DELIVERABLE 5.1

Communication Strategy and Plan

Due date of submission: 14/11/2023

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List of Acronyms

FISATUR - Atlantic Network of tourist experiences to promote the Fishing and Maritime Cultural Heritage

EMFAF - European Maritime, Fisheries and Aquaculture Fund

EU - European Union

B2B - Business to Business

Project information

Project full title: Atlantic Network of Tourist Experiences to Promote the Fishing and Maritime Cultural Heritage

Acronym: FISATUR

Call: EMFAF-2023-PIA-FLAGSHIP

Topic: EMFAF-2023-PIA-FLAGSHIP-1-ATLANTIC

Start date: 15 September 2023

Duration: 28 months

List of participants:

Partner No.	Organisation Name | Acronym
1 (Coord.)	FUNDACIÓN PARA LA PESCA Y MARISQUEO FUNDAMAR | FUNDAMAR
2	INSTITUTO PARA EL CRECIMIENTO SOSTENIBLE DE LA EMPRESA SL | ICSEM
3	COMUNIDADE INTERMUNICIPAL DO ALTO MINHO | CIM ALTO MINHO
4	TECHNOPOLE QUIMPER CORNOUAILLE | TQC
5	INSTITUTO POLITÉCNICO DE VIANA DO CASTELO | IPVC
6	INSTITUT NATIONAL D'ENSEIGNEMENT SUPÉRIEUR POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT | INSTITUT AGRO

Document Number:	**D5.1 – Communication Strategy and Plan**
Document Title:	Communication Strategy and Plan
Dissemination level	PU – Public
Period:	M2
WP:	WP5
Task:	T5.1 – Communication and Dissemination Plan
Author:	INSTITUTO POLITÉCNICO DE VIANA DO CASTELO | IPVC
Abstract:	Communication Strategy is established at two levels: internal (organisational) and external (for disseminating results and progress). It contains the details of the instruments/tools and processes that the consortium communication board commits to ensuring the communication of the project.

Version	Date	Description
1.0	10/11/2023	First Draft
2.0	15/12/2024	Second Draft
3.0	19/01/2024	Third Draft
4.0	20/02/2024	Final Version

PART I: Project description and background

1.1 Project Description

The FISATUR PROJECT is directed to like-minded fishery and tourism sectors to achieve the proper economic growth of coastal fishing regions by integrating and promoting innovative Atlantic tourist products and services linked to fishing and maritime heritage. The project will contribute to assessing the effectiveness of a fishing tourism model that can help spread an innovative way to think and use coastal resources.

The project is developed in three phases with a duration of 28 months.

In the first place, the project will carry out a map with the existing initiatives (good practices). It will carry out a study phase of the evolution and development of business opportunities and new maritime and fishing tourism ideas in each territory following a standard methodology that will be integrated into a web-based tool to support the regional Atlantic network.

The project's second phase aims to support business ideas, 10 per territory, that will benefit from the incubation program. The program will help the decision-making process regarding the launch of a business initiative, starting from the analysis of the business idea through the design of the feasibility plan. Finally, a jury will select the two best initiatives per country. Then, they will participate in an inspiring and immersive Atlantic area study visit as a trade mission navigation route from France to Portugal with strategic stops where exchange (B2B) will be held with other network initiatives.

The initiatives and socioeconomic actors linked to fishing and valorisation of the maritime heritage will be involved in designing the navigation agenda. The route will serve as a fisheries-maritime dynamisation itinerary functioning as an extended working group for creating and developing projects and as a benchmarking between individuals/companies.

1.2 Project Background

Promoting synergies among small-scale fishing and tourism has become a global trend mainly driven by the decrease in the income generated by fishing and the search for alternative/complementary income paths transversal to the fishing activity.

However, although many areas benefit from this quickly expanding market, the benefits do not often fall on the fishing communities.

Maritime-fishing tourism is the possibility of diversifying traditional activities linked to fishing, aquaculture & maritime heritage activities related to new tourism initiatives in coastal areas where the economy traditionally depended on fishing as the primary source of income.

Maritime-fishing tourism is a booming sector encompassing natural, cultural (literary, historical, etc.) and gastronomic heritage, attracting value and tourist attraction to these coastal areas. This sector has a great potential for economic development, generating new sources of income and jobs, with complementary activities to extractive fishing, presenting a greater dynamism and improving the quality of life in coastal areas while promoting the recovery of culture and tradition.

