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DELIVERABLE

Communication and Dissemination Plan

LIFE WATEROIL

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1.1. Project Summary

The LIFE WATEROIL project aims to demonstrate a sustainable water treatment approach for high water-demanding industries, focusing on LUKOIL Neftohim Burgas JSC (LNB) in the Black Sea district. The project aims to reduce pollutant emissions and improve the ecological condition of the Mandra-Poda water basin by implementing alternative water sources and more effective wastewater processing technology. The project also aims to substitute fresh water with treated water and promote the replication of the solution in other industries.

1.2. Document Scope

This deliverable presents the Communication and Dissemination Plan for the LIFE WATEROIL project. It establishes a well-defined and sophisticated approach to effectively disseminate project outcomes and exploit the generated knowledge within the context of the project. The plan encompasses a detailed dissemination strategy, outlining the design and development of activities, tasks, timetables, and expected results. It takes into account the diverse needs and interests of all project stakeholders and strives to ensure their continuous engagement and involvement at every stage of the project. The document serves as a fundamental foundation for coordinating and executing dissemination and exploitation activities in a strategic and coherent manner, maximizing the project's impact and sustainability.

1.3. Document Structure

The document is meticulously organized to offer a comprehensive overview of the communication and dissemination strategy, encompassing various key aspects and elements. It follows a logical structure that allows for easy comprehension and reference. The sections included in this document are:

Introduction: This section provides an introduction to the communication and dissemination strategy, outlining its significance within the context of the LIFE WATEROIL project.

Objectives: Here, the specific objectives of the communication and dissemination strategy are clearly defined and articulated. These objectives serve as guiding principles throughout the planning and implementation process.

Communication Tools and Activities: This section presents a detailed overview of the communication tools and activities that will be utilized to effectively disseminate project information and engage with the target audience. It highlights the selection and rationale behind each chosen tool or activity.

Target Audience: In this section, the identified target audience for the communication and dissemination efforts is described. It includes a comprehensive analysis of the different stakeholders and their specific needs and interests, ensuring tailored communication approaches.

Dissemination Plan: The dissemination plan is presented in this section, providing a step-by-step outline of the planned dissemination activities, including timelines, responsibilities, and expected outcomes. It aims to ensure a well-coordinated and systematic approach to reach the intended audience.

Indicators of Progress: Here, the indicators used to measure the progress and effectiveness of the communication and dissemination strategy are outlined. This section discusses the metrics and evaluation methods employed to assess the impact and reach of the project's communication efforts.

Conclusions: The document concludes with a summary of the key findings and recommendations related to the communication and dissemination strategy. It highlights the importance of continuous evaluation and adaptation to ensure the strategy's success.

By following this structured approach, the document provides a comprehensive and coherent overview of the communication and dissemination strategy, enabling effective planning and implementation of activities to achieve the desired project outcomes.

I. Introduction

Effective communication and dissemination play a crucial role in the success of any project, and the LIFE WATEROIL project is no exception. The Communication and Dissemination Strategy of the LIFE WATEROIL project serves as a vital component to ensure that information about the project reaches its intended audience, facilitates stakeholder engagement, and maximizes the project's impact.

The significance of a well-designed communication and dissemination strategy cannot be overstated. It serves as a guiding framework that outlines the various communication tools, channels, and activities that will be employed to effectively share information about the project's objectives, activities, milestones, and outcomes. By adopting a strategic approach, the project can engage stakeholders, build awareness, and foster collaboration towards sustainable water management and environmental protection.

The communication and dissemination strategy of the LIFE WATEROIL project has been meticulously crafted to align with the project's goals and target audience. It encompasses a range of communication tools, including digital platforms, printed materials, public events, media engagement, and collaboration with stakeholder networks. This multi-faceted approach ensures that information is disseminated through channels that resonate with the preferences of different stakeholders, maximizing the project's reach and impact.

Furthermore, the strategy recognizes the evolving landscape of communication, acknowledging the influence of social media platforms and the need to leverage their potential. By actively engaging with social media platforms the project can tap into a wider audience, promote interactive communication, and generate broader awareness about the project's objectives and outcomes.

