



# *MANIFESTS Genius*

From Gases and Evaporators risk assessment  
towards an Integrated management of sea and  
land pollution incidents

WP5: PROJECT COMMUNICATION  
Communication Plan



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## **1. Introduction**

The MANIFESTS *Genius* (From Gases and Evaporators risk assessment towards an Integrated management of sea and land pollution incidentS) aims to strengthen preparedness and response capabilities for integrated management of coastal water pollution. The main focus will be on the release of HNS, including alternative fuels such as HVO, ammonia, methanol and LNG, which could form a toxic gas cloud and potentially drift towards the shoreline and impact local communities. Two scenarios will be considered: 1) a subsurface leak from a pipeline and 2) a leak at water surface from a coastal facility.

This communication and capitalisation plan describes the procedures, methods and tools to enable the effective and consistent communication of the project outcomes to all local, regional, national and international stakeholders. The plan will act as the mean for recording and reporting dissemination activities carried out in the frame of MANIFESTS *Genius*.

The plan will be validated by the partnership, and updated thereafter at 6 month intervals.

## **2. Target Public**

MANIFESTS *Genius* will interact with the following target groups as follows:

1. Competent authorities and entities involved in maritime pollution response and management at local, regional and national level
2. Civil protection agencies and authorities in charge of coastal pollution response
3. Research and technology centres working on marine and coastal pollution
4. Regional Sea Conventions
5. Finally, social media will allow all stakeholders and society to interact with the project and learn about maritime pollution.

All these organisations will be informed and involved (when appropriate) in the project activities and will be the target of dissemination activities so they can benefit from the project outputs.

## **3. Reporting requirements**

As part of the EU requirements, all the publications and dissemination activities related to MANIFESTS *Genius* have to be reported. Partners are requested to keep records of



their MANIFESTS *Genius* dissemination activities and report on these at reporting stages. The information requested for dissemination activities are detailed in each specific section below.

When submitting the Interim and Final Report, the Partner should include a report, with relevant supporting evidence, of field visibility (Section 12.1.A of the Single Form) and for each of the options ticked under Section 12.1.B. This includes photos of relevant items (EU emblem on vehicles, supplies, signboards etc.), copies of/links to press releases and press cuttings, references to relevant publications, links to project related website posts, etc. The amount of supporting evidence provided does not need to be exhaustive. However, it must demonstrate in a credible way that the activities committed to in the Single Form have been implemented as an integral part of the project and at different stages.

In addition, Partners are required to indicate, in quantifiable terms, the reach and engagement that their communication actions had.

Communication and visibility expenses can only be approved when accompanied by adequate supporting material. Failure to comply may result in the application of a penalty at the liquidation stage.

Partners are encouraged to promote project photos on social media with a clear acknowledgement of the EU partnership.

In the course of a project, partners are also invited to send to ECHO good quality photos in the form of photo stories – i.e. a series of 6-9 photos with short explanatory captions. ECHO can use the photo stories on its website.

The photos should be accompanied by brief captions relating to the subject of the picture and an explanatory sheet with background information (date, country, city/region, project, name and role of the person on the photo if applicable). The Commission reserves the right to edit the text of the provided photo captions so as to fit the editorial style of ECHO's website.

More information on the DG ECHO visibility rules are available in the link <https://www.dgecho-partners-helpdesk.eu/visibility>.

#### **4. Project branding**

The visual identity includes identifying symbols, logos, or graphic representations creating a branding associated with the project and its activities. The value of a visual identity lies in maintaining consistency through repeated use of the project's name and symbols.



A specific branding will be developed for the project identity according to the EC guidelines. It includes the project's logo, templates for documents, leaflets and PowerPoint presentations. All documentation generated in the MANIFESTS *Genius* project must comply with the format requirements and branding guidelines explained in the following sections.

#### **4.1. Logos and acknowledgements**

Any communication, report or publication, regardless of the medium or format (books, brochures, folders, panels, posters, videos, web pages, CD-ROM, etc.) published during the course of the project must display in a visible place (cover, inside cover) the items described in the following sections.

- MANIFESTS *Genius* logo (pending to be designed)
- the European flag (EU emblem) and
- the funding statement “Funded by the European Union” or “Co-funded by the European Union” (translated into local languages, where appropriate)



**Figure 1.** EU emblem and co-funding statement

The EU emblem must be displayed on all materials – printed or digital – and communication activities (e.g. publications, newsletters, flyers, studies, manuals, presentations, promotional material, videos, etc.). Next to the EU emblem should be systematically mentioned “Co-funded by the European Union Civil Protection”, as displayed in Figure . Other institutional logos should be at the same size or smaller than the EU emblem.

The emblem can be downloaded in all EU languages on the [DG ECHO visibility page](#).

