused on organ-on-chip systems and biosensors, share findings on monitoring sea fish cells, and foster collaborations. - Building New Collaborations: Establish partnerships with stakeholders in the fields of environmental monitoring and aquatic sciences, initiate joint projects, and expand the application of organ-on-chip technologies. - Leveraging Digital Platforms: Disseminate results through webinars, online tutorials, and social media, focusing on the benefits of organ-on-chip systems for aquatic monitoring. - Enhancing Academic Collaboration: Strengthen ties with global research institutions working on organ-on-chip and biosensor technologies, co-author papers, and host researcher exchanges.
Lessons Learned	We will benefit from the AquaBioSens project by gaining valuable insights into organ-on-chip systems, biosensors, and environmental monitoring. This expertise will enhance our participation in future research and innovation projects. We will leverage the lessons learned to improve our project dissemination, communication, and exploitation

	strategies. This experience will enable us to provide better services for future national or EU projects in terms of dissemination, exploitation, and communication.	
Outcomes & Results	We will utilize the technologies and knowledge gained from the AquaBioSens project in future research and innovation projects. We will apply the developed measurement devices, digital tools, and expertise to enhance our environmental monitoring services. This experience will also improve our dissemination, communication, and exploitation strategies for future projects. Additionally, the know-how from this project will be transferrable to similar projects, expanding our capabilities in these areas.	
Gains & Expected Sales	The project will enhance our expertise in cutting-edge environmental monitoring technologies like organ-on-chip systems and biosensors. This will strengthen our research capabilities and potential for future applications secondly, the project will improve our data management practices, leading to more efficient handling of environmental data. This will enhance the reliability and robustness of our data management solutions. Additionally, developing new measurement devices and digital tools will raise our visibility in the research community. This increased recognition may attract new collaborations, research opportunities, and publications.	
Market Sector	We plan to collaborate with various local, national, EU, and international entities interested in using AquaBioSens solutions. These include research institutions, environmental agencies, industry partners, and policymakers involved in environmental monitoring. This collaboration aims to ensure widespread adoption of our technologies and expertise in environmental science and monitoring.	
Exploitation Pathways	We disseminate findings through publications in scientific journals and public administration media, while also collaborating with other research projects to integrate AquaBioSens technologies into broader environmental monitoring efforts. These efforts aim to maximize the impact and adoption of AquaBioSens innovations in environmental science and monitoring.	
Exploitation Goals	# publications	2
	# developed solutions	2

5.7.8 NOC exploitation plan

WPs	NOC is involved in WP1, 3 and 6. In WP1 we are leading on Task1.3, which is the development of an eRNA pre-concentration device. In WP2 we are contributing to the development of molecular assays under the lead of FORTH. We are leading WP6, which is the field testing of the outputs from WP1 and WP3.
KERs	Key Exploitable Results will be (1) a novel eRNA pre-concentration technology including demonstration for environmental monitoring applications, (2) technical documentation, which may fall under the term 'handbook' enabling non-specialists to operate the device, and (3) a series of scientific papers, which will come later in the project and will be submitted for full peer-review.
Connections & Networks	NOC will utilise the connections afforded through the project to maximise the impact of our technology development, particularly in making relevant stakeholders aware of the technology, its potential applications and its performance, which will be evaluated against conventional 'lab-based' systems for comparison within the life of the project. We will endeavour to build upon the connections to establish consortia towards further projects and funding, aiming to build upon the outputs of AquaBioSens and with a view

	to further TRL development and eventual commercialisation/application of the technologies and methods. Networks will be exploited to gain technical input and steering from a range of scientific and technical disciplines during all technology and method development. During WP6, we will exploit existing networks and connections to obtain access to suitable test sites and to ensure maximum visibility of the field-testing phase, to cultivate as much interest and impact from this part of the project as possible.	
Lessons Learned	As is standard practice at NOC, lessons learnt at all stages of the project will be recorded, shared and factored into subsequent stages and future projects.	
Outcomes & Results	Outcomes of the project will include new technologies for in situ genetic testing of waters and the results of scientific studies to evaluate and accredit the new technologies. We will exploit the new technologies by first seeking intellectual property by means of patent, and then to disseminate the results via typical channels such as peer-reviewed publications, press release, conference presentation, industry show, etc. Long term, we will look to exploit the results and any IP obtained through engaging with NOCs existing and new commercialisation partners, looking to advance the TRL of the technologies to a point where they can be made commercially available and therefore do 'public good'.	
Gains & Expected Sales	In our department, our current approach is to focus on the development of core 'Technologies', with any number of projects 'feeding' into each technology at any given time. AquaBioSens will add value to our efforts to develop 'genetic sensing technologies' and will complement existing and future project which are aligned with the same principal goal (i.e., to deliver a suite of in situ genetic sensing systems to study the ocean). Specifically, AquaBioSens will bolster work towards handheld/portable systems, but the same technology developed in this project is directly relevant to wider efforts to also develop deployable/submersible systems. The project also adds values by enabling us to continue to work with existing partners, whilst also bringing new partners to the table.	
Market Sector	We will look into a few key pathways to promote uptake of the new technologies and methods. Primarily, this includes local authorities within the UK, who are responsible for the biosecurity and testing of natural water systems. The UK Port Health Authorities and water regulators such as the Cefas have worked with NOC on many fruitful collaborative projects over the years. We are also well-linked with the UK Food Standards Agency and Environment Agency across the wider institution. We will actively work with these stakeholders over the course of the project and beyond to see the technologies put to use to improve water quality and in the interests of achieving 'public good'.	
Exploitation Pathways	AquaBioSens outputs will include prototype technologies and datasets from field demonstration. As these technologies are not expected to reach a TRL greater than 6 or 7 (demonstration in a relevant environment) there will need to be a series of subsequent, funded projects after AquaBioSens completes in order to progress to the point of commercialisation and/or implementation into e.g., statutory monitoring and surveillance programs. This may include application for funding from additional research grants, either from the EU or UKRI, etc, including 'Follow-on Funding', as well as government and industry funding from e.g., Innovate UK/BEIS. This will most likely be done in collaboration with existing partners such as those also involved in the AquaBioSens project.	
Exploitation Goals	# publications	2
	# developed solutions	3
	# developed guidelines/recommendations	3