The Communication and Dissemination Strategy is not just about disseminating information; it is about fostering meaningful engagement. Through public events, workshops, webinars, and collaboration with stakeholder networks, the project seeks to create opportunities for dialogue, feedback, and participation. This approach ensures that stakeholders are not only informed but also empowered to contribute to the project's success.

In conclusion, the Communication and Dissemination Strategy of the LIFE WATEROIL project serves as a roadmap for effective communication, engagement, and dissemination of information. By employing a tailored approach, leveraging various communication tools, and actively engaging with stakeholders, the project aims to create a robust network of informed individuals and organizations working together towards sustainable water management and environmental protection.

II. Communication and Dissemination Strategy and Objectives

- ✓ Raising awareness about the project and its objectives among stakeholders and the general public.
- ✓ Providing accurate and non-technical information about the environmental issues addressed by the project and the proposed solutions.
- ✓ Highlighting the health and biodiversity benefits of the project.

- ✓ Promoting transparency and accountability through regular updates on project progress.
- ✓ Engaging and involving stakeholders in the project through various communication channels.

The communication and dissemination strategy of the LIFE WATEROIL project is guided by specific objectives that drive the planning and implementation process. These objectives are defined to ensure effective and targeted communication, as well as widespread dissemination of project information. The objectives of the communication and dissemination strategy are as follows:

Raise Awareness among the Local Population: One of the primary objectives is to raise awareness among the resident population living in the Municipality of Burgas, where the new wastewater treatment technology will be implemented. The project aims to inform the local citizens about the objectives of the project, including the sustainable utilization of water resources and the improvement of air quality, which will lead to direct health benefits for the region's residents. It recognizes that these topics are sensitive matters and should be approached with care and systematicity.

Implement a Comprehensive Awareness Strategy: The strategy aims to develop a comprehensive awareness strategy tailored to the specific context of the LIFE WATEROIL project in the Municipality of Burgas. It emphasizes the importance of balanced messages and methods that correspond to the seriousness of the issue at hand. The strategy involves vigilant planning and the selection of appropriate tools, dissemination techniques, and engagement approaches to spread awareness about the environmental issue and the proposed solution. The goal is to address doubts and uncertainties, eliminate grounds for misinterpretation, and provide accurate and non-technical information about the project, its purpose, and the expected health and biodiversity benefits.

Foster Transparency and Accountability: The strategy places significant emphasis on transparency and accountability. It involves the development of an informational platform for the project that will be regularly updated to provide information on the project's progress and the fulfilment of environmental indicators. The active involvement of the Municipality of Burgas, Asen Zlatarov University, and trusted NGOs in the field of environmental protection and biodiversity will further enhance transparency and accountability.

Engage the Local Community: The strategy aims to actively engage the local population in the Burgas region. It includes organizing informative meetings to involve residents in the project and provide them with context and understanding. Informative leaflets will be distributed among the residents, and an active social media campaign will be initiated in the initial stages of the project.

Extend Engagement to a National and International Scale: In addition to targeting the local population in the Burgas region, the strategy aims to engage all Bulgarian citizens in understanding the context, achievements, and potential of the project. This is crucial to generate constructive public pressure towards more sustainable industries. The project findings and outputs will be disseminated through publications on beneficiary and project partners' web pages, social media posts, articles in national and regional press, participation in TV shows and radio networks.

Raise Awareness in Regions with Refineries across Europe: As part of the project's broader objectives, the strategy includes raising awareness among citizens in regions across Europe with refineries facing similar circumstances. This will be achieved through articles in the media, distribution of leaflets, a

social campaign, and participation in radio networks. By extending the engagement to a pan-European level, the strategy seeks to promote knowledge sharing, encourage best practices, and inspire action for sustainable solutions beyond national boundaries.

Furthermore, the project aims to transfer its findings to representatives of the fuels manufacturing industry and other industries that can benefit from the developed water processing method. Collaboration with representatives of the Bulgarian and European oil refining industry, such as ISAB Srl, Petrotel SA, HELLENiQ ENERGY and Bulgarian Petroleum Refinery, will play a crucial role in spreading awareness about the new water treatment technology. Joint meetings, technical documentation sharing, regular progress updates, and a conference involving representatives of Bulgarian and European companies in the sector will facilitate knowledge exchange and engagement. The aim is to support companies in assessing the applicability of the solution, its adaptation, implementation, and monitoring, with the goal of engaging at least five companies by the end of the project.