The EU emblem with the accompanying funding statement “co-funded by the European Union” shall be used when producing any type of visibility and communications material for dissemination, and also in all project reports, outputs, software, websites, equipments, posters, publications, audiovisual material, etc.



#### **4.2. Power point and Word template**

A MANIFESTS *Genius* PowerPoint template will be developed to be used at internal meetings and external events when presenting the project and/or its outcomes. The template will be available for download in the intranet document repository.

A word template will be also available in the project intranet. This template will be adopted for internal and external use for the elaboration of reports or documents within the project activity.

#### **4.3. The MANIFESTS *Genius* leaflet**

The MANIFESTS *Genius* leaflet will be designed and produced at the start of the project. The leaflet will describe the project, its main objectives, methodology, partnership, funding and expected results, and will be used as a way to disseminate the MANIFESTS *Genius* Project.

The leaflet will be available for download from the intranet or from the project website and by contacting CETMAR. The leaflet will be designed for print as a 4 page A4 booklet (A3 paper, folded to A3 size). Partners are encouraged to distribute the leaflet through their networks and at relevant events.

#### **4.4. The MANIFESTS *Genius* Poster**

A MANIFESTS *Genius* Poster will be developed by CETMAR for use at internal and external events when presenting the project and/or its outcomes. The digital version will be available on the website and the project intranet and it will be used for project workshops and conferences.

A printed version will be also developed for being displayed in project events.

#### **4.5. Disclaimer**

Any project document or communication activity including websites, software, applications, reports, etc. must indicate the following disclaimer:

*"Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EU Civil Protection. Neither the European Union nor the EU Civil Protection can be held responsible for them."*



## 5. Internal communication

In the internal communication strategy for *MANIFESTS Genius*, we will employ a combination of traditional channels, video conferences, meetings, phone calls, and email correspondence. Regular face-to-face meetings will facilitate open discussions and collaboration among team members. Video conferences will be scheduled for virtual interactions, ensuring effective communication for progressing on project activities and tasks. Phone calls will be utilized for quick updates and immediate responses.

Additionally, email will play a crucial role in the internal communication of the partnership. To streamline email communication, each message's subject line will include **the topic of discussion + the WP number and the project's acronym MANIFESTS *Genius***, ensuring clarity and easy reference for all team members.

Example of email subject: "Draft report\_WP1\_*MANIFESTS Genius*"

## 6. Dissemination channels and activities

The expected outcomes of the project will be of high applicability (tools, manuals, guides, protocols, videos, etc.) and will be transferred to key stakeholders and organizations by using different channels of communication as listed below:

- The *MANIFESTS Genius* website
- *MANIFESTS Genius* events: workshops, conferences
- Publications
- Interviews
- Mention in Partners' website
- Articles and press releases
- Attendance to external events
- Social media
- Other dissemination channels

Partners should keep track of all their dissemination and exploitation activities, all of which should be reported at reporting stages to the DG ECHO. Partners are required to report any publication and dissemination activities and provide details to CETMAR according to the following guidelines.

A contact list including all project participants is attached to this document as Annex I to facilitate the internal communication and exchanges among partners.



### 6.1. Union Civil Protection Knowledge Network (UCPKN) platform

The [Union Civil Protection Knowledge Network](#) (UCPKN) is one of the tools of the Union Civil Protection Mechanism set up to connect responders, disaster risk managers, scientists, and decision-makers that allows sharing knowledge, tools and project outputs and enhances cooperation and promotes innovation.

The MANIFESTS *Genius* project will use the UCPKN platform to enhance visibility for its activities, disseminate outcomes, and promote tools developed throughout the project's duration.

The UCPKN will be used as a central hub to facilitate widespread access to:

- 1) project updates and new activities
- 2) organisation of project public events (workshop and training activities)
- 3) deliverables and milestones
- 4) dissemination of tools and outcomes of the project

Through this platform, stakeholders will gain insight into ongoing efforts, fostering engagement and collaboration. Furthermore, the use of the UCPKN will provide visibility of the project, knowledge exchange, and outreach efforts for the MANIFESTS *Genius* project.

### 6.2. MANIFESTS *Genius* Website

To ensure efficiency and visibility, the consortium will upgrade the existing MANIFESTS website for the new project. The MANIFESTS *Genius* website will provide a clear overview of the project objectives, main tasks breakdown, results, and partnership. It will also acknowledge the funding provided by the DG-ECHO. It will include a tailor-made section for the tools developed in the project.

### 6.3. MANIFESTS *Genius* Events

A series of project events will be organised to showcase different technical aspect addressed in the project and to aim at the direct end users of the project outputs. The events will be held in the 5 partner countries. Whenever an event is planned, **DG ECHO must be informed at the stage of preparation.**

Partners may provide proposals for the program and agenda of the event, speakers and presentations to inform the audience on the progress and outcomes of the project. In addition to that, key speakers from relevant organisations may be identified and invited to the events.



