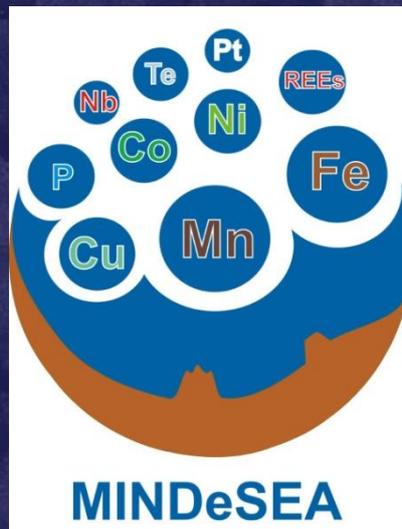


MINDeSEA

Seabed Mineral Deposits in European Seas: Metallogeny and Geological Potential for Strategic and Critical Raw Materials



Deliverable 2.1: WP2 Dissemination and Exploitation Plan

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Deliverable number	Short Title
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Deliverable 2.1 – Task Guide for MINDeSEA WP2 – Communication, Dissemination and Exploitation	
Short Description	
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1. INTRODUCTION

GeoERA is a Co-Fund ERA-NET action under Horizon 2020, towards "**Establishing the European Geological Surveys Research Area to deliver a Geological Service for Europe**". Its main objective is to contribute to the optimal use and management of the subsurface.

The project "**Seabed Mineral Deposits in European Seas: Metallogeny and Geological Potential for Strategic and Critical Raw Materials**" (**MINDeSEA**), materialized in the frame of the GeoERA Raw Materials Theme (*Grant Agreement N° 731166, project GeoE.171.001*), resulted from the collaboration between eight GeoERA Partners and four Non-funded Organizations at various points of common interest for exploration and investigation on seafloor mineral deposits.

This document presents the Dissemination and Exploitation Plan for MINDeSEA. It serves as a guideline for communication and exploitation activities included in Work Package 2 (WP2) "**Communication, Dissemination and Exploitation**", led by the Geological Survey of Spain (IGME-Spain).

The principal aim of the Dissemination and Exploitation plan is to inform and engage the wider stakeholder community, in order to maximise its impact.

The plan will provide the guidelines to communicate and disseminate the MINDeSEA outputs in such a way that they best support efficient and sustainable management of the seabed, national and EU policy makers, and responsible and publicly acceptable exploration, exploitation and use of submarine mineral resources and the marine environment by Europe's Industry.

The WP2 plan will develop dissemination activities identifying audiences, channels, frequency and contents to be communicated by MINDeSEA. This plan highlights the importance and potential benefits that MINDeSEA can deliver to all relevant stakeholders, including policy makers. Cross project and thematic dissemination will lead to increased usefulness of data, and increased visibility to a variety of stakeholders.

The document is intended for both internal and external readers. Its dissemination level is Public.

2. EXECUTIVE SUMMARY

This document is a deliverable of the "Seabed Mineral Deposits in European Seas: Metallogeny and Geological Potential for Strategic and Critical Raw Materials" (MINDeSEA) project, which is funded by the European Union's Horizon 2020 Programme under Grant Agreement 731166.

The document presents the project's Dissemination and Exploitation Plan, defining the actions and implementation measures planned to efficiently communicate about MINDeSEA objectives, activities and disseminate project products in order to ensure the best exploitation of its results, as part of Work Package 2 – "Communication, Dissemination and Exploitation".



This document outlines the key messages which are to be considered in all communications issued by all partners, and provides an analysis of the stakeholders, in collaboration with WP1, to whom these messages are directed and the channels identified for their delivery.

The project will run for 36 months from 1st July 2018, and communication activities are planned throughout this period based on the work carried out by all WPs.

The Dissemination and Exploitation Plan will be systematically reviewed and updated on the occasion of each consortium meeting, if necessary.

This Project Dissemination and Exploitation Plan sets out communication activities designed to ensure that all relevant and interested stakeholders are involved and/or reached, and properly, correctly and regularly informed and kept updated.

The aim of the Dissemination and Exploitation Plan is to ensure widespread dissemination and exploitation of the MINDeSEA products, through targeted contact with stakeholders and other users of the economic geology community and marine geological information. The main objectives of the plan are:

- Maximum possible awareness of the MINDeSEA deliverables on seafloor mineral deposits in the European seas will be promoted amongst all the relevant and interested stakeholders.
- To ensure that the MINDeSEA project is fully aware and complementary to the objectives of other SRTs within GeoERA.