Engage European Ministries of Environment and Water: The strategy aims to reach out to EU countries by distributing a Layman report and accompanying letters outlining the environmental issues faced and the multiple benefits of the applied technology. Additionally, publications in well-respected information platforms will help engage European citizens in understanding the problem.

By aligning the communication and dissemination activities with these objectives, the LIFE WATEROIL project aims to effectively raise awareness, engage stakeholders, foster transparency, and influence behaviour change at the local, national, and international levels.

III. Target Audience

The target audience for the dissemination activities includes:

- Local communities and residents near the project area
- Employees and stakeholders of LUKOIL Neftohim Burgas JSC
- Other refineries
- Industry professionals and experts in various sectors, including the oil refining industry, pulp production, waste treatment, municipal wastewater treatment plants, and organic and inorganic chemicals production.
- Environmental organizations and NGOs
- Local, national, and international policymakers
- Scientific and research communities
- Media outlets and journalists
- General public interested in environmental sustainability and water management

The communication and dissemination strategy of the LIFE WATEROIL project identifies various stakeholders as the target audience. The strategy recognizes the diverse needs and interests of these stakeholders and aims to individualize the communication approach to effectively meet their specific requirements. The following are the key target groups:

Local Communities: The project directly affects the local communities in the Municipality of Burgas. The communication efforts will focus on informing and engaging residents about the measures

implemented to improve air quality and reduce the spread of unpleasant odours. By addressing their concrete needs for cleaner air and a healthier environment, the project aims to gain their support and active participation.

LNB Employees: The project recognizes the importance of ensuring safer working conditions for LNB employees. By minimizing health-related challenges through the application of the new wastewater treatment method and eliminating sulphide-containing compounds, the project aims to enhance the well-being and safety of the personnel. The communication plan will emphasize the positive impact on employee health and emphasize the benefits of the implemented measures.

Bulgarian and European Refineries: Refineries in Bulgaria and across Europe represent key stakeholders in the project due to their similar challenges related to fresh water scarcity, sulphide-containing pollutants, energy efficiency, and odour management originating from desalters' wastewater streams. The communication strategy aims to raise awareness among these refineries about the project's solution and encourage knowledge sharing and collaboration. By highlighting the replicability potential of the project, the communication plan will emphasize the relevance of the applied technology to their specific needs and challenges.

Water-Intensive Industries: Water-intensive industries that utilize traditional wastewater treatment methods/technologies, such as pulp production, waste treatment, municipal wastewater treatment plants, organic and inorganic chemical production, are also important stakeholders. The communication plan will emphasize the transferability perspectives of the biological treatment approach implemented in the project. It will highlight the potential benefits and applicability of the solution to their specific contexts, addressing the need for sulphide emissions reduction and improved wastewater treatment.

Relevant Authorities: Municipalities, the Executive Environmental Agency (ExEA), the Ministry of Environment and Water of Bulgaria, regional inspections of environment and waters, regional health inspections, the Water Basin Directorate "Black Sea Region," and the National Association of Municipalities in the Republic of Bulgaria are key authorities involved in environmental management and policy-making. The communication strategy aims to inform and engage these authorities regarding the project's results and their potential for contributing to the implementation, updating, and development of EU legislation. The plan will highlight the specific goals related to air quality improvement, odour minimization, and reduced pressure on the Mandra Dam, aligning with the authorities' interests and responsibilities.

Burgas Municipality: As an associated beneficiary, Burgas Municipality plays a crucial role in the project. The communication plan aims to strengthen the trust and collaboration between Burgas Municipality, industry representatives, and the general public. By acting as an intermediary between LNB and the identified public institutions, Burgas Municipality will facilitate effective communication and engagement between the project and the local community.

Branch Organizations: Branch organizations such as the Bulgarian Petroleum and Gas Association, Bulgarian Chamber of Chemicals Industry, European Fuel Manufacturers Association (CONCAWE & FuelsEurope), and Bulgarian Industrial Association are considered relevant stakeholders. The

communication strategy includes their participation to facilitate the promotion of the project's technology and applied wastewater treatment methods among industry representatives. The plan will highlight their role as facilitators and encourage knowledge sharing and awareness spreading within the industry.