EU visibility must be ensured before and during the event through invitations, programmes, banners and display boards, etc. Consequently, the compulsory logos must appear on every printed document, as invitations, agenda, list of participants, practical information, participation certificates, banners, display boards, and any other support documents.

Evaluation sheets (annex II) may be distributed at the end of workshops to gather participant feedback and learning points for the organisation of future project events. A tentative template is annexed to this document as Annex II.

#### **6.4. Publications**

The role of the EU as a donor should be clearly mentioned in the text of publications and reports. Any notice or publication relating to the project made in any form and by any means, including the Internet, must state that it only reflects the author's view and that the programme authorities are not liable for any use that may be made of the information contained therein, as follows:

*"Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EU Civil Protection. Neither the European Union nor the EU Civil Protection can be held responsible for them."*

Publications and articles must be recorded in the table "Publications" (see Annex III **Erreur ! Source du renvoi introuvable.**).

#### **6.5. Interviews**

When speaking to the media on EU-funded projects, the partner should aim at acknowledging the partnership with the European Union and explain the tangible results achieved thanks to EU funding.

Partners should inform the DG ECHO in advance about media interest in the project and provide the names of the media organisations and journalists concerned.

Information on interviews must be recorded in the table "Interviews" (see Annex III).

#### **6.1. Mentions in partners' websites**

Information about the MANIFESTS *Genius* project must be mentioned on the partners' websites, acknowledging the EU funding.



The project logo, and the **EU Emblem** must be shown together with the **link to ECHO's website** must appear in the partner's website (for example on the page listing partners, on the page describing financing or on pages dedicated to projects financed by the EU).

The URL address of ECHO is <https://civil-protection-humanitarian-aid.ec.europa.eu/>.

Partners are encouraged to include also the link to the MANIFESTS *Genius* website on their organisations' websites, as well as on other related websites.

## **6.2. Articles and press releases**

News of the project will be disseminated regularly, making use of a range of publications and services. Press releases will be issued to appropriate media outlets (trade press, journals, web portals) to ensure that industry, civil society organisations, policy-making authorities, and the wider community are aware of the project, its objectives and, later in the project, its outcomes. The strategy is intended to ensure that there is publicity and media coverage at local, regional and European levels.

All partners are encouraged to publish articles and press releases at regional, national and international level, making use of their own communication networks and channels. Press releases must be recorded in the table "Press Record" (see Annex III **Erreur ! Source du renvoi introuvable.**).

For press releases, a paragraph on co-financing referring to the Atlantic Area Programme must be included:

*"Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EU Civil Protection. Neither the European Union nor the EU Civil Protection can be held responsible for them."*

Information on articles and press releases must be recorded in the tables in Annex III.

## **6.3. Attendance to external events**

Symposiums, seminars, conferences and other meetings are useful forums to widely disseminate the MANIFESTS *Genius* work and to address issues relevant to the work done in the project. International and sector relevant conferences, meetings, etc. will be attended to communicate the objectives, activities and outcomes of the project to the maximum number of persons.

All MANIFESTS *Genius* contributions will be recorded in the corresponding table in Annex III. Partners in charge of presenting the project will send the information to CETMAR (i.e. partner/s involved, name of the conference, type of communication and title, location of the event and date).



Regarding the eligibility of the expenditures related to partners participation in these events organised outside *MANIFESTS Genius*, it is recommended to follow these rules:

- There must be budget available in the corresponding budget lines
- Active participation (oral presentation or poster) is highly recommended. This is considered as a tangible proof of the actual dissemination of the project.
- EU visibility must be ensured in presentations, abstracts, etc. The compulsory logos must appear on every printed document, and in case it is not possible to include the logo, the communication must include the sentence “*Co-funded by the European Union*”.

#### **6.4. Social Media**

Social networking is part of the communication strategy. The project will be disseminated through Twitter and Instagram project accounts. This will be a forum for engagement with interested external parties and will contribute to capacity building and showcasing the partnerships expertise and knowledge through active discussions. In addition to this, using social media is also considered a good way to keep all partners actively involved in the project communication.

All partners will be invited to share and forward relevant information through their social media accounts. All the communications made through social media networks must be recorded in the Annex III tables.

CETMAR will set and regularly update the *MANIFESTS Genius* social media accounts and will send short messages/photos on project news (update on progress on project deliverables, events organisations, etc.) or other information related to project scope. Partners are asked to publish from their own accounts news about their activity on the project using the hashtag #MANIFESTSGenius. CETMAR will share them from the project account.