The *patrimonialization* of the maritime fishing culture contributes to promoting the cultural value of fishing, aquaculture and the conservation of heritage and identity. Entrepreneurship becomes essential for economic incentives, coastal areas development and employment promotion.

This project aims to identify and capitalise on tourism opportunities linked to small fishing communities and ensure economic growth and environmental preservation.

In this sense, the offer of tourist services will be formed by organisations (companies, NPOs…) that offer services oriented to the valorisation and diffusion of the activities and

products of the marine environment, as well as the customs, traditions, heritage, and marine culture, which transcends the mere extractive and commercial activity.

The segments will be matched with the different dimensions of the project's value chain.
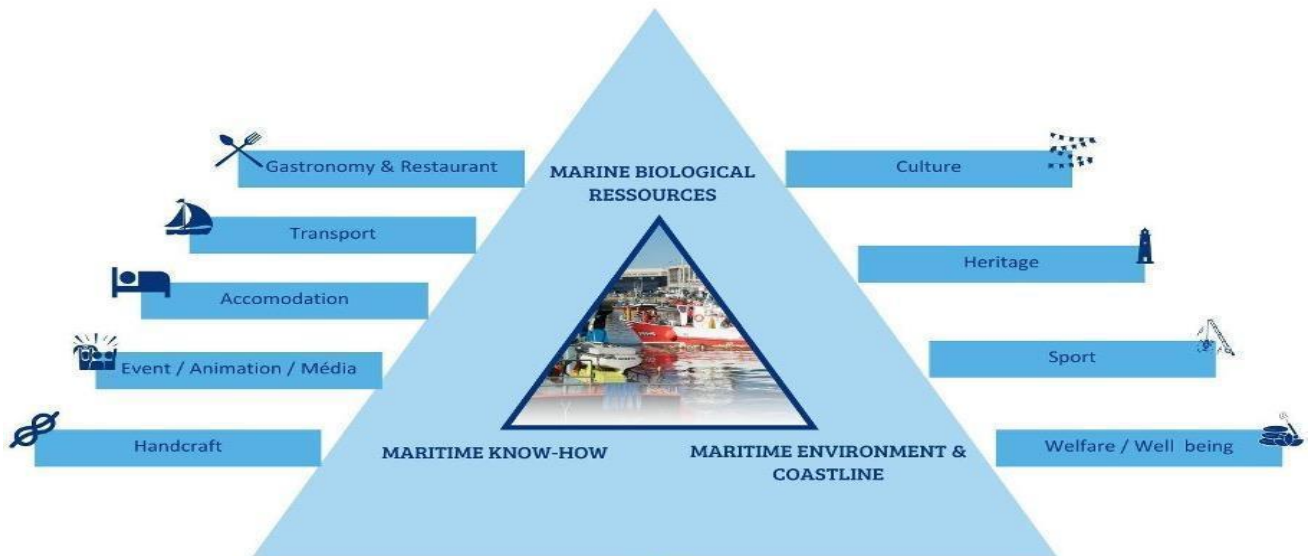
Figure 1 - Conceptual framework of tourism linked to maritime heritage and fishing activities

1.3 General Objectives

Support the diversification of the income sources for fisheries communities in the Atlantic area by promoting sustainable blue economy tourism activities.

The project and its objective to trigger innovation and entrepreneurship fits within the EMFAF (European Maritime, Fisheries and Aquaculture Fund) aim of supporting innovative projects that contribute to the sustainable exploitation and management of aquatic and maritime resources.

PART II: Communication Strategy

2.1 Nature of the Communication Plan

The Communication Plan is a vital aspect of any project and provides a precise aim and direction in communicating the results generated during the project lifecycle. This project will be essential in supporting the primary and overall development objectives.

The communication strategy is established at two levels: internal and external.

The dissemination and communication activities are intrinsically linked to the exploitation of the activities, designed based on the European Commission's templates and results of the project and high participation while showcasing the concept and benefits of the Atlantic Fishing-Tourism Network. Efficient advertising and broad exposure of the project will increase stakeholder engagement and the use of project results beyond the project's life. Communication and dissemination activities will maximise the project's impact by boosting dialogue, cooperation, and stakeholder coordination.

2.2 Internal Communication Objectives

Communication is a tool at the service of management, the implementation of activities, and the project's success. Clear and cohesive internal communication is crucial and maximises partners' alignment, transparency, and cooperation and contributes to achieving set objectives.

