

WATERFRONTS

Waterfront Culture For Resilience Against Climate Change & Eco-Anxiety

Deliverable 1.1: Work Plan



Prepared by: GOTALAND ENGINEERING & LATRA

26 of November 2024

Project number: 101173854



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Co-funded by
the European Union



WATERFRONTS

Waterfront Culture For Resilience Against Climate Change & Eco-Anxiety

Deliverable 1.1: Work Plan

WATERFRONTS Consortium



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WORK PLAN ABSTRACT

This work plan outlines the strategic framework for managing, implementing, and evaluating the Waterfronts project. It details the processes for planning, governance, reporting, budgeting, communication, and quality assurance, ensuring alignment with EU guidelines and sustainability principles.

Key components include a governance structure emphasizing collaboration, a phased implementation approach, comprehensive reporting and financial management, and robust dissemination strategies to maximize impact. The plan also addresses data protection, ethical considerations, and adaptability to ensure effective project execution and measurable outcomes.

PART 1. PROJECT OVERVIEW

1.1. Project overview

WATERFRONTS will enhance the capacity of young artists and emerging cultural organisations in Gothenburg (SE), Lesbos (GR) and Zadar (HR), to produce solutions that address the environmental challenges and the eco-anxiety they cause to the communities of these 3 diverse European waterfronts. The objective is to equip young artists with multidisciplinary competences in the cross-over of socially-engaged arts, marine sciences and healthcare, to produce solutions that highlight culture's caregiving role to waterfront communities experiencing the effects of climate change. To achieve this, WATERFRONTS instigates the continuous engagement of rural waterfront communities, with a focus on those groups that are facing marginalisation due to disability, low socio-economic status, and minority or refugee background. During the project, artists will collaborate with cultural and environmental organisations, mental health and climate experts, policymakers and local communities, to co-create solutions that address the multiple impacts of climate change.

The solutions will be 3 arts-based community interventions that highlight how climate change affects diverse citizens of waterfronts, 6 artworks that advocate for the adaptation of care practices in climate change resilience, and 1 toolkit providing stakeholders with the needed resources to transfer the methodology to other EU



regions facing similar challenges. The solutions will be widely disseminated via an awareness raising campaign, which presents the innovative, sustainable and socially inclusive role of culture in addressing environmental challenges and improving the well-being of waterfront communities situated across 3 European Seas (North, Adriatic, Aegean) and 9 EU countries (SE, GR, HR, NO, DK, IT, SI, DE, NL) overlooking these seas. WATERFRONTS will benefit 30 artists, 300 citizens, while more than 3 million citizens across 9 EU countries will be reached through the awareness campaign.

1.2. Goals, expected outputs, deliverables and milestones

Key Goals:

- **Empowerment and Training:** Equip young artists with cross-disciplinary skills at the intersection of art, environmental sciences, and health, empowering them to create impactful community interventions.
- **Community Engagement:** Collaborate with local residents, stakeholders, and experts to address specific environmental and mental health challenges facing waterfront communities.
- **Sustainable Cultural Interventions:** Develop and implement creative solutions that emphasize eco-consciousness and community care in adapting to climate change.

Expected outputs:

- **Community Art Interventions:** Three socially-engaged, art-based projects focusing on how climate change impacts waterfronts and diverse community members.
- **Artworks for Climate Advocacy:** Six visual or experiential artworks advocating for eco-friendly practices and mental well-being.
- **Toolkit for Methodology Transfer:** A practical toolkit that allows other EU regions to adopt and adapt the project's methods and insights.



Deliverables:

Table 1 Deliverables

Deliverable No	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month)
D1.1	Work plan	WP1	1 - GOT	R	PU - Public	3
D2.1	WATERFRONTS Methodology Design	WP2	1 - GOT	R	SEN - Sensitive	9
D3.1	Artworks	WP3	3 - SPOTLIGHT	OTHER	PU - Public	14
D4.1	WATERFRONTS Toolkit	WP4	3 - SPOTLIGHT	R	PU - Public	23
D5.1	Concluding Conference Report	WP5	3 - SPOTLIGHT	R	SEN - Sensitive	23
D5.2	Report on CDE activities	WP5	2 - LATRA	R	SEN - Sensitive	24

D1.1 – Work plan

Work Plan which includes project management tools, detailed plan for 2-year implementation, deliverables and timeline.