Social media communication is a high-impact way of creating visibility among the general public and specific target audiences.

Regarding the acknowledgement of funding, partners are requested to:

- use ECHO-related hashtags: #EUCivilProtection
- tag ECHO in the posts, using the handles indicated below;
- and invited to like/follow/subscribe to ECHO's social media channels:
  - Facebook: <http://facebook.com/ec.humanitarian.aid> (tag with: @ec.humanitarian.aid)
  - Twitter: [https://twitter.com/@eu\\_echo](https://twitter.com/@eu_echo) (tag with: @eu\_echo)
  - Instagram: [https://instagram.com/eu\\_echo](https://instagram.com/eu_echo) (tag with: @eu\_echo)
  - Flickr: [http://www.flickr.com/eu\\_echo](http://www.flickr.com/eu_echo)



- YouTube: <http://www.youtube.com/user/HumanitarianAidECHO>
- Blog: [https://civil-protection-humanitarian-aid.ec.europa.eu/news-stories/stories\\_en](https://civil-protection-humanitarian-aid.ec.europa.eu/news-stories/stories_en)

### 6.5. Other dissemination channels

Besides all the possible channels of dissemination mentioned above, national authorities will also learn about MANIFESTS *Genius* outputs in their role as members of the Advisory Board, as well as by the direct contact with project partners as defined by the working plan. In addition and as detailed in previous sections, the link to the MANIFESTS *Genius* website will be included in partners' websites and in relevant web pages of national and EU initiatives in which partners are currently involved. Consequently, a wide range of policy makers and stakeholders from coastal EU countries will learn about the MANIFESTS *Genius* website.

Similarly, partners will be encouraged to promote MANIFESTS *Genius* at regional and national level and to disseminate its results through existing channels.

## 7. Performance Indicators

The communication plan will be evaluated in order to monitor and review the achievements of the project and if necessary readjust the communication tactics during the project lifecycle.

The MANIFESTS *Genius* communication strategy will be monitored through the recording of the following performance indicators:

- Number of visitors to the project website
- Number of participants in project events
- Number of external events with MANIFESTS *Genius* contributions
- Media exposure: press releases, interviews, radio, etc.
- Twitter: Number of tweets / Number of followers on Twitter
- Instagram: Number of photos posted / Number of followers



## ANNEX I – CONTACT LIST

## Partners

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**ANNEX II: EVENTS EVALUATION SHEET**

Dear Sir/Madam,

Thank you for participating in this event organised in the frame of MANIFESTS *Genius* project.

We would appreciate if you could fill this form out and help us to improve the general organisation and contents of the workshop for future editions.

Thank you very much in advance for your time.

**GENERAL INFORMATION FOR CONTEXTUALISATION OF THE SURVEY**

<b>COMPANY/ORGANISATION:</b>	
<b>GENDER:</b>	
<b>AGE RANGE:</b> (18-28; 29-35; 35-45; 45-55; 55-65; over 65)	

**EVENT GENERAL CONTENTS**

<b>PRESENTATIONS</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>
The content of presentations has met my expectations					
The format was appropriate to the subject					
The presentations illustrated important issues					
The materials improved my understanding of marine pollution					
The time allocated for each presentation was sufficient for a clear explanation of the issue addressed and the subsequent discussion with the audience					

<b>PRESENTERS</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>
Speakers were clear in their explanations					



Speakers showed an adequate knowledge on the issues presented					
Speakers answered satisfactorily the question posed by the audience					
Speakers were engaging and interesting					
Speakers encouraged participation and discussion					

MANIFESTS <i>Genius</i> Project	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
MANIFESTS <i>Genius</i> resources are useful and relevant to my role					
I will use MANIFESTS <i>Genius</i> as a resource in my future arrangements					

**EVENT GENERAL ORGANISATION**

EVENT GENERAL ORGANISATION	Excellent	Good	OK	Deficient	Very deficient
Information provided before and during the event					
Adequacy of the room					
Time schedule					
Overall organisation					

**SUGGESTIONS/COMMENTS**

Please include in here any suggestion/comments that could allow us to improve the organisation and/or contents of these events (especially if you have assigned low marks to any of the issues indicated on this survey):

Do not hesitate to leave us your email if you want us to contact you for discussing anything about this survey, the workshop or about MANIFESTS *Genius* project:



**ANNEX III – DISSEMINATION ACTIVITIES**

(excel file attached and available in the project intranet)



## Interviews

Partner/s involved	Date	Name of the Media	Link





**Links on other websites**

<b>Name of the Website</b>	<b>Website address</b>	<b>Start date</b>



**Social media**

**Twitter**

Reporting period	Number of tweets	Number of followers

**Instagram**

Reporting period	Number of photos