To reach these objectives on a first phase target stakeholders such as international agencies, regulators and policy makers, research centers, universities, training centers, industry for profit organizations active in social and economic development, environmental protection and potential end-users will be identified. The second phase will consist of developing key messages tailored to the specific needs of each stakeholder groups. The final step will be to identify specific dissemination tools to reach them (website, newsletters, apps, reports, papers, etc) along with specific targeted dissemination at conferences and meetings, and for a cooperative creation of networks.

3. ROADMAP OF ACTIVITIES

The dissemination and exploitation plan targets relevant partner and stakeholder groups since the earlier project stages, to get them involved in the MINDeSEA project, influence its course by co-generation of knowledge and feedback, and create ownership of the MINDeSEA results. This approach will ensure the interoperability of data and of information and will allow for an efficient information platform, as a main exploitation product. In the later project stages, the diffusion of results comes to the center stage through their exploitation within and beyond the project's duration.



The plan includes the three main phases of dissemination (Figure 1):

- 1) Start phase focused on the presentation of the project itself so that the scope and the aim of the project are well-known within the raw materials community and all the potential stakeholders (communication and dissemination for awareness - Information).
- 2) In the second phase of implementation, the emphasis is put on the involvement of partners and stakeholders for establishing a dialogue and for exchanging information and best practices (communication and dissemination for understanding - Involvement).
- 3) The third phase corresponds to the exploitation of the project results, that will be disseminated through the stakeholders themselves as well as through the central hub of the project (communication and dissemination for action/participation - Engagement).

The plan is divided into two parts: internal dissemination, among the MINDeSEA Consortium, and external dissemination, among all relevant stakeholders.

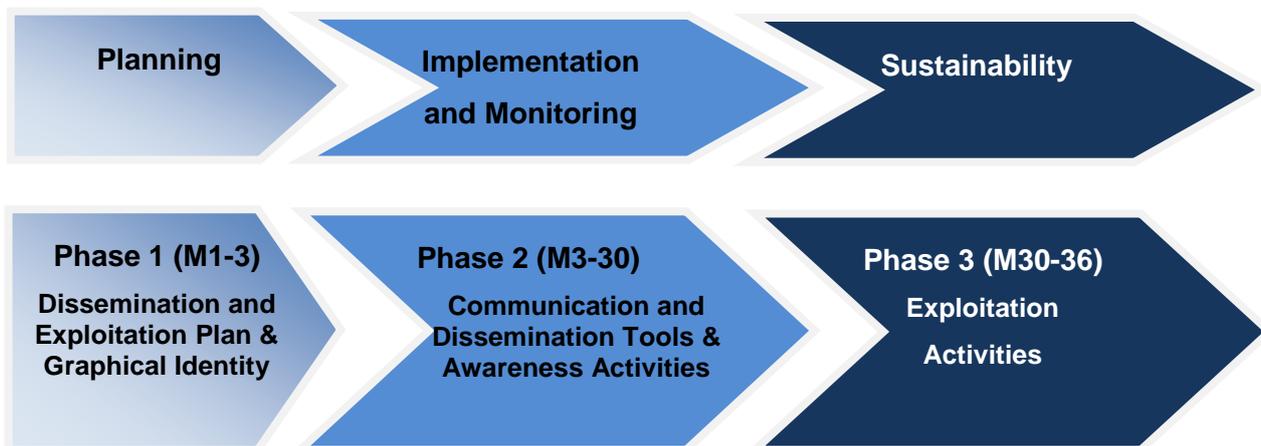


Figure 1. Flow representation of launch-presentation, communication-dissemination and exploitation phases during the life of the project.

4. TARGET AUDIENCE

MINDeSEA's target audience covers the entire supply chain of raw materials, decision and policy makers and the public in general in a Pan European seas setting (Table 1). The MINDeSEA project is led by the Geological Survey of Spain (IGME-Spain) and supported by 11 additional national agencies with responsibility for coastal and marine geological process including minerals studies (Federal Institute for Geosciences and Natural Resources, BGR; Institute of Geology and Mineral Exploration, IGME-Greece; Geological Survey of Ireland, GSI; Geological Survey of Norway, NGU; National Laboratory of Energy and Geology, LNEG; Geological Survey of Sweden, SGU; Geoinform of Ukraine, GIU; the Instituto Português do Mar e da Atmosfera, IPMA; the United States Geological

Survey, USGS; the All-Russia Scientific Research Institute for Geology and Mineral Resources of the Ocean, VNIIOkeangeologia; and the Geosciences Institute, IGEO).