Number of pages: 15

Format: Digital (pdf)

Language: English

D2.1 – WATERFRONTS Methodology Design

A document containing WATERFRONTS methodology which is being developed throughout WP2: Research. This document is integral part of the final Toolkit.

Number of pages: 15

Format: Digital (pdf)

Language: English

D3.1 – Artworks

3 artworks produced by community members and artists which will be utilized in the residency, policy recommendations, toolkit and online campaign. The artworks will

be delivered in a single pdf document, which will include their descriptions/ explanations in English.

D4.1 – WATERFRONTS Toolkit

Project handbook which includes the project methodology, details about its implementation through community workshops and residencies, details on outputs, the scaling activities of WP4 undertaken across all 3 countries and best practices.

Number of pages: 15

Format: Digital (pdf)

Language: English

D5.1 – Concluding Conference Report

Final international conference in Croatia for dissemination of project results to relevant stakeholders Target group: local, national and international artists, representatives of CCIs, NGOs, CSOs, public. Estimated nr of participants: 30

Duration: 4 hours

Report: invitations, agenda, attendance list, presentations, 5 photos, 1 zipped video, duration, date (timeline) of the conference, key outcomes/results of the workshop

Format: digital (pdf)

Language: English

Length: 10 pages

D5.2 – Report on CDE activities

Report on all the project's Communication Dissemination Exploitation activities and impacts with a focus on the Online Campaign.

Number of pages: 15

Format: Digital (pdf)

Language English

Table 2 Milestones

Milestone No	Milestone Name	Work Package No	Lead Beneficiary	Means of Verification	Due Date (month)
1	Signed contracts	WP1	1 - GOT	project contracts	1
2	Final meeting	WP1	1 - GOT	Evaluation	24
3	Capabilities clinic	WP2	2 - LATRA	Methodology design	8
4	Interim evaluation	WP3	1 - GOT	Final report	16
5	Campaign start	WP4	2 - LATRA	Report on CDE	18
6	Developed Outreach Strategy	WP5	2 - LATRA	CDE and final report	2

