RETROFIT SOLUTIONS TO ACHIEVE 55% GHG REDUCTION BY 2030

Dissemination, Awareness raising and Communication Plan (DACP)

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Executive Summary

Advances in science and technology have made it possible for energy-saving solutions to be adopted in retrofitting. In this context, the EU-funded **RETROFIT55** project targets by the end of 2025 to achieve reduction of 35% greenhouse gas emissions through retrofitting ships with new energy-saving solutions.

Specifically, it will combine mature technologies (ship electrification and on-board smart energy management, hydrodynamic design optimisation, operational optimisation) with two new technologies (wind-assisted ship propulsion and innovative, mostly passive, air lubrication system).

The end goal is to create a decision-support system that integrates these solutions. This will allow users to compare retrofitting options in terms of cost, return on investment, and performance. **RETROFIT55** consortium includes universities, research institutions, a class society and ship owners and ship operators, as well as experts in design and retrofit, technology providers for Wind Assisted Ship Propulsion (WASP) and Air Lubrication Systems (ALS), electrification and green digital technologies[1].

The present Dissemination and Communication Plan (D8.1) introduces the **RETROFIT55** project dissemination and communication strategy and its implementation plan to be used by the Consortium to ensure the high visibility, accessibility and promotion of the project and its results, as stated in WP8.

This document will outline the requirements and guidelines for briefings, written materials, press conferences, presentations, invitations, publishing web content, and all other tools used to disseminate the project and its results. It will also include the activities that will be carried out by the consortium, identify the specific channels that will be used to disseminate the project, its findings, and progress, as well as the key stakeholder categories (ship-owners, industry associations, maritime authorities, etc.).

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[1] https://cordis.europa.eu/project/id/101096068

1   Introduction

The urgent need to combat climate change and reduce greenhouse gas (GHG) emissions has propelled the maritime industry towards seeking innovative solutions to decarbonize its operations. In this context, a consortium of stakeholders has joined forces to develop a comprehensive set of decarbonization solutions and green technologies that can revolutionize the shipping sector.

With a primary focus on enhancing ship efficiency and harnessing renewable or low-emission energy sources, this collaborative effort aims to reduce fuel consumption and GHG emissions, though ensuring the industry's long-term sustainability.

To effectively achieve these ambitious goals, it is crucial to establish a well-defined Dissemination, Awareness Raising, and Communication Plan (DACP). This strategic framework serves as a guiding principle to engage and inform various stakeholders about the project's objectives, progress, and outcomes.

By disseminating valuable insights, fostering collaboration, and advocating for supportive policies, this plan shall assist and play an instrumental role for the **RETROFIT55** project to create a transformative impact across the maritime industry.

2 Purpose of the Dissemination, Awareness Raising and Communication Plan

The DACP for the **RETROFIT55** solutions serves as a strategic framework to effectively communicate and promote the project's goals, progress, and outcomes.

As the success of the **RETROFIT55** project is closely tied to effective and well-organized dissemination and exploitation activities, the Communication and Dissemination Plan outlines the process for identifying and categorizing the target audience, determining the methods and goals for disseminating information, scheduling and coordinating activities, and evaluating the success of dissemination efforts.

This plan also addresses the confidentiality concerns regarding the communication of project information. Specifically, this plan focuses on creating awareness, engaging stakeholders, and facilitating the adoption of the solutions developed to reduce fuel consumption and GHG emissions in the maritime industry.

2.1 Objectives of the DACP

By implementing an effective Dissemination, Awareness Raising, and Communication Plan, the project consortium aims to create a robust ecosystem that promotes the adoption of decarbonization solutions and green technologies by shipowners, ultimately leading to reduced fuel consumption, decreased GHG emissions, and a more sustainable maritime industry.Specifically, it aims to achieve the objectives presented in the following.

Dissemination of Information: implementation of a widespread distribution of project-related information, research findings, and technological advancements to relevant stakeholders, including ship-owners, maritime industry organizations, policymakers, researchers, and the general public. This involves the use of various communication channels such as websites, social media platforms, newsletters, press releases, and conferences.

Stakeholder Engagement: engaging with ship-owners, industry associations, maritime authorities, and other key stakeholders to foster their involvement and support, by organizing workshops, seminars, and forums to encourage knowledge exchange, collaboration, and feedback. The plan also facilitates dialogue with regulatory bodies and policymakers to advocate for supportive policies and regulations.

Technology Demonstration: implementation strategies to showcase and demonstrate the developed decarbonization solutions and green technologies, through pilot projects field tests, and case studies conducted on actual vessels for validation of Passive Air Lubrication System (PALS), WASP, Energy-Saving Devices (ESD), etc., allowing ship-owners and ship-operators to witness the benefits and feasibility of implementing these technologies firsthand.

Training and Capacity Building: the plan incorporates training programs and capacity-building initiatives to provide ship-owners and ship-operators and ship-builders with the necessary knowledge and skills to implement and maintain the new technologies effectively, by developing training materials, conducting workshops, and providing technical assistance and support.

Knowledge Sharing and Collaboration: the plan promotes knowledge sharing and collaboration among project partners, industry stakeholders, and research institutions. It encourages the exchange of best practices, lessons learned, and research outcomes, in particular with other ongoing

EU projects in the same context, to foster innovation, cross-fertilize the different projects, and accelerate the development of decarbonization solutions for the maritime sector.