The project consortium is composed of the following organisations:
- Fundación para la Pesca y Marisqueo FUNDAMAR | FUNDAMAR
- Instituto para el Crecimiento Sostenible de la Empresa SL | ICSEM
- Comunidade Intermunicipal do Alto Minho | CIM ALTO MINHO
- Technopole Quimper Cornouaille | TQC
- Instituto Politécnico de Viana do Castelo | IPVC
- Institut National D'enseignement Supérieur pour L'agriculture, L'alimentation ET L'environnement | INSTITUT AGRO

Given the general objectives of the project, the specific goals of the consortium's internal communication can be summarised as follows:

- **Alignment on Objectives:** Ensure all consortium members clearly understand the investigation's objectives and goals; Foster a shared vision to align efforts toward expected outcomes.

- **Information Sharing:** Facilitate timely and transparent information sharing among consortium members; Provide regular updates on project progress, challenges, and successes.

- **Role Clarification:** Clearly define and communicate the roles and responsibilities of each consortium member; Avoid confusion by ensuring everyone understands their specific contributions to the investigation; **Problem-Solving and Decision-Making;** Establish effective channels for discussing and resolving issues within the consortium; Ensure a mechanism for collaborative decision-making to address challenges promptly;

- **Feedback Mechanism:** Create an environment that encourages feedback from all consortium members; Establish formal and informal channels for constructive criticism and suggestions;

- **Timeline Awareness:** Communicate project timelines, milestones, and deadlines to keep all members on the same page; Address any deviations from the schedule promptly and collaboratively;

- **Resource Coordination:** Coordinate the allocation and utilisation of resources effectively; Communicate resource needs and availability to ensure smooth project operations;

By focusing on these objectives, the consortium can build a solid internal communication framework that promotes collaboration, transparency, and a shared commitment to the investigation's success.

2.3 External Communication Objectives

Communication and dissemination activities will maximise the project's impact by boosting dialogue, cooperation, and stakeholder coordination.

Therefore, the objectives will be:

- **Visibility:** promote the project through all appropriate channels to meet the project targets
- **Appropriation**: favour the involvement of target groups in the different steps of the project
- **Exploitation:** promote project transferability and potential exploitation of project results
- **Make sustainable:** ensure that products will be transferred to other environments after the end of the project's life
- **Awareness:** create awareness and inform the different stakeholders (business sector, policymakers, educational institutes, fishing and local communities, cultural entities, and tourists/visitors) through the communication actions and techniques specified in this communication plan

To achieve these objectives, the following communication actions will be developed, such as:

- Presentation events at Educational Centres and Associations in partner countries Spain, Portugal and France;
- Media releases;
- Project website;
- Design and dissemination of outreach material (flyers, posters, infographics) according to the outputs of the different work packages;
- Social media channels;
- Participation in international and national conferences related to maritime and seaside fishing-tourism promotion.

2.4 Target Groups and Key Message

The key to an effective external communication plan is that each target group receives the project message at an appropriate time, using the proper language and communication means for that group. Target groups of all levels must be addressed to achieve the highest impact on the project results. We have identified seven main target groups described in the content below and the following pages.

Table 1 - Target Groups and Key Message	
Fishing Sector	The communication strategy for this group will be designed to introduce the network's objectives, the Incubator's operation and services. Industries in the sector will be invited to join the Network and take advantage of its advantages to improve competitiveness and business opportunities. The transferability to other coastal regions will be strengthened through project partners' industry networks and the involvement of public authorities. The focus of the key message will be informational.
Tourism Sector	The communication strategy for this group will focus on introducing the network's objectives and the incubator's benefits in enhancing competitiveness and business opportunities in the tourism sector. The participation of this group will enrich and diversify the experience of visitors and tourists. The main message will be informative.
Educational Institutes	To this end, the communication plan will identify events, conferences and workshops in the training field to present the network and identify possible synergies with other research networks and training centres. Partners will promote transferability through the network and publications. The message will be informative and technical.
Policy Makers	The project's key objective is to contact public authorities competent in tourism and fisheries. Provide sectoral recommendations for policymakers, relevant institutions, and other local, regional and national public entities. The key message will be informational.
	The outreach activities to this group are focused on achieving greater visibility of the fishing heritage and warning young