1.3. Project phases

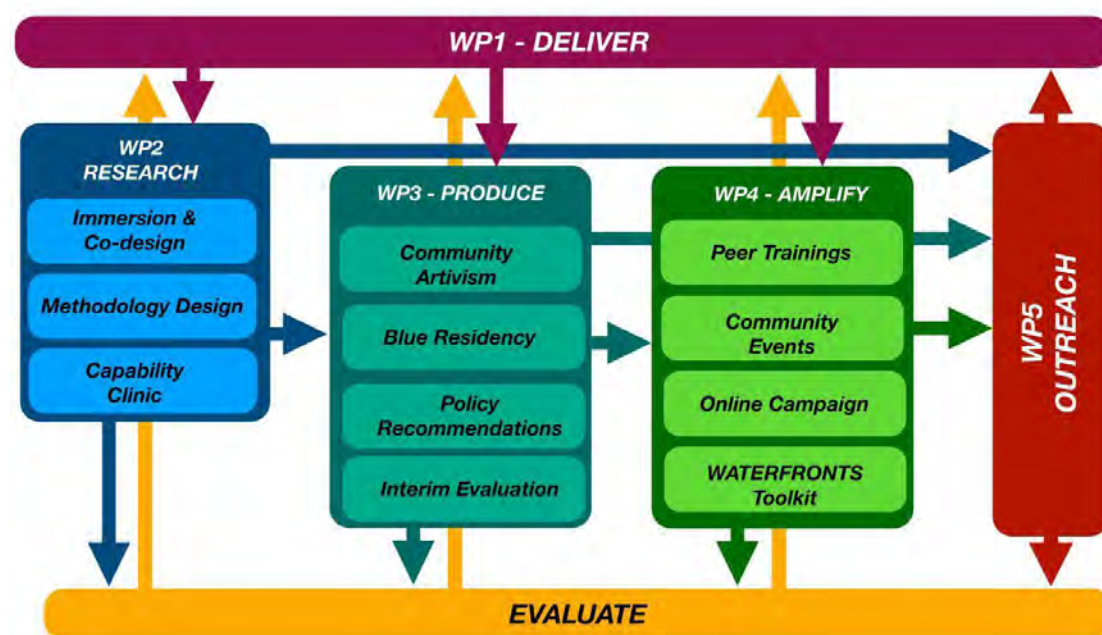


Figure 1 PERT chart

Table 3 Gantt chart

			2024				2025												2026							
			9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8
	Lead Partner	Other partners	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
WP1. DELIVER	GOTALAND																									
1.1 Project Management	GOTALAND	ALL	TE1																							
1.2 Quality Assurance	GOTALAND	ALL																								
1.3 Data & Ethics Management	GOTALAND	ALL																								
1.4 Innovation Management	GOTALAND	ALL																								
WP2. RESEARCH	LATRA																									
2.1 Immersion & Co-design	SPOTLIGHT	ALL																								
2.2 Methodology Design	GOTALAND	ALL																								
2.3 Capabilities Clinic	LATRA	ALL								TE2																
WP3. PRODUCE	GOTALAND																									
3.1 Community Artivism	LATRA	ALL																								
3.2 Blue Residency	SPOTLIGHT	ALL														TE3										
3.3 Policy Recommendations	GOTALAND	ALL																								
3.4 Interim Evaluation	GOTALAND	ALL																								
WP4. AMPLIFY	SPOTLIGHT																									
4.1 Peer Trainings	SPOTLIGHT	ALL																								
4.2 Community Events	SPOTLIGHT	ALL																								
4.3 Online Campaign	LATRA	ALL																								
4.4 WATERFRONTS Toolkit	GOTALAND	ALL																								
WP5. OUTREACH	LATRA																									
5.1 Outreach Strategy	LATRA	ALL																								
5.2 Communicating, Dissemination & Exploitation Activities	LATRA	ALL																								
5.3 Concluding Conference	SPOTLIGHT	ALL																							TE4	
5.4 Project Evaluation	GOTALAND	ALL																								
PM: Project Staff Meetings																										
PM1 Kick off meeting - Online	GOTALAND	ALL	PM1																							
PM2 Lesvos, Greece - In person	LATRA	ALL								PM2																
PM3 Gothenburg, Sweden - In person	GOTALAND	ALL														PM3										
PM4 Final Meeting - Zadar, Croatia - In person	SPOTLIGHT	ALL																							PM4	
ET Events & Trainings																										
E1 - Participatory Action Research - Hybrid	GOTALAND	ALL				E1																				
E2 - Capabilities Clinic - In person	LATRA	ALL							E2																	
E3 - Community Artivism - Hybrid	LATRA	ALL										E3														
E4 - Blue Residency - Hybrid	SPOTLIGHT	ALL														E4										
E5 - Policy Recommendations- In person	GOTALAND	ALL															E5									
E6 - Peer Trainings - Hybrid	SPOTLIGHT	ALL																E6								
E7 - Community Events - Hybrid	SPOTLIGHT	ALL																	E7							
E8 - Concluding Conference - Hybrid	SPOTLIGHT	ALL																							E8	



PART 2. GENERAL MANAGEMENT

2.1. Work Plan introduction

This Work Plan aims to facilitate effective project management by providing clear and concise documentation that outlines a specific set of guidelines. These guidelines are designed to ensure strong performance in three critical areas: activity execution, the quality of implemented Work Packages (WPs), and effective dissemination of activities and results.

The Project Handbook includes:

- Governance, Partners, and Responsibilities
- Rules for Continuous Reporting
- Rules for Final Reporting
- Guidelines for Communication and Dissemination of Activities

These rules serve as a framework for all partners, helping to ensure proper reporting of activities, verification of WP completion, and effective communication and dissemination of project outcomes.