Scientific Communities: Universities, the Bulgarian Academy of Science, the Italian Science Academy, the Biotechnology Center in Plovdiv, and other scientific communities are important stakeholders in the project. The communication plan recognizes the significance of scientific communities in furthering research, analysis, and application of the project's accomplishments in wastewater, air, and odour treatment. Collaboration with these institutions will be sought to validate and expand the project's results. The plan includes organizing roundtables, scientific publications in respected journals and research platforms, and fostering knowledge exchange to ensure the project's findings are recognized and utilized by the scientific community.

NGOs Dealing with Biodiversity Issues: Non-governmental organizations (NGOs) dedicated to biodiversity issues, such as the Bulgarian Society for the Protection of Birds, Green Balkans, Bulgarian Biodiversity Foundation, and others, are crucial stakeholders due to the strong environmental character of the project. Collaboration with these NGOs will involve their active participation in directing and monitoring the applied measures. The communication plan will emphasize the importance of their independent monitoring, access to valuable data and findings, and their involvement in capacity-building programs. By strengthening their capacity to address industrial pollution, the plan aims to enhance the effectiveness of their actions and promote long-term environmental sustainability.

By individualizing the communication approach based on the needs of each target group, the LIFE WATEROIL project's communication and dissemination strategy aims to effectively engage stakeholders, address their specific concerns, and foster collaborative efforts towards sustainable water and environmental management.

IV. Main Communication Tools

To effectively communicate with the diverse range of stakeholders involved in the LIFE WATEROIL project, a variety of communication tools will be utilized. These tools have been carefully selected to ensure the dissemination of information is tailored to the specific needs and preferences of each target audience. The following communication tools will be employed:

a) Informational Website: A dedicated project website will be developed to serve as a central hub for project-related information. The website will provide comprehensive details about the project objectives, activities, milestones, and results. It will also feature regular updates, news articles, and interactive content to engage stakeholders and keep them informed about the project's progress.

b) Social Media Platforms: Leveraging the power of social media, the project will maintain active profiles on popular platforms such as Facebook, Twitter, LinkedIn, and Instagram. These platforms will be used to share project updates, success stories, relevant news articles, and engaging visual content. Social media will facilitate two-way communication, allowing stakeholders to ask questions, provide feedback, and participate in discussions related to the project.

c) Newsletters: Regular newsletters will be developed and distributed to stakeholders to provide updates on project activities, key milestones, and notable achievements. The newsletters will also include informative articles, interviews, and success stories related to the project's objectives and outcomes. This communication tool will help maintain stakeholder engagement and keep them informed about the latest developments.

d) Public Events and Workshops: The project will organize public events, workshops, and information sessions to engage stakeholders directly. These events will provide opportunities for face-to-face interactions, where stakeholders can learn about the project, ask questions, and provide valuable input. The events will be designed to cater to the specific needs and interests of each target group, ensuring effective communication and participation. This includes:

- Organizing informative meetings with the local population in Burgas to engage them in the project and provide context.
- Participating in community events, meetings, roundtables, and workshops to showcase the project and interact with stakeholders.

e) Printed Materials: Informative brochures, leaflets, and fact sheets will be designed and distributed among stakeholders, particularly during public events and community outreach activities. These printed materials will provide concise and visually appealing summaries of the project, highlighting its objectives, benefits, and progress. They will serve as tangible resources for stakeholders to refer to and share with others.

f) Media Engagement: The project will actively engage with media outlets, both at the national and regional levels, to raise awareness and disseminate project-related information. This will include issuing press releases, organizing press conferences, and facilitating interviews with project representatives. By leveraging media channels, the project aims to reach a wider audience and generate broader awareness about its objectives and outcomes. This includes:

- Publishing articles in industry-specific magazines, journals, and online platforms to share in-depth information about the project's methodologies, technologies, and results.
- Issuing press releases to local, national, and international media outlets to announce major milestones, events, and project outcomes.