Local Community	professionals about future employment opportunities in this environment. The message will be informative and engaging.
Cultural Entities	Museums and cultural associations, such as traditional and associative groups. This target group is essential for demonstrating maritime culture to tourists and other target groups, as their activity focuses on preserving traditions and heritage. Partnerships with these entities are intended based on an informative and cultural tone.
Tourists/Visitors	The Tourists are the primary beneficiaries of fishing tourism activities linked with maritime heritage and fishing-based tourism, and their views about existing offers are critical in identifying and developing new opportunities. We need the tourists to create a fishing & maritime tourism model that can help use the coastal resources. The key message will be informative and persuasive, based on the activities and regions' uniqueness, authenticity and genuineness.
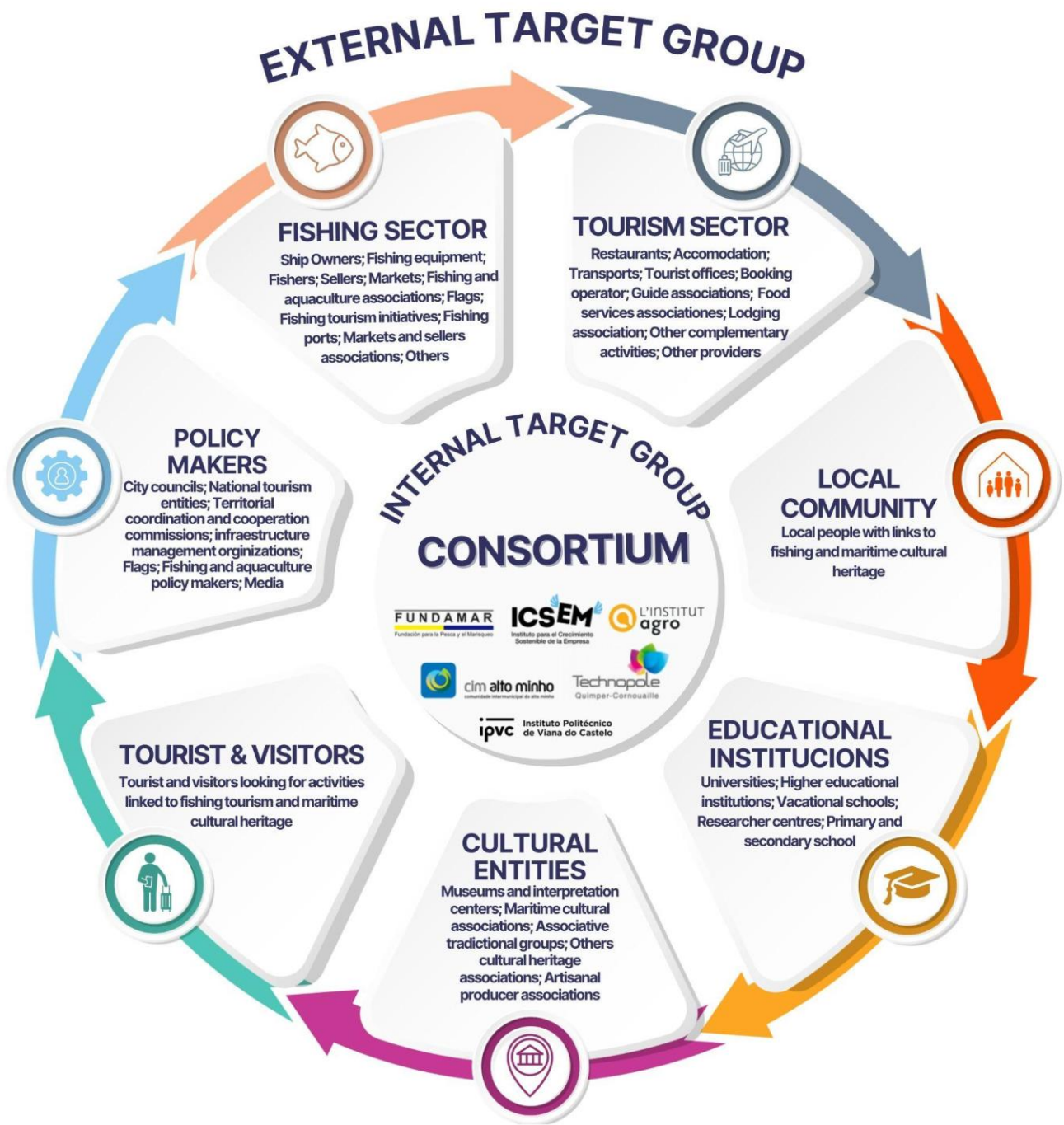
Figure 2 - Target Groups

2.5 The Navigation Route

Transferability and impact are ensured through conferences, trade missions, forums and fishing routes following an N-S navigation route from Britain to Portugal, with local travels through coastal fishing territories. Throughout this tour, different reactivation meetings will be held with local initiatives (B2B, Forums, demonstration days and open doors). The initiatives and socioeconomic actors linked to fishing and valorisation of the maritime heritage will be involved in the design of the navigation agenda of the Atlantic regional route for the promotion of the maritime-fishing heritage and in the design of workshops and events in each territory in which participation will be opened to different groups of interest.