EuroGeoSurveys (EGS) has an established network of key stakeholders already in place. In collaboration with the EGS Mineral Resources, targeted groups of stakeholders will be continuously identified throughout the project duration. The stakeholders will be identified taking into account five basic classifications (political, economic, knowledge and socio-cultural systems, such as EU Institutions; industry; relevant scientific networks and infrastructures; public service providers; and national and regional policy makers). Various Directorate Generals in the European Commission are included (in particular DG GROW, DG RTD, DG ENERGY, DG JRC, DG MARE). Through the EGS expert groups, national experts will keep the relevant units and officers well informed of all developments of interest and provide advice on any issues relating to the subsurface and seafloor when requested. A Collaboration Agreement exists between EGS and DG JRC to improve scientific cooperation and knowledge sharing. In addition, EGS has an Agreement on Cooperation with the European Environment, which aims to secure a long-term cooperation in integrating environmental and geo-scientific data, information and knowledge. All these structures will support a correct communication of project progresses and results to the EU users.

Stakeholders	
Regulators & Policy makers	EU Commission and associated organizations
Consultancy	
Data providers	National Geological Surveys, International Seabed Authority (ISA), InterRidge, others
Civil Society	
International Agencies	EuroGeoSurveys, European Federation of Geologists, Euromines, ISA, IOC-UNESCO, United Nations , Secretariat of the Commonwealth, London
Research Centers /Training Centers/ Academia/ Private sector/ Industry	Universities, ISA, InterRidge, JRC, KIC Raw Materials, Marine mining enterprises*, Schools, Educators, others
Major Geoscience Data Infrastructures	EMODnet, EGDl
Nonprofit organizations	WWF; The Nature Conservancy; Conservation International
Investors	Marine mining enterprises*
EU & Global initiatives	i) Horizon 2020 strategy, ii) Innovation union & resource efficiency flagship initiatives, iii) A roadmap for moving to a low carbon economy in 2050, iv) Tackling the challenges in commodity markets and raw materials, and v) Commitment towards Green Economy worldwide (OECD, UNEP etc.). Circular Economy, Critical Raw Materials List, Battery Initiative

*Table 1. Stakeholders likely to be interested in the projects output, and therefore targeted for communication and dissemination activities. *Industry: G-TEC (GSR NV) Belgium; Nautilus Minerals; DeepGreen Resources; FUGRO; UK Seabed Resources; Ocean Mineral Singapore.*

The internal key messages, on the first stages, will be directed to provide a solid and common understanding of the current status of knowledge on marine minerals in European seas. These data



will create a right framework to support a subsequent EU's position in the global marine minerals context, contributing to international agreements, and also to assessing impacts, risks and opportunities.

5. KEY MESSAGES

The Plan aims to use messages which are tailored to each of the audience groups outlined in Section 4 (Target Audience).

The effectiveness of any single message is dependent on a variety of issues. From the stakeholder's perspective, two elements are significant:

- the amount and quality of the information that is communicated; and
- the overall judgment that each individual makes about the way a message is communicated.

The style of MINDeSEA messages should therefore reflect a balance between the need of information and the benefits delivered by the project. These benefits will be different for each target audience (Table 2). The project will tailor messages for each audience group, but all communications issued by any member of the project team should consider reflecting one or more of the following key messages:

Target Audience	Messages
Policy maker	To facilitate a more efficient use and management of submarine natural resources, minimizing environmental impacts, waste and improving recycling.
	Reduction of the import dependency of Europe's industries for strategic and critical raw materials.
	To provide technical solutions helping the market to enhance the exploration phase, making it more efficient and less invasive, and optimising the performance and cost of deposit exploration.
Industry Scientist	To provide innovative solutions for marine mineral exploration and development.
	To provide research, knowledge and technical solutions helping the market to enhance the exploration phase.
Public	To create transnational harmonised data and information services in marine minerals accessible and interoperable through a single access point.