g) Collaboration with Stakeholder Networks: The project will collaborate with established stakeholder networks, such as industry associations, environmental organizations, and scientific communities, to leverage their existing communication channels. This may include guest articles in industry publications, participation in relevant conferences and seminars, and collaboration on joint communication initiatives. By tapping into these networks, the project can amplify its message and engage with stakeholders who are already active in the field. This includes collaborating and networking with other relevant LIFE projects, research initiatives, and organizations working on similar topics to share knowledge, experiences, and best practices.

h) Participation in Scientific Conferences: The project team will actively seek to participate in relevant scientific conferences and symposiums related to water management, environmental conservation, and sustainable practices. By presenting project results and research findings at these conferences, the team aims to reach a specialized audience and contribute to the scientific community's knowledge.

i) Layman's Report: As part of the communication strategy, the LIFE WATEROIL project will develop a Layman's Report to effectively communicate the project's objectives, activities, and results to non-technical audiences. The Layman's Report will be designed to provide a concise and accessible summary of the project, ensuring that complex scientific and technical concepts are explained in a clear and understandable manner.

Our strategy towards the EU countries would include distribution of Layman report among Ministries of Environment and Water in EU-27 with accompanying letters outlining the environmental issues faced and the multiple benefits of the applied technology. We also plan to engage the European citizens in the problematic through various publications in well-respected information platforms.

The Layman's Report will serve as a valuable resource for stakeholders such as local communities, policymakers, NGOs, and the general public who may not have a scientific background. It will highlight the project's key achievements, environmental benefits, and its significance in addressing water management challenges. The report will also emphasize the broader societal impact of the project, underscoring its contribution to sustainable development and environmental protection.

By presenting the project's information in a simplified and jargon-free format, the Layman's Report will enable a wider audience to grasp the project's goals, outcomes, and potential implications. It will empower stakeholders with a better understanding of the project's relevance to their lives, encouraging their active participation and support.

The Layman's Report will be distributed through various channels, including the project website, community events, stakeholder meetings, and social media platforms. Its availability in both digital and print formats will ensure accessibility to diverse audiences.

Overall, the Layman's Report will play a vital role in bridging the communication gap between technical experts and non-technical stakeholders. It will facilitate informed decision-making, encourage dialogue, and promote a sense of ownership and engagement among the wider public, reinforcing the project's commitment to transparency and inclusivity.

By utilizing a combination of these communication tools, the LIFE WATEROIL project aims to reach and engage its diverse range of stakeholders effectively. The tailored approach to communication ensures that each target audience receives information through channels that resonate with their preferences, maximizing the project's impact and fostering collaboration towards sustainable water management and environmental protection.

V. Dissemination Plan and Material Indicators

The success of the LIFE WATEROIL project relies not only on its innovative wastewater treatment technology but also on its effective communication and dissemination strategies. To ensure the wide reach and impact of project-related information, a comprehensive Dissemination Plan has been developed, incorporating various communication tools and channels. In order to track the progress and effectiveness of these dissemination efforts, a set of indicators has been established. These indicators provide valuable insights into the reach, engagement, and visibility of the project across different platforms and target audiences.

The following indicators outline specific targets, periodicity, and responsible parties for monitoring the project's dissemination activities:

No	Description	Target value	Due date
1	Notice boards presenting the key Project information. 3 in Bulgarian and 1 in Italian. These will be distributed among the Beneficiaries to be displayed at strategic and easily accessible places.	4 pcs	March 22
2	Project website. This will be based on the official Lukoil Neftohim Burgas JSC website. The page is to be included on the main menu for easy access. The website pages will be trilingual: Bulgarian, English, Italian. LIFE Wateroil Project contacts must be clearly stated. A special e-mail address will be set up for communication with the Project team.	500 unique visitors as of the end of the Project 1000 within 3 years after completion	March-April 2022
3	Project pull-up banners: To be used by the project team at community events, meetings, roundtables and workshops	4 pcs	By March 22
4	Promotional materials will be printed in the form of leaflets with major Project results. These will be distributed among residents and major stakeholders mostly at Roundtables and seminars		October 23
5	Social Media Channels: Facebook, and Instagram to present the audience with useful information as the project develops.	1 posting per 2 weeks, or whenever there is some news to share about the Project	
6	Project Video: the duration of the video will be about 10-15 minutes and would consolidate important moments from the development of the project (laboratory tests, installation of the new equipment, verification process, full-scale implementation, conversations with the project team etc.). Its aim would be to present the new technology and its benefits in a more understandable manner and to give a visual perspective to a rather complex process	1	Around March 2024
7	Publications in mass media	20	As per Communication Schedule
8	Radio interviews	2	April 2024 June 2024
9	Scientific publications	2 Papers in international magazines 2 papers in Italian magazines	