2.5 The Navigation Route

PART III: Project Graphic Identity

3.1 Logo and Visual Identity

Figure 3 - Project Logo

The documentation generated in the development of the project must also include the logos of the financing parties in the following order:

LOGO HEADBAND FUNDER + PROJECT LOGO

Figure 4 – Project Logo + Logo Headband Funder

LOGO HEADBAND FINANCED + PARTNER LOGO

Figure 5 – Logo Headband Financed + Partners Logo

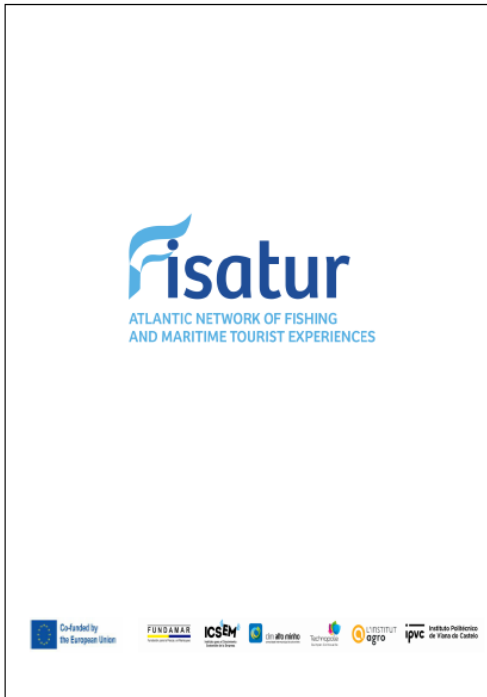These logos shall always be visible and placed in the following location depending on the type of material:

-Location logos on documents:

Home Page

Inner Sheet

-Placement of logos in presentations and other materials:

Space for creativity

Space for logos of other collaborating entities and organizations

PART IV: Communication Tools and Activities

4.1 Internal communication tools and channels

4.1.1 Emails and Google Drive

For internal communication, distribution and document repository, there is a dedicated Google Drive folder for the project, which all the partners will use.

Each partner has a folder where they share content with the other partners.

Link Google Drive: https://drive.google.com/drive/folders/1XgpBwyB5CcE6jBRWuqP-ITdGcn6wzadV

The partners will also communicate via email. The partners' emails are in Table 3, "Partners Contact List", illustrated below. The project should also have a template base and a signature for emails.

Entity´s Name	Contact Person	E-mail
FUNDAMAR	María Caldeiro	mcaldeiro@fundamar.org
	Lourdes Porto	vigopesqueiro@fundamar.org
	Patricia Leirós	pleiros@fundamar.org
IA	Marie Lesueur	marie.lesueur@institut-agro.fr
	Catherine Laidin	catherine.laidin@institut-agro.fr
	Carole Ropars Collet	carole.ropars@institut-agro.fr
	Océanne Petit	oceanne.petit@institut-agro.fr
TQC	Rozenn Le Vaillant	rozenn.levaillant@tech-quimper.fr
	Sarah Gérard	sarah.gerart@tech-quimper.fr
ICSEM	Carlota Barañano	carlota@icsem.es
	Yolanda Molares	yolanda@icsem.es
	Antía Rodríguez	antia@icsem.es
IPVC	Goretti Silva	goretti@estg.ipvc.pt
	Hugo Delgado	hdelgado@ipvc.pt
	Manuel Fonseca	manuelfonseca@esce.ipvc.pt
	Ângela Gonçalves	angelags@ipvc.pt
CIM Alto Minho	Sandra Neiva Fernandes	sandra.fernandes@cim-altominho.pt
	Alexandrina Monteiro	amonteiro@cim-altominho.pt
	Cristina Paço	cristina.paco@cim-altominho.pt