2.2. Governance structure and project management measures

GOVERNANCE STRUCTURE:

The organisational structure of the consortium shall comprise the following Consortium Bodies:

The **General Assembly** is the decision-making body of the consortium. The General Assembly shall consist of one representative of each Party.

The **Coordinator** is the legal entity acting as the intermediary between the Parties and the Granting Authority.

The **Work Package Leaders Group** is an assessment group of the Consortium without formal decision making power. It shall assess the individual and overall implementation of the Project.

More details can be found in the consortium agreement.

PROJECT MANAGEMENT MEASURES:

Several measures have been planned to ensure high-quality project implementation and timely completion. The project follows the PM2 Methodology:

Key planning documents serve as organisational tools, outlining resource allocation, management objectives, governance roles, and guidelines for effective communication. These include the PP, PM, CDM, SM & SR (see 'Planning & Control' 3.1).

Regular monitoring and reporting: Continuous reporting mechanisms are in place to gather information on various aspects of project management, including performance, costs, scheduling, changes, risks, milestones, participants, and resource allocation.

Management meetings: Four in-person management meetings are scheduled at key milestones, complemented by online monthly meetings. These meetings provide opportunities for mid-term evaluations, project reviews, and impact assessments.

Quality assurance activities: The project incorporates quality assurance activities to gather evidence that project work adheres to high-quality standards. A team composed of all partners and associated partners manages these activities.

Stakeholder engagement: Engagement is emphasised through planning focus groups, capacity-building activities, and involvement in national and transnational events. This ensures that they are actively engaged throughout the project, contributing to its success.

Legacy planning: The Exploitation Manual outlines strategies for ensuring project sustainability beyond its lifecycle, with a specific emphasis on legacy planning from project inception. This approach ensures that the project's impact extends beyond its conclusion.

2.3. Beneficiaries and Associated Partners

BENEFICIARIES

The beneficiaries, as signatories of the Grant Agreement, are fully responsible towards the granting authority for implementing it and for complying with all its obligations.

- **GOTALAND ENGINEERING AB (GOT)**, the coordinator

- **LATRA EE (LATRA)**
- **MRDEN IVAN (SPOTLIGHT)**

The **internal roles and responsibilities** of the beneficiaries are divided as follows:

Each beneficiary must:

- (a) keep information stored in the Portal Participant Register up to date
- (b) inform the granting authority (and the other beneficiaries) immediately of any events or circumstances likely to affect significantly or delay the implementation of the action
- (c) submit to the coordinator in good time:
 - (i) the prefinancing guarantees (if required)
 - (ii) the contribution to the deliverables and technical reports
 - (iii) any other documents or information required by the granting authority under the Grant Agreement
- (d) submit via the Portal data and information related to the participation of their affiliated entities.

The coordinator must:

- (a) monitor that the action is implemented properly
- (b) act as the intermediary for all communications between the consortium and the granting authority, unless the Agreement or granting authority specifies otherwise, and in particular:
 - (i) submit the prefinancing guarantees to the granting authority (if any)
 - (ii) request and review any documents or information required and verify their quality and completeness before passing them on to the granting authority
 - (iii) submit the deliverables and reports to the granting authority
 - (iv) inform the granting authority about the payments made to the other beneficiaries (report on the distribution of payments; if required, see Articles 22 and 32)
- (c) distribute the payments received from the granting authority to the other beneficiaries without unjustified delay (see Article 22).