		5 papers in Bulgarian magazines	
10	Round tables with residents and other stakeholders 2 during the initial stages of the project in order to engage the citizens in the problematic and to give context to our work and 2 after the full - scale implementation of the technology	5 50 participants each Total: 250 participants	26.01.2022 11.05.2022 13.06.2022 December 2023 August 2024
11	Roundtables with scientific communities	Lectures and seminars organised with the help of the University	As per Communication Schedule
12	Newsletter: Digital newsletters providing information regarding the project progress and engaging the general public	20	
13	Layman's report: The Report (A4 full colour, approximately 5-10 pages) will be compiled at the end of the project implementation and published in electronic and paper format. It will be distributed to all competent/concerned authorities/communities by mail/e-mail (e.g. industry representatives, branch organisations, municipalities, NGO, etc.) or personally distributed during project events	published in Bulgarian (200 paper copies), English (200 paper copies) and Italian (200 paper copies)	July 2024

VI. Indicators of progress

The table below presents the different indicators of progress, periodicity, and controllers for the dissemination plan and material of the LIFE WATEROIL project. These indicators will help monitor the effectiveness of the communication efforts and ensure timely and targeted dissemination of project-related information to the stakeholders.

Indicator	Periodicity	Controller
Website analytics (visits, page views, engagement)	Monthly	Project Communication Team
Social media metrics (followers, reach, engagement)	Monthly	Project Communication Team
Newsletter distribution and open rates	Quarterly	Project Communication Team
Attendance and feedback from public events and workshops	After each event	Event Organizers and Project Communication Team

Indicator	Periodicity	Controller
Press release coverage (number of publications, media reach)	Ongoing	Project Communication Team
Collaboration and participation in stakeholder networks	Annually	Project Communication Team and Stakeholder Network Representatives
Visibility in industry-specific magazines and journals	As it occurs	Project Communication Team
Number of project-related interviews	Quarterly	Project Communication Team
Reach of layman's report (number of individuals)	Upon publishing	Project Communication Team

Website analytics (visits, page views, engagement): This indicator measures the performance of the project website by tracking the number of visits, page views, and user engagement metrics such as time spent on the website, bounce rate, and click-through rates. The project communication team will analyze website analytics data to assess the website's reach and effectiveness in engaging visitors with project-related content.

Social media metrics (followers, reach, engagement): This indicator evaluates the project's social media presence and engagement on platforms such as Facebook, Twitter, LinkedIn, and Instagram. The project communication team will monitor metrics like the number of followers, post reach, engagement rates (likes, comments, shares), and click-through rates on shared content. These metrics will provide insights into the project's social media reach and the level of engagement among its target audience.

Newsletter distribution and open rates: This indicator measures the reach and effectiveness of the project's newsletters by tracking the number of subscribers, distribution rates, and open rates. The project communication team will analyze data on newsletter performance to assess the growth of the subscriber base and the level of engagement among recipients.

Attendance and feedback from public events and workshops: This indicator evaluates the impact of public events and workshops organized by the project by monitoring attendance rates and gathering feedback from participants. The event organizers and the project communication team will collect feedback through surveys, questionnaires, or post-event discussions to gauge participant satisfaction, knowledge gained, and suggestions for improvement.

Press release coverage (number of publications, media reach): This indicator assesses the project's media outreach and coverage by tracking the number of press releases published and the reach of those publications. The project communication team will monitor media outlets, compile a list of published articles, and analyze the reach and impact of the project-related news in print, online, and broadcast media.

Collaboration and participation in stakeholder networks: This indicator measures the project's involvement in established stakeholder networks, including industry associations, environmental organizations, and scientific communities. The project communication team and stakeholder network representatives will evaluate the level of collaboration, joint initiatives, and active participation in network activities. This indicator aims to assess the project's engagement within relevant communities and its contribution to knowledge sharing and collaboration.