Table 2 - Partners Contact List

Entity´s Name	Social Media	Website
FUNDAMAR	https://www.instagram.com/fundamar_/?hl=es https://www.facebook.com/people/FUNDAMAR/100064670652728/ https://www.linkedin.com/company/fundamar-fundacion-para-la-pesca-y-marisqueo/	www.fundamar.org
IA	https://www.linkedin.com/in/p%C3%B4le-halieutique-mer-et-littoral-l-institut-agro-a2a748123/ https://www.facebook.com/institutagroRennesAngers https://www.instagram.com/institut.agro.rennes.angers/	https://www.institut-agro-rennes-angers.fr/
TQC	https://www.linkedin.com/company/tech-quimper-cornouaille/ https://www.facebook.com/TechnopoleCornouaille	www.tech-quimper.bzh
ICSEM	https://twitter.com/ICSEM_Es https://www.linkedin.com/company/instituto-para-el-crecimiento-sostenible-de-la-empresa-icsem-/ https://www.facebook.com/InstitutoparaelCrecimientoSostenibledelaEmpresa/?locale=es_ES	https://icsem.es
IPVC	https://www.facebook.com/ipvc.oficial/ https://www.instagram.com/ipvc/?hl=pt https://www.linkedin.com/school/instituto-polit-cnico-de-viana-do-castelo/?originalSubdomain=pt	https://www.ipvc.pt/

CIM Alto Minho	https://www.instagram.com/cimaltominho/	https://www.cim-altominho.pt/pt/
	https://www.facebook.com/cimaltominho	https://www.altominho.pt/pt/
	https://www.linkedin.com/company/comunidade-intermunicipal-do-alto-minho/	
	https://www.youtube.com/user/cimaltominho	

Table 3 - Entity's Social Networks

4.1.2 Steering committees and meetings

According to the project management plan, the General Assembly will be held at least two times a year. Still, it can be possible to have an extraordinary meeting at any time upon written request of the Coordination Team or ⅓ of the Members of the General Assembly.

The meetings with the Coordination Team will be once per month, online and on the 3rd Monday of each month at 2 pm in Spain and France and 1 pm in Portugal. It also can be possible to have an extraordinary meeting at any time upon written request of any Members of the Coordination Assembly.

The links to the online meeting are sent by email to each partner.

4.2 External communication tools and channels
4.2.1 Project Website

The project website will be unique and used to ensure the dissemination of the project's activities. The website will be available in 4 languages: English, Spanish, Portuguese and French.

The page also will be linked to the Gis-web tool from WP2.

This platform and associated project website will provide open access to project updates, results, and event information and make project reports available to everyone.

There will be a newsletter every four months to accompany all the actions (publicised on the website and by the consortium).

4.2.2 Social Media Communication

Social media will be used to better communicate with different groups with different profiles, interests, and online behaviours. In addition, the content and structural characteristics of social media outputs will be adapted to the various social channels, considering the unique content requirements of the different social networks. This way, messages can be integrated with other media, such as images or videos. The messages will be available in various languages. These publications will be shared on the project partners 'networks. Therefore, social media will also be an opportunity to share project updates regarding the activities it will carry out to reach the most significant number of people.

The content will be regular and adapted according to the activity.

This project will have *Instagram, Facebook, LinkedIn and YouTube.*
A YouTube channel will be essential for sharing the project's content, particularly for Atlantic Navigation and the final video.

A quarterly communication report will be produced with the registration of publications and the analysis of the views and interactions.
The social media posts will be available in English. Each partner is responsible for sharing their social media channels in their respective language.

4.2.3 Events & Networking

There will be events in each territory where participation will be opened to different groups of interest. These events will allow the establishment and maintenance of this project's network.

4.2.4 Press & Media Releases

Other communication strategies, such as the press and media releases, will be used to reach more destinations. The schedule of the courses will be established after consultation with possible interested participants to ensure their participation.

4.3 Printed Communication

As not everyone in the community has access to social media, printed communication will ensure that everyone can have access through a suite of materials that are essential for uni- and- bidirectional communication activities for use at events and to be placed within and where the community can access them, such as cafés, associations, and other environments relevant for them:

- Brochures
- Posters
- Banner
- Rollups

This printed communication will only be used to avoid pollution; if needed, it will be ecological printing with sustainable materials

4.4 Main communication activities envisaged and indicative schedule

Work Packages	Task Activities	Deliverables / Milestones	Communication Actions	Channels	Timetable
Work Package 1	**Task 1.2 - Monitoring, risk management and quality assurance (M2-M28)**	**M3 Intermediate meetings**	● Related information content ● Social media posts	● Website ● Social media	SEP 2025
	Task 2.1 -Diagnosis of tourism initiatives linked to fisheries	**D2.1 Characterization of the Fishing-Seaside Tourism market**	● **Infographics:** published on social media ● **Report:** published on social media ● Media Releases: put out a press release during the questionnaire phase to include a link to the questionnaire.	● Website ● Media ● Social media	MAY 2024
	Task 2.2 - Characterization of the business environment and opportunities around the	**D2.2 GIS – cartographic Viewer**	● Interactive map: published on the website.	● Website ● Social media	JUL 2024