Advocacy and Policy Influence: identification and implementation of activities to raise awareness about the importance of decarbonization in the shipping industry and advocate for supportive policies and incentives at the local, national, and international levels. This involves engaging with policymakers, industry associations, and environmental organizations to highlight the benefits of adopting green technologies and encourage regulatory frameworks that facilitate their implementation.

3   Communication and Dissemination objectives

The project aims to effectively raise awareness, engage stakeholders, and encourage the adoption of decarbonization solutions and green technologies among shipowners and industry players, by strategically implementing communication and dissemination objectives as follows.

I. **To establish a project brand:** development of a project brand, including a logo and visual identity, to create a distinct and recognizable image for the initiative. This will ensure consistency and enhance brand recognition across all communication materials.

II. **To design promotional materials:** creation of two project flyers and a roll-up banner that effectively showcase the project's objectives, achievements, and key messages. These materials will be prominently displayed at events to raise awareness and generate interest among attendees.

III. **To develop and maintain a project website:** design of a comprehensive website that serves as the primary communication channel for project stakeholders and the target audience. The website will provide up-to-date information, project updates, resources, and contact details. Regular updates will be made to ensure the website remains a reliable source of information.

IV. **To leverage awareness by social media:** establishment and management of social media accounts on platforms such as LinkedIn, YouTube, Instagram. These accounts will be used to communicate the project's aims, share updates, highlight added value for potential users, and promote project-related content. Social media will serve as a vital channel to engage with the online community and build a strong network.

V. **To define targeted communication tools:** design of communication tools and channels tailored specifically for the project's priority target audiences. This will involve segmenting the audience and developing targeted messaging and materials that resonate with each group's needs and interests.

VI. **To create infographics (Factsheets):** development of visually appealing and informative infographics or factsheets that present key project findings, technologies, and benefits. These materials will be widely promoted through various channels, including the project website, social media, conferences, and European networks/initiatives.

VII. **To realize semi-annual electronic newsletters:** preparation of semi-annual electronic newsletters that provide updates on project progress, achievements, and upcoming events. The newsletters will be translated at the end of the project into national languages to ensure accessibility and wider reach.

VIII. **To produce publications and articles in local media:** generation of at least 10 publications and articles in local media outlets to disseminate project-related information and raise awareness among the broader public. These publications will be promoted through the project's communication channels and European networks/initiatives.

IX. **To attend and promote stakeholder engagement events:** active participation in interactive stakeholder engagement events, including workshops, national and international conferences, and other relevant gatherings. These events provide opportunities to present project outcomes, exchange knowledge, and engage with key stakeholders.

X. **To organize an international conference:** organization of an international conference by the end of the project (in M36) to bring together experts, industry professionals, policymakers, and other stakeholders. The conference will serve as a platform to showcase project achievements, facilitate knowledge sharing, and foster collaboration on a global scale.

XI. **To provide for regular news updates:** provision of regular news updates through various communication channels, including the project website, social media accounts, and newsletters. These updates will keep stakeholders informed about the latest developments, milestones, and opportunities within the project.

XII. **To ease online promotion and local events:** promotion and dissemination of project information through the project website, social media platforms, and local face-to-face events. This multi-faceted approach ensures broad visibility and engagement across both digital and physical spaces.

3.1 Communication and Dissemination Strategy

RETROFIT55 Communication and Dissemination Strategy encompasses a multifaceted approach to effectively engage stakeholders, promote the project's objectives, and disseminate key findings and advancements. The strategy revolves around the following components.

Stakeholder Engagement: the strategy emphasizes active stakeholder engagement throughout the project's duration. This includes shipowners, maritime industry professionals, researchers, policymakers, and relevant associations. Regular communication and collaboration with stakeholders will be maintained through workshops, meetings, and targeted consultations to gather feedback, share knowledge, and ensure the solutions address their needs.

Clear and Targeted Messaging: the mission is to ensure that project messaging is clear, concise, and tailored to specific target audiences. It needs to highlight the importance of maximizing efficiency and reducing GHG emissions in the maritime industry. The benefits and potential of wind-assisted propulsion, air lubrication, operational and holistic hydrodynamic optimization, and augmented electrification are communicated in a manner that resonates with the target audience's interests and priorities.

Dissemination Channels: through various communication channels a wide range of stakeholders will be reached. The project website will serve as the central hub for disseminating project information, progress updates, and research findings. Social media platforms, has already said, will be utilized to share project updates, engage with the online community, and promote relevant content. Press releases, articles, and publications will be utilized to reach industry-specific media outlets and disseminate project outcomes.

Demonstration and Comparison: the DACP emphasizes the demonstration and comparison of technological solutions through physical or virtual testing. This approach allows stakeholders to witness the benefits first-hand and builds trust in the effectiveness of the solutions. Full-scale data collected from real vessels of different types will be used to provide accurate and tangible results, enhancing the credibility and applicability of the solutions.