Table 2. Summary of key messages for each group audience.

6. COMMUNICATION AND DISSEMINATION TOOLS

Dissemination material will be produced to meet the established objectives in MINDeSEA (Appendix 1). The following communication and dissemination tools have been identified in order to reach a wide audience:

6.1 Visual identity and website

MINDeSEA will create a visual identity including logos, colors, fonts, templates, photos, etc, with the aim to make the project identifiable to its target audiences. The consortium of MINDeSEA includes also the GeoERA logo and EU emblem, showing clearly that this is an EU-funded research and



innovation. This sentence is included in each template: “*This project has been supported by the European Union’s Horizon 2020 research and innovation programme, GeoERA (Grant Agreement n°. 731166, project GeoE.171.001)*”. A set of templates have been initially designed by WP2 in collaboration with the GIP-P. The final templates ensure that the visual identity of MINDeSEA is consistent throughout the duration of the project and meets all legal requirements as set out by H2020 guidelines. A website has also been designed and will be maintained and updated with the latest information on the activities and results within GeoERA throughout the project duration. The dedicated MINDeSEA website (<http://geoera.eu/projects/mindesea/>) will be integrated in the GeoERA site (www.geoera.eu). Online from M1, the MINDeSEA website will contain all relevant information about the project (challenge, objectives, news and event announcements, public reports, galleries, summarized results, etc.). Intranet space for on-going research and preliminary results and exchange of documents, masked from public view, will be hosted in the website (<http://intranet.geoera.eu:8080/Projects>). The website will be available in English and continuously updated on the basis of the project progress. The project will advertise in the website when a public product or deliverable is completed. The project website will be maintained for at least three years following the end of the project in order to increase the project’s dissemination and sustained impact.

6.2 Flyer

A flyer will show the topic, challenge, objectives and activities of the project. This flyer will initially be available in a digital format and printed in case is needed for national and EU events. It will also be distributed online under the form of clear and appealing info-graphics (as .jpg files), that can be much more easily spread through social networks and interested websites.

6.3 Newsletter

A e-newsletter will be published regularly with the aim to keep all stakeholders interested in MINDeSEA informed. It will be delivered by email and upload on the website and social media. All the MINDeSEA consortium members will be asked to distribute it among its contacts and upload on its communication tools, in order to reach a wide impact. The e-newsletter will run for the entire duration of the GeoERA. A special edition of e-newsletter will be produced at M36 summarising the key results.

6.4 Social media

MINDeSEA will use the website, Facebook, Twitter, LinkedIn and other social media as channels to quickly reach wider audiences, and maintain an enduring web presence and awareness of the project. All these media are accessible by all communities, in order to maintain an ‘open and social’ project and to serve as a platform for formal discussions, interaction, collection of information, and communication of the project outputs. the project social media will advertise a product or deliverable when it is complete.



An account for Twitter (**@MINDeSEA**) has been created (*July 2018*) and is now in use: <https://twitter.com/MINDeSEA>. Twitter Analytics will be used to measure the effect of @MINDeSEA. Retweeting by partners and individuals is encouraged and will increase visibility of @MINDeSEA and consequently followers.

- An account for Facebook (**Mindesea Geoera**) has been created (*July 2018*) and is now in use: <https://www.facebook.com/mindesea.mindesea.9>
- Two accounts for LinkedIn (<https://www.linkedin.com/company/geoera/> and <https://www.linkedin.com/pulse/raw-materials-antje-wittenberg/>) have been created. Partners are also encouraged to promote MINDeSEA and GeoERA through their personal LinkedIn accounts.
- A Website link (<http://www.igme.es/divulgacion/actualidad/MINDeSEA.htm>) has been created (*July 2018*) in the IGME-Spain website in order to increase the visibility of MINDeSEA and GeoERA. Moreover, partner websites will link to the MINDeSEA and GeoERA websites, thus increasing the number of potential visitors.