Work Package 2	Fishing-tourism market in the Atlantic frontage (M2 - M10(M12 in practical))		● Map: published on social media with a link to the interactive map.		
	Task 2.3- Creation of an Atlantic Gis-Tool supporting the regional network of Atlantic Fishing-Seaside tourism stakeholders (M6-M10)	**D2.3 Fishing-Seaside Tourism Strategy**	● Related information content ● Media Releases ● Social media posts ● Workshops	● Website ● Media ● Social media	MAR 2025
		M7 Workshop to validate the Fishing-Seaside Tourism Strategy	● Related information content ● Media Releases ● Social media posts ● Workshops	● Website ● Media ● Social Media	MAR 2025
	Task 3.1 - Design of the Fishing-Seaside Tourism incubator program in each territory (M10 - M12)	**D3.1 Call for proposals. Basis for the call of business ideas**	● Related information content ● flyers, if necessary ● posters, if necessary	● Website ● Social Media ● Media	MAY 2024
	Task 3.2 - Design and launch of a call for business projects and ideas (M12-M14)	**M9 Selection of the initiatives**	● Related information content ● Media Releases ● Social media posts	● Website ● Media ● Social Media	JUL 2024

			● Flyers and posters (if necessary)		
	Task 3.3 Training focused on strengthening the skills and knowledge of the Fishing-Seaside Tourism entrepreneur (M14 - M18)	**D3.2 Summary report of Fishing- Seaside Tourism business Promotion**	● Related information content ● Media Releases ● Social media posts	● Website ● Media ● Social media	MAR 2025
	Task 3.4 - Competition phase - Selection of business ideas (M18)	**D3.3 Portfolio of projects/ideas**	● Related information content ● Media Releases ● Social media posts	● Website ● Media ● Social media	MAR 2025
	Task 4.1 - Design of the sailing navigation route (M18 - M22)	**D4.1 Roadmap of fishing-tourism dynamisation networking itinerary**	● Related information content ● Conferences ● Forum ● Media Releases ● Social media posts	● Website ● Media ● Social media	MAY 2025
	Preparation of the task	**M11 Kick off-exchange route through the Atlantic Network of**	● Related information content ● Media Releases	● Website ● Media	MAY 2025

		Fishing-tourism	• Social media posts	• Social media	
		D4.2 Assessment of Innovative dynamisation networking itinerary for fishing-tourism promotion	• Related information content • Media Releases • Social media posts	• Website • Media • Social media	JAN 2026
		D4.4 Communication product - Video making off of the TNT route	• Related information content • Media Releases • Social media posts	• Website • Media • Social media	JAN 2026
	Task 4.2 - Exchange BtoB with other Fishing-Seaside Tourism initiatives in Portugal, Spain and France (M22-M24)	**M12 Transnational FR-SP-PT missions and exchange BtoB events with other Fishing-Seaside Tourism initiatives**	• Related information content • Media Releases • Social media posts • Events (Forum)	• Website • Media • Social media	NOV 2025
		M13 Transnational Itinerant Forum Seaside- Fishing	• Related information content • Media Releases	• Website • Media	NOV 2025

		Tourism – FR-SP-PT	• Social media posts • Events (Forum)	• Social media	
	Task 4.3 - Organization of conferences and seminars in Portugal, Spain, and France (M22-M24)	D4.3 Report on the execution of the fishing heritage literacy program	• Related information content • Media Releases • Social media posts • Events (conferences and seminars)	• Website • Media • Social media	NOV 2025
	Task 4.4 -Organization of demonstrative open days of seaside fishing tourism activities in Portugal, Spain and France (M22-M24)	M14 Transnational Itinerant demonstrative open day of Fishing-Tourism initiatives organised FR-SP-PT	• Related information content • Media Releases • Social media posts • Events (Open Days)	• Website • Media • Social media	NOV 2025
	Task 4.5 Organization of primary and secondary workshops in schools in Portugal, Spain, and France	M15 Itinerant School literacy conferences and workshops on coastal and fishing heritage	• Related information content • Media Releases • Social media posts • Events (workshops)	• Website • Media • Social media	NOV 2025

		D.5.1 Communication Strategy and Plan	• Related information content	• Website	NOV 2023
	Task 5.1 Communication and dissemination plan (M2)	D5.6 Project Factsheet	• Related information content	• Website	FEB 2024
		M18 Launch of the video-documentary	• Video-documentary • Related information content • Media Releases • Social media posts	• Website • Media • Social media	JAN 2026

Table 4- Main communication activities envisaged and indicative schedule

All the activities can be published on the partner's social media if necessary. The partner must communicate with all the others.