GHG Emission-Free Solutions: the aim is to highlight the consideration of GHG emission-free solutions, such as fuel cells and photovoltaic systems, to power ship auxiliaries. The communication efforts focus on the potential of these solutions to reduce emissions and promote sustainability. Additionally, the strategy recognizes the need for further research and innovation to integrate

batteries or supercapacitors to compensate for load fluctuations in fuel cell systems, ensuring a stable and reliable power supply.

Promotion of Web-Based Decision Support System: the unique development of a web-based retrofitting configurator, featuring a catalogue of retrofitting solutions that are up-to-date and ready to be deployed at the end of the project and easily extendable afterwards while developed and demonstrated at TRL 7-8, suitable for different ship types and operational contexts will be promoted. The Decision Support System (DSS) will allow combining retrofitting solutions in order to achieve a GHG emission reduction of 35% compared to the original design. This DSS enables stakeholders to configure the optimal combination of retrofitting systems for specific applications, the DSS will serve as major exploitation tool for **RETROFIT55** solution.

Collaboration and Knowledge Exchange: collaboration and knowledge exchange through conferences, workshops and online events to share research findings, insights, and best practices with diverse stakeholders from maritime industry and relevant research communities, will be enhanced. Networking opportunities and partnerships with other initiatives, ongoing EU projects in the same context, and European networks are also promoted to foster collaboration and enhance the project's impact. Additionally, the project consortium will publish research papers, and engage in technical workshops to facilitate open communication and collaboration among industry professionals and researchers.

The strategy ensures that the project's objectives and outcomes are communicated effectively, maximizing the adoption and implementation of the developed solutions for maximizing efficiency and reducing GHG emissions in the maritime industry.

3.2 Potential risks/barriers and solutions

During the implementation of communication and dissemination objectives, several potential risks and barriers may arise. **RETROFIT55** consortium has identified these risks and proposed the below solution approaches:

Lack of Stakeholder Engagement

One risk is the difficulty in engaging and involving key stakeholders in the communication and dissemination efforts. This could result in limited awareness and adoption of the project's solutions.

> **Solution:** to mitigate this risk, it is essential to conduct stakeholder analysis and identify the key individuals and organizations that need to be engaged. Develop targeted messaging and tailored communication materials for each stakeholder group. Actively involve stakeholders in workshops, conferences, and events to foster collaboration and create a sense of ownership. In this respect, the organization of joined meetings with other projects working in the same context will be very beneficial.

> The project consortium already includes 3 Vendors of Energy Saving Technologies as well as Shipping Operators that represent a large and diversified fleet. A Stakeholder's Board will be established with the participation of at least 10 well known bodies representing one of the following capacities: Retrofitting Shipyard / Facilities, Vendors of Green Technology, Shipping Companies / Operators interested to invest and adopt Green Technology on their existing fleets. Members of the board will provide technology advice and will be invited every 6 months to the **RETROFIT55** Review (e.g., project meeting or conference workshop).

Insufficient Resources

Limited financial and human resources may pose a challenge in implementing the communication and dissemination plan effectively. Without adequate resources, it may be challenging to develop high-quality materials, maintain online presence, and attend events.

Solution: additional funding opportunities will be sought through partnerships, grants, or sponsorships to supplement the project's resources. Accordingly, communication activities will be prioritized and resources will be allocated. Existing networks and collaborations to maximize impact while optimizing resource utilization will be leveraged.

Language and Cultural Barriers

The project may have an international reach, involving stakeholders from different countries and cultures. Language barriers and cultural differences can hinder effective communication and understanding of the project's goals and outcomes.

Solution: Towards the end of the project, key communication materials, including the project website, newsletters, and factsheets, will be translated in other languages to reach diverse audiences. Local partners or stakeholders who can assist in bridging the cultural divide and adapting the messaging to specific cultural contexts will be engaged. A clear and concise information that transcends language barriers, utilizing also visual aids and graphics where possible, will be provided.

Resistance to Change

The adoption of decarbonization solutions and green technologies may face resistance from stakeholders who are hesitant to embrace new approaches or technologies. Skepticism, fear of disruption, and reluctance to invest in change may hinder progress.

Solution: resistance will be addressed by demonstrating the benefits and advantages of the solutions through case studies, success stories, and data-driven evidence. The consortium will try to engage with early adopters and industry leaders who can serve as champions and advocates for the project. Clear communication about the potential economic, environmental, and operational advantages of implementing the proposed technologies will be provided.

Limited Reach and Impact: despite the communication efforts, there is a risk of limited reach and impact if the target audience does not effectively receive and understand the project's message. Inadequate dissemination channels, low visibility, or ineffective communication strategies may contribute to this risk.

Solution: a regular assessment of communication channels and strategies such as audience analysis and segmentation to better understand the target audience's preferences, interests, and communication habits will be conducted. Audience segmentation will be based on relevant criteria such as industry, roles, and geographical location. This will enable more targeted and personalized messaging, increasing the chances of engagement with the intended recipients, leveraging on a mix of online and offline channels, including social media, websites, newsletters, conferences, and events, to maximize reach. To encourage audience interactivity, polls, surveys, and Q&A sessions will be regularly conducted. The impact of communication activities will be continuously monitored and evaluated and adjustments as needed, based on audience feedback and emerging trends, will be addressed. Continuous improvement is the key to maintaining relevance and effectiveness throughout the project's lifecycle.