The beneficiaries must engage in the following additional communication and dissemination activities:

- **present the project** (including project summary, coordinator contact details, list of participants, European flag and funding statement and special logo and project results) on the beneficiaries' **websites** or **social media accounts**
- for actions involving **publications**, mention the action and the European flag and funding statement and special logo on the cover or the first pages following the editor's mention
- for actions involving public **events**, display signs and posters mentioning the action and the European flag and funding statement and special logo
- for actions involving the distribution of audiovisual works, mention the European flag, funding statement and special logo in the opening credits of the work
- for actions involving the production of audiovisual works, mention the funding statement in the opening credits and the European flag, funding statement and special logo in the end credits of the work
- upload the public **project results** to the Creative Europe Project Results platform, available through the Funding & Tenders Portal

ASSOCIATED PARTNERS

The following entities which cooperate with a beneficiary will participate in the action as 'associated partners':

- **ETHNIKO KAI KAPODISTIRIAKO PANEPISTIMIO ATHINON (UOA)**
- **STICHTING CPO NOORD-HOLLAND (CPONH)**
- **ODENSE FJORD SAMARBEJDET (ODEN)**
- **Theophrastus Research Institute (Theo)**

Associated partners will not receive lump sum contributions and the costs for their tasks are not eligible. Each associated partner will contribute to some of the tasks outlined below.



T1.4 - Innovation Management

This task involves integrating Associated Partners (APs) in project management through document review and approval, and leveraging their expertise in project activities.

T2.1 - Immersion & Co-design

Each partner, with the aid of associated partners, will engage 5-7 local stakeholders and community members in 3 distinct co-design sessions within their respective countries, making a total of 9 sessions.

T3.2 - Blue Residency

GOTALAND conducts a week-long in-person collaborative residency in Gothenburg (E5), focusing on gathering evidence for policy recommendations, online campaign strategies, and toolkit development, with the support of associated partners and experts in mental health, marine innovation, and climate change.

T3.3 - Policy Recommendation

A collaborative effort by the three partners, overseen by GOTALAND and reviewed by associated partners, will result in a policy recommendations report which will be included in the final technical report. Additionally, these partners will develop the project toolkit, integrating inputs from associated partners and subjecting it to peer review by an external expert.

T3.4 - Interim Evaluation

This mid-term evaluation will enable partners, associated partners and stakeholders involved into the project to plan and implement appropriately the scaling tasks of WP4 and sharing tasks of WP5.

T4.1 - Peer Trainings

Spanning over 15 days, the trainings will incorporate the expertise of associated partners (APs), artists, and other stakeholders who have contributed to the project.

T4.3 - Online campaign

LATRA circulates the online campaign material to partners, associated partners, advisory board and external experts who assist it in reaching diverse audiences ranging from communities to policy makers across 9 EU countries (SE, GR, HR, IT, SI, NO, DK, NL, DE).

T4.4 - WATERFRONTS Toolkit

The three partners create the project toolkit under GOTALANDS's guidance, incorporating contributions from associated partners and undergoing peer review by an external expert (T3.3).

T5.3 - Concluding conference

This gathering will feature a diverse group of participants including artists, stakeholders from the project, associated partners, national and EU stakeholders, policymakers, local artists, experts, and the public.

T5.4 - Project evaluation

Three online workshops are held where partners, associated partners, artists, key project participants and stakeholders as well as policy- and decision-makers discuss in detail concrete pathways for the project's sustainability through exploitation of its outputs.

2.4. Quality management

MONITORING & CONTROL

Continuous monitoring throughout the project's duration, tracking project performance against plans and promptly addressing any deviations, issues, or risks.

The monitoring process leverages the Project Plan as a baseline, regularly collecting information on the progress of tasks, deliverables, resource utilisation, and personnel.

A dynamic Project Plan Matrix is continuously updated and made accessible to all staff.

Budget control measures are implemented to verify that costs align with the cost/effort baseline and adhere to overall budget constraints. Partners deliver financial reports every 6 months, detailing all incurred expenditures. A designated financial manager from GOTALAND, will provide financial guidelines, collaborate with partners to ensure proper budget monitoring systems are in place, and verify the accuracy of financial reports.

EVALUATION METHODS:

WATERFRONTS will utilise a combination of quantitative and qualitative evaluation methods:

Quantitative Evaluation Methods:

(Q1) Questionnaires: Structured questionnaires will help gather quantitative data on various aspects, such as participant satisfaction and awareness levels

(Q2) Web & social media analytics: Quantitative data from platforms (e.g. Google, Facebook) will offer insights into the reach, engagement, and impact of online activities.