	2023				2024												2025												2026
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
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
Newsletter								X				X				X				X				X				X	
Social Media						D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Media/ Press Releases							X								X						X						X	X	X
Website							D	up	up	up	up	up	up	up	up	up	up	up	up	up	up	up	up	up	up	up	up	up	up
Dissemination material							D												X	X	X						X	X	X
Events																			X			X					X	X	X
Dissemination Reports								X			X			X		X				X			X				X		X

up=updates
D=Deliverable

Table 5 - Communication activities envisaged and indicative schedule (to be reviewed by month)

4.5 Monitoring and evaluation of dissemination activities

Communication tool	Quantification	Target value defined by Consortium (to be reviewed by month)	Proof of communication
Media release/ Press Releases	Nº of media releases/ press releases	M8; M15; M21; M27; M29	Copies of Media releases
Social media (Instagram, Facebook, LinkedIn)	Nº of posts per month	At least four posts each month	Search Metrics
Youtube	Nº of videos	Whenever its appropriate to publish audio-visual content	Search Metrics
Website	Nº of visitors	Whenever its appropriate to actualize the website	Search Metrics
Dissemination Material	Nº of printed material (If necessary)	M7; M19; M20; M21; M26; M27; M29	Copies of dissemination material
Events	Nº of events	M20; M22; M26; M27; M29	Registration sheets and photos of the events
Dissemination reports	Nº of reports	M8; M11; M14; M17; M20; M23; M26; M29	Reports
Newsletter	Nº of newsletters	M8; M12; M16; M20; M24; M28	Copies of newsletter

Table 6 – Monitoring and evaluation of dissemination activities

PART V: Evaluation

5.1 Indicators by Objective

Objective:	Indicators
Project website	● Visits to the website and duration, downloads
Social media Instagram	● Impressions ● Followers ● Likes ● Comments ● Shares
Social media Facebook	● Impressions ● Followers ● Likes ● Comments ● Shares
Social media Youtube	● Views ● Likes ● Comments ● Shares
Social media LinkedIn	● Impressions ● Followers ● Clicks ● Comments ● Shares
Events/conferences	● Number of participants ● Participant satisfaction (surveys)
Press content	● Number of publications and circulation

Table 7 – Indicators by objective

5.2 Reporting

- Trimonthly reports show the infographic indicators of the number of interactions on social media and the website.

PART VI: Resources

6.1 Human Resources: communication team with the partnership

Partner	Role	Name
FUNDAMAR	Project Coordinator	María Caldeiro
	Communication Officer	Lourdes Porto
IPVC	WP Coordinator	Goretti Silva
	Communication Officer	Manuel Fonseca
	Technician	Ângela Gonçalves
IA	Communication Officer	Marie Lesueur
	Technician	Véronique le Balch
TQC	Communication Officer	Rozenn Le Vaillant & Fabienne Jolivet
	Technician	Sarah Gérart
ICSEM	Communication Officer	Carlota Barañano
	Technician	Antía Rodríguez
CIM Alto Minho	Coordinator	Alexandrina Monteiro
	Project Officer	Sandra Neiva Fernandes
	Communication Officer	Cristina Paço

Table 8 – Human Resources

PART VII: Obligation and Requirements

7.1 Information on EU funding

As FISATUR receives funding from the EU, we will use the logo Co-funded by the European Union in our DEC activities described in Article 17 of the GA.

Figure 6 - Logos used in FISATUR for information on EU Co-funding

7.2 Disclaimer excluding Agency and Commission responsibility

FISATUR will adopt standard practices or disclaimers. Statements will include:

"Funded by the European Union. However, views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them."

In addition to this, FISATUR-specific disclaimers will also be included:

· Project number: 101124851

· EMFAF Project Grants supported this work

· Start Date 15/09/2023

· End Date: 14/01/2026

This Project has received funding under the powers delegated by the European Commission under Grant Agreement No. 101124851

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