Compliance with Data Protection and Privacy Regulations: collecting and processing personal data for communication purposes must comply with data protection and privacy regulations (please refer to Data Management Plan). Failure to meet these requirements can lead to legal and reputational risks.

> **Solution:** the **RETROFIT55** consortium will: a) ensure compliance with relevant data protection and privacy regulations, such as General Data Protection Regulation (GDPR); b) obtain proper consent from individuals before collecting and using their personal data; c) implement security measures to protect personal data and maintain transparency about data handling practices in privacy policies.

By proactively identifying these risks and implementing the proposed solution approaches, the project can effectively navigate potential barriers, maximize the impact of communication and dissemination efforts, and ensure successful adoption of decarbonization solutions and green technologies by the target audience.

4 Target audience and key messages

RETROFIT55 DACP is focusing on the creation of key messages and tailoring them to the specific needs and interests of the target audience, the communication efforts can effectively engage stakeholders, generate awareness, and drive the adoption of the technological solutions aimed at maximizing efficiency and reducing GHG emissions in the maritime industry.

4.1 Main Target Audience

Shipowners and Operators: this audience includes individuals and organizations responsible for the management and operation of vessels. This specific target group also extends to shippers of cargo, for whom decarbonisation is quite critical in order for them to sustain their worldwide operations. They are the key stakeholders who can implement the technological solutions to maximize efficiency and reduce GHG emissions in their fleet.

Maritime Industry Professionals: include professionals working in various sectors of the maritime industry, including naval architects, engineers, shipyard representatives, and marine consultants. They play a crucial role in the design, construction, retrofitting, and maintenance of ships.

Policy Makers and Regulatory Authorities: include policymakers, government officials, and regulatory bodies responsible for shaping and implementing policies, regulations, and incentives related to maritime emissions reduction and sustainability.

Research Institutions and Academia: include researchers, scientists, and academic institutions involved in maritime-related research and development. Their expertise can contribute to the advancement of knowledge and innovation in the field of decarbonization and green technologies.

4.2 Secondary target audience

Industry Associations and Organizations: include associations and organizations representing various segments of the maritime industry, such as shipowner associations, industry alliances, environmental organizations, and sustainability-focused initiatives. Their involvement and support can drive industry-wide adoption and advocacy for the technological solutions.

Investors and Financial Institutions: include nvestors and financial institutions interested in supporting sustainable and low-carbon initiatives within the maritime sector. Their engagement and investment can help accelerate the implementation of technological solutions by providing funding and financial support.

General Public and Media: though not directly involved in the maritime industry, the general public and media serve as important audiences for raising awareness and building public support for sustainable practices and the adoption of technological solutions. Their understanding and positive perception of these solutions can influence public opinion and generate demand for environmentally friendly shipping practices.

Figure 1: **RETROFIT55** Target audience groups

4.3 Key messages

Maximizing Efficiency: continuous highlight of the importance of maximizing efficiency in ship operations to achieve significant reductions in fuel consumption and GHG emissions according to EU targets. Emphasize the potential of technological solutions such as wind-assisted propulsion, air lubrication, operational and holistic hydrodynamic optimization, and augmented electrification to improve vessel performance and efficiency.

GHG Emissions Reduction: regular communication of the urgent need to reduce GHG emissions in the maritime industry to mitigate the impact of climate change and achieve the EU targets. Showcase how the adoption of the proposed technological solutions can lead to substantial GHG emissions reductions and contribute to a more sustainable shipping sector.

Technological Innovation: promotion of the innovative nature of the solutions and the cutting-edge technologies such as ALS which reduces the power consumption through the application of a Venturi to passively create bubbles. This culminates in a system that optimizes the effect of lubrication, and in doing so provides potential net performance quantifications twice that of currently available systems; WASP which can provide an important and significant part of the energy mix for commercial shipping; and DSS for the efficient management of the ship operation, of the on-board systems and of the energy saving solutions.

Economic and Environmental Benefits: dissemination of the economic and environmental benefits of adopting the technological solutions. Communicating how the implementation of these solutions can lead to cost savings, operational efficiencies, improved competitiveness, and reduced environmental impact.

Collaborative Approach: communication of the importance of collaboration and knowledge exchange among stakeholders to drive innovation and accelerate the adoption of decarbonization

solutions. Highlighting the project's commitment to fostering collaboration, sharing best practices, and engaging in partnerships with industry stakeholders, research institutions, and policymakers.

Practical Implementation: sharing of the practical aspects of implementing the technological solutions, including retrofitting options, integration considerations, and potential challenges. Providing a clear and concise information that helps ship-owners, ship-operators, and industry professionals understand the steps and benefits of adopting these solutions.

Cost of Decarbonisation: Decarbonisation could be a complex and expensive process with estimates pegging the total cost at around $1.65 trillion by 2050. This shall require sufficient regulatory and market incentives, both public and private investment, and an abundant supply of low or zero-emission fuels.