(Q3) Participant Tracking: Monitoring and quantifying participants across activities and events will provide measurable indicators of involvement.

Qualitative Evaluation Methods:

(Q4) Interviews: Conducting interviews with participants allows for in-depth qualitative insights into their experiences, perceptions, and the qualitative impact of the project.

(Q5) Feedback sessions: Organising regular feedback sessions will provide ongoing qualitative information on project progress, challenges, and areas for improvement.

(Q6) Case studies: Developing case studies on specific aspects or communities involved in the project will provide qualitative narratives that complement quantitative data.

(Q7) Content analysis: Analysing qualitative aspects of project outputs (e.g. artworks, awareness materials, etc) will provide insights into the cultural impact of the project.

QUALITY ASSURANCE & INDICATORS

Below we list (i) areas of the project where evaluation/quality assurance will be undertaken (ii) evaluation methods we will be using to undertake the evaluation (iii) indicators we will be using for quality assurance.

Cooperation quality & quality of project meetings: All partners participate across all WPs and Tasks under the direction of a Lead. This ensures alignment and comprehensive understanding of the project's progress. A well-defined procedure governs the planning, hosting, and implementation of project meetings.

(Q1, Q5) Nr of questionnaires (4) to assess quality of overall project management and cooperation among partners conducted in M6, M12, M18 and M24. Measured in a scale 0-5 (0 low-5max), baseline >3, target 4+. Feedback sessions every 6 months.

Quality of Activities/Events: A clear procedure governs the planning, hosting, and implementation of national and transnational activities/events.

(Q3, Q4) Nr of people participating in community immersion and co-design. Verified through participation logs and photos. Baseline >20 ppl, Target 30 ppl. Interviews conducted to assess quality measured in a scale 0-5, baseline >3, target 4+.

(Q3, Q5) Nr of people participating in capabilities clinics. Verified through participation logs and photos. Baseline >10 people, Target 12 people. Feedback sessions to assess quality, measured in a scale 0-5, baseline >3, target 4+.

(Q3, Q1, Q4) Nr of citizens participating in community activism. Verified through participation logs and photos. Baseline >70 ppl, Target 90 ppl. Questionnaires and interviews to assess quality measured in a scale 0-5, baseline >3, target 4+. Assuring gender-balance and 50%+ participation from marginalised groups.

(Q3, Q4, Q6) Nr of artists participating in blue residency. Verified through participation logs and photos. Baseline >5 ppl, Target 6 ppl. Interviews and case

studies to assess quality measured in a scale 0-5, baseline >3, target 4+. Assuring gender-balance and 50%+ participation from marginalised groups. (Q3, Q5, Q6) Nr of stakeholders participating in policy recommendation workshops. Verified through participation logs and photos. Baseline >20 ppl, Target 30 ppl. Feedback sessions and case studies to assess quality measured in a scale 0-5, baseline >3, target 4+. Assuring gender-balance and 50%+ participation from marginalised groups.

(Q3, Q1) Nr of creatives participating in peer trainings. Verified through participation logs and photos. Baseline >70 ppl, Target 90 ppl. Questionnaires to assess quality measured in a scale 0-5, baseline >3, target 4+. Assuring gender-balance and 50%+ participation from marginalised groups.

Quality of communication and dissemination activities: A dedicated communication and dissemination team, coordinated by LATRA and involving one staff member from all partners, ensures the quality of these activities by monitoring and making adjustments to increase their penetration and engagement.

(Q3, Q1) Nr of people participating in community events. Verified through participation logs and photos. Baseline >70 ppl, Target 90 ppl. Questionnaires to assess quality measured in a scale 0-5, baseline >3, target 4+. Assuring gender-balance and 50%+ participation from marginalised groups.

(Q3, Q1) Nr of people participating in the final event. Verified through participation logs and photos. Baseline >70 ppl, Target 90 ppl. Questionnaires to assess quality measured in a scale 0-5, baseline >3, target 4+.

(Q2) Nr of people engaged through the online campaign. Verified through web analytics. Baseline >2.5 million ppl, Target 3 million ppl.