6 EC dissemination, communication and exploitation tools

The AquaBioSens project targets the following European Commission tools that were established by the EC to support the communication, dissemination and exploitation of results (**Table 15**). The type of activity in focus - Communication (C), Dissemination (D), and Exploitation (E) - is indicated in the column “Type”. The consortium will assess regularly in joint consortium meetings which tools might be beneficial to use for the current goals of the consortium.

Table 15. EC dissemination, exploitation, communication tools

Tool	Description	Type
Horizon Results Booster	A free-of-charge platform to benefit from one of these services: 1. Portfolio dissemination & exploitation strategy 2. Business plan development 3. Go-to-market support. [1]	D & E
Horizon Results Platform	A public platform that hosts and promotes research results, thereby widening exploitation opportunities. It helps to bridge the gap between research results and generating value for economy and society. You can create your own page to showcase your results, find collaboration opportunities and get inspired by the results of others. [1]	D & E
CORDIS	Multilingual articles and publications that highlight research results, based on an open repository of EU project information. [1]	D & E & C
Horizon Dashboard	An intuitive and interactive knowledge platform where you can extract statistics and data on EU research and innovation programmes – sorted by topics, countries, organisations, sectors, as well as individual projects and beneficiaries. [1]	D & E
Innovation Radar	A data-driven method focused on the identification of high-potential innovations and the key innovators behind them in EU-funded research and innovation projects. [1]	D & E
R&I Success Stories	A collection of the most recent success stories from EU-funded research & innovation. [1]	D & E & C
Horizon Magazine	The latest news and features about thought-provoking science and innovative research projects funded by the EU. [1]	C
Horizon Standardisation Booster	An initiative that supports European research and innovation projects to valorise results through standardisation, supporting them to contribute to the creation of new standards or the revision of existing standards. [1]	D & E
Open Research Europe Platform	A platform that makes it easy for beneficiaries of European research and innovation projects to comply with the open access terms of their funding and offers researchers a publishing venue to share their results and insights rapidly. [1]	D & E

7 Conclusion

This deliverable aims to summarise the channels, methods, means and activities to be carried out with the aim to maximize the project's impact through continuous dissemination and exploitation activities. The plan will be continuously reviewed and updated over the course of the project.

The deliverable provided an overview of the dissemination and communication activities planned for the AquaBioSens project. It identified relevant stakeholders and target groups which all activities will be tailored to. Furthermore, an emphasis was put on the dissemination & communication plan of the project, including the aims and objectives as well as the strategy, process and the partners' individual communication and dissemination plans.

The report additionally provided an overview of the dissemination materials, including the established project identity and print materials such as leaflets and templates. The project's channels such as the AquaBioSens project website, social media channels and newsletters were presented. Information was also provided on the project's planned dissemination activities. This included an overview of future events, possible journals for planned publications, and projects for networking and clustering activities.

Furthermore, the deliverable outlined the exploitation plan and planned exploitation activities, which will serve to ensure the impact of the project beyond the project duration. Here, the three main exploitation phases include the initial assessment phase, exploitation ramp-up and the exploitation potential phase which focuses on the exploitation potential and the promotion of the solutions of the AquaBioSens solution as well as planning of joint activities beyond the project duration. Finally, individual exploitation plans of the consortium partners were presented. Moreover, EC tools that can support the project's dissemination and communication activities were outlined.

As the project is still at an early stage, the dissemination, communication and exploitation plan will be continuously reviewed, updated and adapted according to further developments.

References

- [1] European Research Executive Agency, 'Communication, dissemination & exploitation what is the difference and why they all matter'. Jun. 16, 2023. Available: https://rea.ec.europa.eu/publications/communication-dissemination-exploitation-what-difference-and-why-they-all-matter_en#files

Websites

AquaBioSens project website: <https://www.aquabiosens.eu/>

AquaBioSens X account: <https://x.com/aquabiosens>

AquaBioSens LinkedIn page: <https://www.linkedin.com/company/aquabiosens/>

AquaBioSens YouTube channel: <https://www.youtube.com/@AquaBioSensProject>