5 Communication and Dissemination Tools and Channels

5.1 Tools and Channels

The **RETROFIT55** project identity and public image are critical components of the project's overall success. As the project moves forward, it is important to establish and maintain a clear and consistent image that accurately reflects the project's values, goals, and objectives. This will help to build recognition and credibility with stakeholders and the wider community and ensure that the project is seen as a leader in its field. To effectively communicate and disseminate **RETROFIT55** solutions aimed at maximizing efficiency and reducing GHG emissions, a range of tools and channels can be employed. Below are presented the key communication and dissemination tools and channels already implemented (and to be implemented) for the project.

Project Logo: the **RETROFIT55** project logo was created as a visual representation of the project's values and mission. The design captures the essence of the project, showcasing its purpose and goals. The logo symbolizes the project's commitment to excellence and its determination to achieve its objectives. It serves as a recognizable symbol for the project, helping to promote its mission and values to stakeholders and the wider community. The **RETROFIT55** project logo will be an important element in the project's communications and dissemination efforts, serving as a powerful tool for raising awareness and attracting support for the project.

Figure 2: Project logo

Project Website: a comprehensive project website that serves as the central hub of information was developed. The **RETROFIT55** website includes detailed descriptions of the technological solutions, project objectives, progress updates, research findings, and relevant resources. It has a user-friendly interface and intuitive navigation to ensure easy access to information.

Social Media Platforms: social media platforms such as LinkedIn are utilized to reach a broader audience and engage with stakeholders, by posting regularly updates, news, and key findings to maintain an active presence, leveraging on visuals, infographics, and videos to make the content more engaging and shareable.

Newsletters: Six-month newsletters that highlight project updates, research outcomes, and upcoming events have been created. These newsletters are distributed via email to stakeholders who have expressed interest in receiving project-related information and will be translated into other languages at the end of the project to reach a diverse audience.

Press Releases and Media Coverage: press releases are in use to announce significant milestones, key findings, and project achievements will be issued. Relationships with industry-specific media outlets will be established to secure media coverage and articles that highlight the project's objectives, technological solutions, and their potential impact.

Conferences and Workshops: RETROFIT55 consortium will actively participate in industry conferences, workshops, and events to present research findings, showcase the technological solutions, and engage with stakeholders. Dedicated project sessions or workshops to foster knowledge exchange and collaboration will be organized.

Webinars and Online Events: webinars and online events will be conducted to reach a wider audience and facilitate interactive discussions. These virtual platforms will provide opportunities to present the technological solutions, demonstrate their efficacy, and address questions from participants in real-time.

Technical Reports and White Papers: technical reports and white papers that delve into the details of the technological solutions, research methodologies, and findings will be prepared. All Public (PU) reports will be available for download on the project website, ensuring they are accessible to interested stakeholders.

Surrogate Models and AI Techniques: informative materials, such as factsheets or brochures, that explain the surrogate models and AI techniques utilized in the project will be developed to showcase how these advanced tools contribute to configuring the best combination of retrofitting systems, considering operational, safety, ecological, and financial key performance indicators in a life-cycle perspective.

Online Resources and Knowledge Sharing: a repository of online resources, including research papers, case studies, best practices, and relevant documentation will be created and will be easily accessible on the project website to support knowledge sharing and facilitate learning among stakeholders.

Collaboration with Industry Networks: RETROFIT55 consortium will actively collaborate with relevant industry networks, associations, and initiatives (such as other ZEWT partnership projects) to amplify the project's reach and impact and will try to engage them in partnerships to share knowledge, leverage their communication channels, and participate in joint events.

6 Communication and Engagement Plan

To effectively reach the target audience for the technological solutions aimed at maximizing efficiency and reducing GHG emissions in the maritime industry, it is crucial to employ a multi-faceted approach that encompasses various communication channels and strategies.