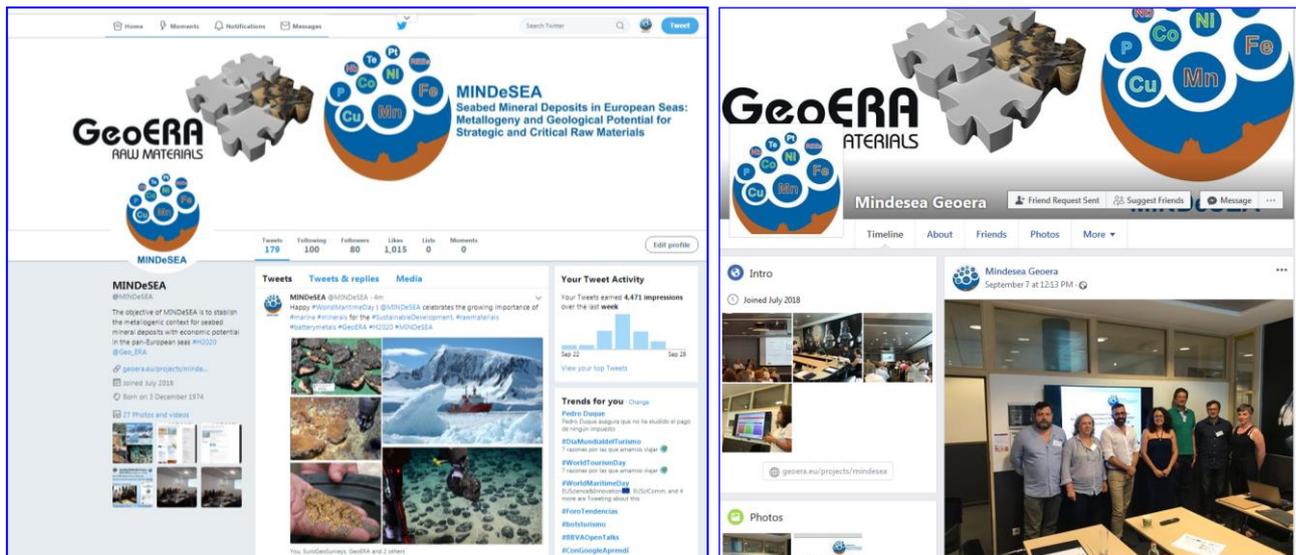


Figure 2. Screen captures on the Twitter (left) and Facebook (right) accounts of MINDeSEA.

6.5 Contact database

MINDeSEA will build a database of contacts which will be used to keep all of them updated on the progress of the project and to coordinate dissemination and cooperative actions. The databases will be segmented facilitating the tailoring and dissemination of messages to each target group.

Internal contacts: A database is established for the MINDeSEA project, aiming to provide a mechanism for internal project communications. Currently this includes members of the project team for each partner and key people in the GeoERA consortium.

External contacts: A digital archive of stakeholders will be established, including also existing lists to communicate to the wider community.

6.6 Project events



MINDeSEA events will come as a dissemination support to the scientific-technical work packages (WP3 to WP7). They will help in spreading the project activities and outputs to the particular target audiences, facilitate valuable feedback from respective stakeholders, and provide ground for discussion and brainstorming, encouraging the exchange of the information and the best practices. MINDeSEA consortium has scheduled several events during the lifespan of the project:

- 1) Kick-off meeting has been organized in Brussels to launch the project.
- 2) Internal workshops and seminars dedicated to the main themes of the work packages (jointly with other SRTs?) at M8, M15, M21, M28 and M36.
- 3) A mid-term event at M18 will be organized to exchange results, gauge effectiveness and timely delivery of products. The event will be organized in an appropriate format with the purpose to organize an effective dialogue, showcase benefits, learn to address obstacles, create and strengthen.
- 4) Final event will be organized at M36. It will be an internal final event, where to present the final results of the project to the EC and interested stakeholders, which will mark the springboard for the future dialogue. MINDeSEA will produce a report summarizing the resources of the project partners to disseminate information (websites, newsletters, flyers and social media tools, annual reports etc) along with specific targeted dissemination at conferences and meetings.

MINDeSEA will present activities and results during the regular meetings of the EGS Expert Groups with the EGS National Delegates. In addition, MINDeSEA will participate in international conferences such as the Underwater Mining Conference, Goldschmidt Conference, Society of Economic Geologists Conferences or the European Geosciences Union, that will give visibility among the community of geoscientists, economic geologists, metallurgical industries or marine technological enterprises. This is essential for promoting the scope of the project and for encourages new potential stakeholders to be part of the project. In cooperation with GeoERA, it is important to promote the project results through the participation not only in the main events related to Raw Materials, but also in major events in the wider fields of security, economic growth and resource efficiency, where we can reach representatives of the European Commission, academia, industry, regulators and legislation authorities. To do so, the WPs leaders will apply for making presentations, keynote speeches, organize side events and will distribute information materials. The project team has identified a series of conferences and events in 2018 that can be seen in [Appendix 2](#). The list will be updated during the life of the project.