Visibility in industry-specific magazines and journals: This indicator measures the project's visibility and presence in industry-specific magazines and journals. The project communication team will track the number of articles published and the media reach of those publications. This indicator demonstrates the project's engagement with industry-specific audiences and its ability to disseminate information through specialized channels.

Number of project-related interviews: This indicator assesses the project's media exposure and thought leadership by tracking the number of project-related interviews conducted with media outlets. The project communication team will compile a record of interviews and monitor their reach and impact in reaching the target audience.

Reach of layman's report (number of individuals): This indicator measures the number of individuals reached through the project's layman's report, which presents project objectives, activities, and outcomes in a concise and accessible manner. The project communication team will track the reach of the report by monitoring the number of downloads, views, or requests for the report.

Regular monitoring of these indicators and analysis of the corresponding data allow the project communication team to assess the effectiveness of their communication strategies, identify areas for improvement, and make informed decisions to optimize their dissemination

In addition to monitoring the indicators of progress mentioned above, the LIFE WATEROIL project will implement a comprehensive feedback mechanism to gather insights and opinions from stakeholders regarding the effectiveness of the communication tools and channels. This feedback will be collected through various means, such as online surveys, feedback forms at events, and direct communication with stakeholders.

Furthermore, the project will encourage active engagement and participation from stakeholders by providing opportunities for them to share their success stories, experiences, and feedback related to the project. This can be done through testimonials, case studies, or interviews, which will be incorporated into project materials such as the website, newsletters, and social media platforms. By highlighting the stakeholders' perspectives and achievements, the project aims to foster a sense of ownership and pride among stakeholders, further strengthening their involvement and support.

The project will also prioritize knowledge sharing and collaboration with other similar initiatives and projects within the field of water management and environmental protection. This collaboration will involve exchanging experiences, best practices, and lessons learned through joint workshops, conferences, and networking events. By actively participating in these events and engaging with other projects, the LIFE WATEROIL project can contribute to the broader knowledge base and promote synergies in the pursuit of sustainable water management practices.

Overall, the monitoring of indicators, gathering stakeholder feedback, and fostering collaboration with other projects will ensure the continuous improvement of the dissemination plan and material. By

adapting and refining the communication strategy based on these inputs, the project can effectively engage stakeholders, raise awareness about its objectives and outcomes, and contribute to the broader goal of promoting sustainable water management practices.

VII. Conclusion

The Communication and Dissemination Plan of the LIFE WATEROIL project is strategically designed to ensure effective communication and widespread dissemination of information. By employing a diverse range of communication tools and actively engaging with various stakeholders, the project aims to achieve multiple objectives: raising awareness, promoting understanding, and encouraging active participation in the project's objectives and outcomes.

The carefully crafted dissemination plan of the project aims to maximize outreach and engage a targeted audience that encompasses diverse stakeholders. Both printed and digital materials have been incorporated into the plan to ensure comprehensive dissemination across online and offline platforms, reaching even remotely located stakeholders. This holistic approach ensures that the project's objectives, progress, and outcomes are effectively communicated to all relevant parties.

In addition to traditional methods, the project recognizes the immense potential of social media platforms in amplifying the dissemination of its messages and outcomes. Leveraging the power of social media, the project intends to engage with stakeholders who actively use these platforms, ensuring that the project's messages resonate with a broader audience and foster increased awareness and engagement.

From the inception of the project, the dissemination and communication tasks outlined in the LIFE WATEROIL plan have been executed progressively. The overall assessment of the project's communication efforts is positive, with planned actions being successfully implemented and several initiatives scheduled to be intensified throughout the next few months. This commitment to continuous improvement reflects the project team's dedication to reaching their communication and dissemination goals.

By employing a comprehensive and well-executed Communication and Dissemination Plan, the LIFE WATEROIL project is confident in its ability to effectively communicate its objectives, progress, and outcomes to stakeholders. Through these efforts, the project aims to foster collaboration, knowledge sharing, and active involvement, ultimately leading to a greater impact on the target audience and the successful realization of the project's goals.