RETROFIT55 DACP has prepared the following Communication and Engagement Plan:
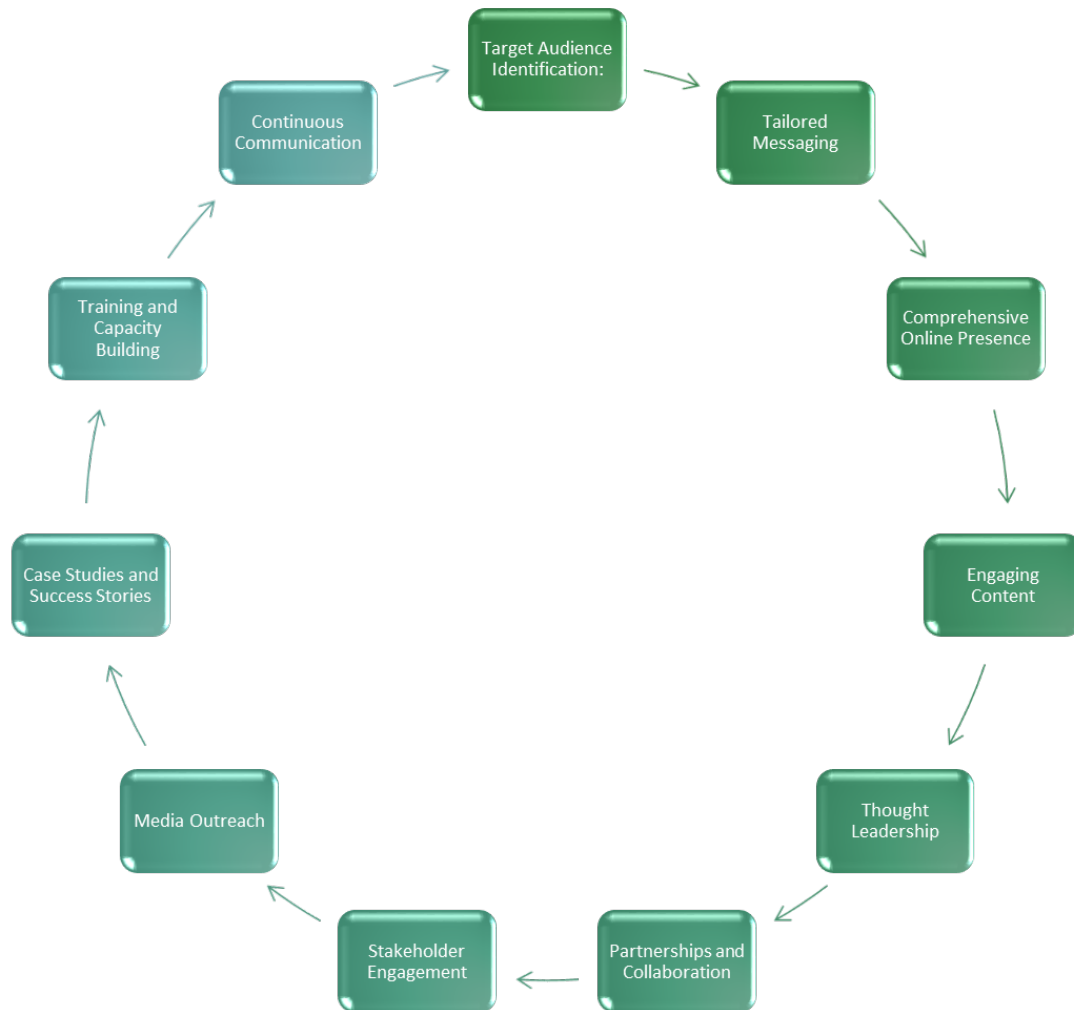
Figure 3: Communication and Engagement Plan

Table 1: Communication and Engagement Plan

Tailored Messaging:
Development of messages which will be communicated through LinkedIn posts, tailored to each target audience group, highlighting the benefits, relevance, and value proposition of the technological solutions to their specific roles and challenges within the maritime industry.
Comprehensive Online Presence:
Maintenance of a user-friendly project website with regular updates on project progress, research findings, resources, and contact information.

Use of social media platform LinkedIn, to share updates, engage with the target audience, and amplify reach.

Optimized website and social media content for search engines to improve visibility.

Engaging Content:

Creation of diverse and engaging content formats, such as articles, blog posts, videos, infographics, and case studies.

Emphasis will be given to the practicality and the impact of the technological solutions, showcasing their effectiveness in maximizing efficiency and reducing GHG emissions.

Assurance that the content is accessible, visually appealing, and easily shareable.

Thought Leadership:

Positioning of **RETROFIT55** project and its key stakeholders as thought leaders in the field of maritime decarbonization.

Wide share of public research insights, thought pieces, and expert opinions through publications, industry forums, and speaking opportunities.

Participation in panel discussions, conferences, and workshops to contribute to industry-wide discussions and shape the narrative around efficiency and emissions reduction.

Partnerships and Collaboration:

Creation of strategic partnerships and collaborations with industry associations, research institutions, and relevant stakeholders. These partnerships will help to expand the reach of communication efforts, co-create content, and foster knowledge exchange.

Engagement in joint events, webinars, and workshops to demonstrate expertise and strengthencredibility.

Stakeholder Engagement:

Preparation of workshops, seminars, webinars, and dedicated sessions to actively engage with the target audience.

Involvement from stakeholders, fostering collaboration, knowledge sharing, and co-creation of solutions.

Media Outreach:

Development of relationships with industry-specific media outlets, journalists, and influencers.

Distribution of press releases and media kits to generate interest and disseminate project updates.

Participation in media interviews and feature articles to highlight the project's goals, achievements, and the impact of the technological solutions.

Case Studies and Success Stories:

Demonstration of pilot validation case studies and success stories showcasing practical implementation and positive outcomes of the technological solutions.

Highlight of specific vessels, companies, or projects that have successfully adopted the solutions and achieved significant efficiency improvements and emissions reductions.

Training and Capacity Building:

Preparation of training programs, workshops, and webinars to educate the target audience about the technological solutions, their implementation, and associated benefits.
Provision of hands-on guidance, best practices, and technical expertise to empower stakeholders to adopt and implement the solutions effectively.
Continuous Communication:
Maintenance of regular communication with the target audience through newsletters, email updates, and relevant publications.
Active dissemination of all the project progress updates, research outcomes, upcoming events, and opportunities for collaboration.
Elaboration on two-way communication by providing avenues for feedback, questions, and engagement.