6.7 Media articles and publications

MINDeSEA will present writing press articles and scientific/technic papers focusing on presenting the project, its activities, its outcomes, etc. They may take the form of news, announcements, tweets, LinkedIn posts, press releases, published on scientific journals, conference proceedings or



the project website, on external websites including partners' websites, on social networks, etc. MINDeSEA may develop educational videos showing the main types of marine mineral deposits, and operations carried out in the sampling and data acquisition in oceanographic expeditions.

6.8 Videoconference and internal communication

Online videoconferencing such as Webex or Skype will be the preferential tool for internal communication with the consortium members of MINDeSEA, with the Coordinator of GeoERA Raw Materials and with other interested audiences, when a fast communication will be necessary. For internal communication between consortium members a FTP site is available (<ftp.igme.es>).

7. EXPLOITATION PLAN

Communication and dissemination tools will be used by the MINDeSEA consortium partners during the lifespan of the project. Exploitation of deliverables is intended to facilitate the benefits of the MINDeSEA project being applied during and beyond the project's end date.

In particular, the exploitation plan will support post-project sustainability; keeping the benefits from the project actively benefitting stakeholders for as long as possible. The ways in which the project will be exploited will vary according to the different categories of stakeholders.

The exploitation plan will be mainly focus on the information platform. Such a system is crucial for supporting sustainable and long-term provision of high quality and updated actual information, giving decision makers and others (geo-scientific community, private sector, and citizens) an overview on the geoscientific knowledge required for integrated planning of the use of marine mineral resources, from trans-boundary spatial use and environmental planning of the sea floor to sustainable use of submarine resources. This information platform will act as the main instrument for dissemination and exploitation of MINDeSEA results beyond the end of the programme. Datasets and maps on seafloor massive sulphides, polymetallic nodules, ferromanganese crusts, phosphorites, marine placer deposits and mineral potential and prospectivity maps will be publically available in the GeoERA visor tools developed by the GIP-P. Reports on the metallogenetic models, potential assessment and status of regulation, exploration and exploitation for each resource and project metrics will be downloadable online as PDF documents from the MINDeSEA website. Additional activities planned for broadcasting, internationalising and exploiting the results of this research are as follows:

- 1) Attendance to national and international, multidisciplinary congresses and conferences including EGS, EGU, UMC, IUGS, EAG, GS, SEG, AAPG, IGCP, Ocean Science Meeting, AGU and the IAS.
- 2) Publication of papers in national and international journals.
- 3) Accomplishment of workshops national/international focused on the integration of results with other GeoERA and European projects that focus on similar topics.



- 4) Dissertation of Doctoral Theses (PhD), Master Theses; Working-training experiences for last year students from national and international Universities.
- 5) Creation (and continuous update) of a Web page displaying the aims, methodologies and activities of the project.
- 6) Press release and media news (national and international) and of educational videos showing the main operations carried out in the sampling and data acquisition.
- 7) Conferences and seminars in research and education institutions. The Week of Science and Open Days are considered of interest for a further transference of information to the centres of education, as well as to the general public.
- 8) Internships in foreign centres and research institutions of international relevance that work in similar topics. The dissemination of our results in these centres may allow the interchange of knowledge and are seen as of great value in completing the aims of this project.

Therefore, WPs 3 to 8 will promote the developing project results in different contexts and situations, will encourage relevant key players to adopt the results and to use them at local, regional, national or European level, providing opportunities to exchange of best practices, staff exchanges and training courses.

Additionally and, for the sustainability of MINDeSEA, it is important to maintain a constant information flow with the Coordinators of GeoERA, GeoERA Raw Materials and the EU Institutions through information days, specific meetings or keynote speeches, presenting the results achieved and to verify if the work carried out is in line with their needs and expectations.