6.1 Networks of Interest

RETROFIT55 Consortium focuses on building strategic relationships and collaborations with key players who have a vested interest in sustainability, environmental consciousness, and responsible business practices.
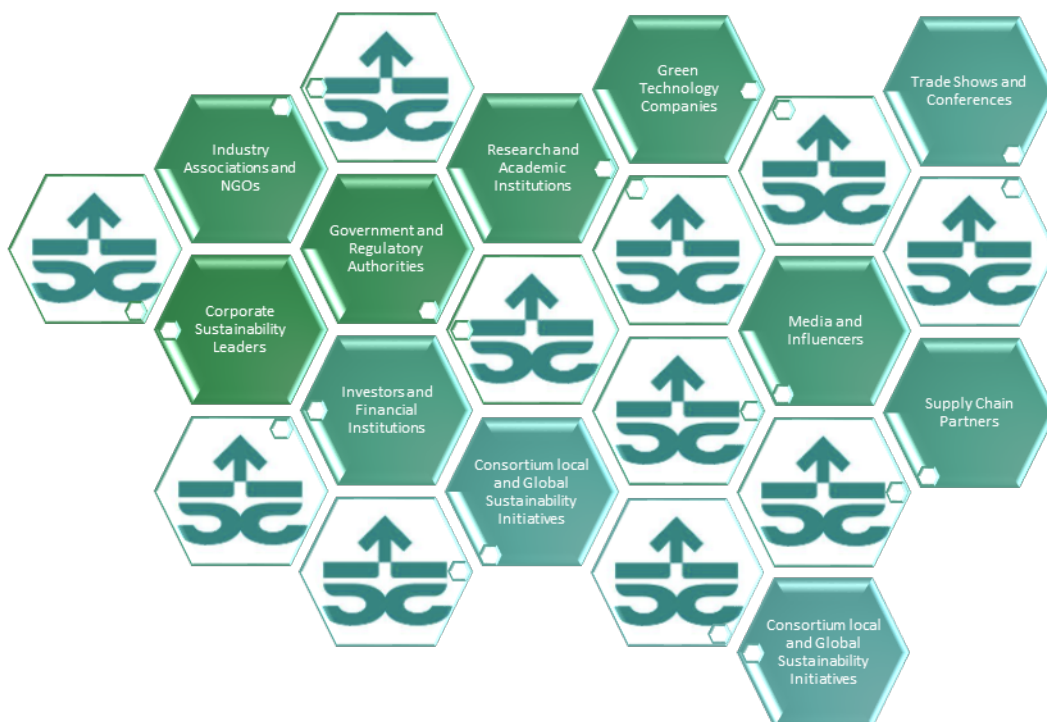
Figure 4: Network of Interest

6.2 Collaboration with sister projects

The dissemination plan of the **RETROFIT55** consortium will establish cross-promotion and synergies with related ongoing initiatives in the field of engineering and technology electrical engineering, electronic engineering, information engineering, power engineering, electric power distribution and applied mechanics. The consortium seeks to align and support existing activities, and foster mutually

beneficial exchanges with interconnected programs and organizations in order to avoid duplicated effort and explore sustainability option.

Figure 5: The objectives of cooperation with sister projects

In consultation with the project officer, the consortium will request a list of sister projects that are working on similar topics or have related objectives. The goal of the mutual call is to discuss how the outcomes of each project can be promoted and to identify opportunities for collaboration.

During the mutual call with the sister projects, each consortium will present the key public outcomes of the project and discuss how they can be shared with the wider community.
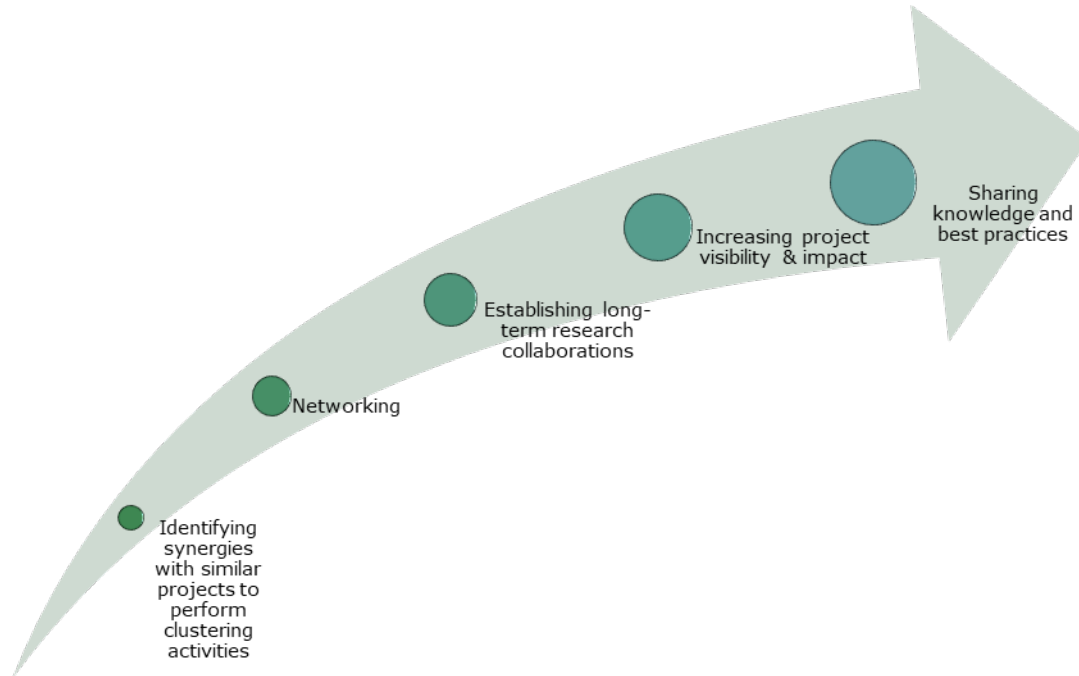
6.3 Communication and Dissemination GANTT chart

Table 2: Communication and Dissemination GANTT chart

Task	Sub-task	Responsible	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Project Visibility	Template for PPT presentation & other material	SFD	x																																			
	Project Video	SFD																									x											
	Leaflet	SFD											x																									
	Poster	SFD											x													x						x	x	x	x	x	x	x
Scientific, Technical & Industry Publications	Press releases	ALL																		x																		x
	Articles for magazines	ALL	As and when the opportunity arises																																			
Project website	Design, develop and launch the site	SFD				x																																
	Set a Google Analytics account for the project website	SFD				x																																
	Public Deliverables	SFD		x			x		x		x			x			x				x					x		x	x		x		x		x			x
	Posting news about the project, evaluate regularly the website analytics, SEO	SFD	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Social media	Create accounts in LinkedIn/Instagram/Youtube	SFD	x																																			
	Post news about the project	ALL	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Reshare posts	ALL	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Online Newsletters	All partners provide content for Newsletter	ALL			x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Create the content for the Newsletter	ALL							x						x					x						x						x						x
	Submit to subscribers and publish it on the project website	ALL							x						x					x						x						x						x
EU Conferences	Participation and presentations	ALL																x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Training Events	TBD	NTUA																																				
Workshops	TBD	NTUA																																				
Third-party events	TBD																																					
All partners monitor media and websites		ALL	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

6.4 Key performance indicators and project visibility

The project's dissemination and communication activities will be evaluated based on a set of Key Performance Indicators (KPIs) outlined below, which are intended to measure their overall impact.

Table 3: Key performance indicators and project visibility

Communication activity	KPIs
Project website setup and maintenance	>2000 accesses 1st year, 25% growth in website traffic 2nd year; >5000 visits by the end of the project;>300 downloads of public reports and dissemination material;
Social media accounts management	100 members on LinkedIn; >1000 views on YouTube;
Distribute project information via digital publishing	>1000 views
Training material and training course	>20 trained user (students and training staff)
Public presentations at **RETROFIT55** events	>20 participants per event
Press releases issuing/ interviews at radio and TV	>10 articles/interviews in media
Newsletters distributed to subscribers	>100 subscribers
Leaflets distributed to various events	>200 leaflets distributed
Liaison with similar projects and initiatives	>3
Organize a conference at EU level to present the final results	>30 participants

6.5 Continuous Monitoring and Evaluation

▪ Cross check of activities against the plan of the DACP.

▪ Media monitoring: Social media monitoring tools and Google Analytics account for the project website.

▪ Monitoring the quality of the events organized by the project:

  o Method: Likert scale-based questionnaire, guided interview (people selection by snowball method); Quality indicator: Average feedback range [best - good], positive interview feedback

  o Quantity indicator: 80% surveys returned; minimum 10 % of participants interviewed

  o Timing/Frequency: end of the event

6.6 Continuous Monitoring and Evaluation

Here are some suggestions for the given set of rules and guidelines for partners when implementing and reporting dissemination and communication activities:

- SFD is responsible for coordinating the dissemination and communication process and keeping all partners informed.

- Before publishing or uploading promotional materials, articles, press releases, and newsletters, the consortium shall review them internally.

- Partners are responsible for submitting press releases to media outlets in their respective countries.

- All partners will monitor media coverage of the project in their countries and report back to the consortium.

- Presentations at events will adhere to the PPT template designed for this purpose.

- Partners are responsible for identifying suitable events in their countries where they can present the project.

- If partners organize workshops or presentations at third-party events, they will inform SFD so that the information can be disseminated on the project website and social media.

- When organizing press events, a list of participants should be circulated at the beginning of the event. Short questionnaires should be prepared for collecting feedback from the audience at the end of the event.

- All public events will have printed leaflets distributed to participants.

- Partners will collaborate to produce articles that can be submitted to topic-specific magazines and journals.

- Partners report all dissemination and communication activities to SFD and the project manager regularly.

7 Conclusion

The communication and dissemination plan of the **RETROFIT55** project outlines a comprehensive approach that will aid in effectively sharing the outcomes and the activities of the project. The partners involved in the **RETROFIT55** project will utilize this plan as a starting point, which can be adjusted as they evaluate the effectiveness of various dissemination materials and strategies in reaching specific stakeholders and achieving project goals. By identifying the key target groups and the best methods for reaching them, future efforts to spread information about the **RETROFIT55** project will aim to generate increased interest and showcase the project's results to the chosen audiences.

References

[1]   https://cordis.europa.eu/project/id/101096068

[2]   **RETROFIT55** Grant Agreement.

[3]   **RETROFIT55** Consortium Agreement.

[4]   WP9 Kick-off meeting presentation

[5]   https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/agr-contr/general-mga_horizon-euratom_en.pdf