8. IMPACT OF COMMUNICATION AND DISSEMINATION ACTIVITIES

The dissemination tools mentioned above have the advantage that they can be measurable and this will allow the consortium to understand the level of success of the dissemination activities carried out. A series of key performance indicators has been defined to measure the impact of the dissemination and communication activities carried out by the project consortium from the project start (Table 3):

Tool	Key Performance Indicators	Expected Results (M36)
Website	Number of unique visitors	1500 Visitors
Social Media (LinkedIn, Facebook & Twitter)	Number of Followers	250 followers
	Number of tweets	150 tweets
Flyers	Number of flyers distributed	1000
Conferences/events	Number of Conferences/events attended	10
E-newsletter	Number of online readers	300
Videos	Number of views	200
Articles/Proceedings	Number of articles published	9
Stakeholder workshops/info days	Number of participants	100

Table 3. Key Performance Indicators and expected results at M36.



9. ROLES AND RESPONSABILITIES

This section defines the roles and responsibilities related to communication activities within the MINDeSEA.

All partners will:

- support communication activities;
- assist in the implementation of the MINDeSEA Project Communications and Dissemination Strategy and Plan of Activities as defined in this document;
- include the MINDeSEA logo and website address on at least one page of their organisational website;
- include the MINDeSEA web address and contact details in external communications related to the project;
- use GeoERA appropriate templates for relevant project-related communications;
- include the #Geo_ERA and #MINDeSEA hashtags when mentioning the project on Twitter;
- Provide a link to the MINDeSEA website in its corresponding Geological Survey website

WP2 “Communication, Dissemination and Exploitation” Lead will:

- manage the undertaking of all MINDeSEA external communication activities;
- act as the central point of contact for all external communication activities;
- monitor, update and add to the Communications and Dissemination Strategy and Plan of Activities.

Project (Work Package) Leaders

To convey information on their work package activities and outcomes, WP Leaders will:

- provide regular updates on project/work package progress at the scheduled project team meetings;
- ensure that all deliverables include an accessible summary section that can be repurposed for communication purposes and similar MINDeSEA activities;
- provide information and content on the work carried out within their project/work package by producing communications outputs;
- inform WP2 whenever MINDeSEA is promoted through presentations, keynote speeches and posters in events, conferences and workshops.



10. APPENDIX

Appendix 1. Deliverables and Milestones

	Month																																						
	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			
	2018						2019												2020												2021								
DELIVERABLES																																							
D2.1 WP2 Task guide																																							
D2.2 Dissemination products																																							
D2.3 Dedicated Workshops-Seminars																																							
D2.4 Report WP2																																							
MILESTONES																																							
M2.1 Kick-off meeting																																							
M2.2 Project Progress Report																																							
M2.3 Final Project Progress Report																																							
M2.4 Final meeting																																							
M2.5 Dissemination on the website and apps																																							
M2.6 Report on Communication strategy																																							



Appendix 2. List of Events

EVENTS 2018

Event	Dates	Location	Description	Website
GeoERA Kick-off	3-5 July	Brussels (Belgium)	Launch of GeoERA projects	http://geoera.eu/
UMC 2018	10-14 September	Bergen (Norway)	International conference in marine minerals	http://www.underwatermining.org/
83rd Thessaloniki International Fair	8-16 September	Thessaloniki (Greece)	International fair	https://tif.helexpo.gr/en
EGS-MGEG & EMODnet-Geology	24-27 September	Albania	Annual Meetings of MGEG and EMODnet	http://www.eurogeosurveys.org/expertgroups/marine-geology/
Madrid Navy Week	20-30 September	Madrid (Spain)	Navy Forum	http://www.armada.mde.es/
ESRI Conference	24-25 October	Madrid (Spain)	Annual ESRI meeting	http://conferencia.esri.es/
Marine Minerals	30 Oct-1 Nov	London (UK)	Year of resources: marine minerals, a new resource for the 21st century	https://www.geolsoc.org.uk/marineminerals18
RMW	12-16 Nov	Brussels (Belgium)	Raw Materials Week	http://eurawmaterialsweek.eu/index.html





MINDeSEA
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Metallogeny and Geological Potential for
Strategic and Critical Raw Materials

D2-1: Dissemination and Exploitation Plan



Marine Minerals Seminar

December

Madrid (Spain)

Seminar in the
Complutense
University of Madrid

at <https://geologicas.ucm.es/>



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