Quality of Deliverables: Content analysis is performed in all deliverables followed by peer-reviews by members of the consortium, external experts and the Advisory Board.

(Q7) Nr of peer-reviewed deliverables. Baseline & Target is 7 deliverables.

2.5. Risks

Table 4 Risks

Risk number	Description	Work Package No(s)	Proposed Mitigation Measures
1	Staff turnover within an organization leads to disruptions in the project. Low Impact. Medium likelihood.	WP1	Incoming personnel, matched in profile and expertise to their predecessors, are swiftly on-boarded. A designated mentor from the organization is assigned to acquaint new staff with the project's procedures and quality standards, ensuring a smooth transition.
2	Timetable delays. Quality output necessitates significant time investment, which can be challenging under stringent timelines. High impact. Low likelihood.	WP1	Implement agile project management methods, allowing for flexible adjustment of tasks and priorities. Allocate buffer times within the schedule for unforeseen delays, and conduct regular progress reviews to identify and address potential time management issues early on.
3	Deliverables failing to meet expected quality standards. High impact. Low likelihood.	WP5, WP2, WP4, WP1, WP3	"Implement robust monitoring and quality management protocols from the project's early stages. Schedule regular peer and external reviews of all deliverables to identify and rectify inconsistencies promptly. Utilize continuous evaluation and feedback mechanisms to ensure adherence to quality standards and timely project progression."
4	Engaging with climate and marine sciences proves challenging for artists and communities. High impact. Medium likelihood.	WP2, WP4, WP3	Provide specialized training sessions and workshops. Facilitate mentorship and collaborative opportunities with experts in these fields. Integrate science communication techniques to simplify complex concepts, and create interdisciplinary teams to foster mutual understanding and learning.
5	The online awareness campaign falls short of expected audience engagement and reach. High impact.	WP5, WP3	Enhance content appeal through varied formats and interactive elements. Increase frequency of posts and utilize cross-platform promotion. Engage influencers or community ambassadors to boost visibility and credibility.

	Low likelihood.		Regularly review and adjust the campaign based on analytics.
6	"Difficulty in effectively engaging local communities, especially marginalized groups, due to various barriers such as language, distrust, or lack of interest. High impact. Low likelihood. "	WP5, WP2, WP4, WP3	"Employ culturally competent liaisons and use multilingual communication. Build trust through consistent, transparent interactions and community involvement in decision-making. Tailor engagement strategies to address specific interests and needs, and collaborate with local organizations already trusted by these communities to facilitate outreach."
7	Difficulty in maintaining momentum, engagement, or sustaining project outcomes after the project's conclusion. High impact. Low likelihood.	WP5, WP1	Develop a comprehensive exploitation strategy that includes training local champions to continue the work. Establish partnerships with local organizations for long-term support. Create activities for ongoing community engagement and resource sharing. Plan follow-up events and check-ins to maintain interest and evaluate lasting impact.
8	Challenges in achieving productive collaboration between artists, scientists, mental health professionals, and policymakers due to differing perspectives and methodologies. High impact. Low likelihood.	WP2, WP4, WP3	Facilitating workshops and meetings to build mutual understanding and respect, establishing clear communication channels, and appointing project coordinators skilled in interdisciplinary collaboration.
9	Challenges in managing the eco-anxiety and mental health of participants. High impact. Low likelihood.	WP2, WP3	Provide access to professional psychological support via associated partners. Incorporate stress-reduction and mindfulness activities into the program. Offer workshops on coping strategies for eco-anxiety. Foster a supportive community environment where participants can share experiences and feelings. Monitor participants' well-being and adjust activities as needed.

PART 3. REPORTING

3.1. Reporting and payment schedule

Continuous reporting

The beneficiaries must continuously report on the progress of the action (e.g. **deliverables, milestones, outputs/outcomes, critical risks, indicators**, etc; if any), in the Portal Continuous Reporting tool and in accordance with the timing and conditions it sets out (as agreed with the granting authority).

Standardised deliverables (e.g. progress reports not linked to payments, reports on cumulative expenditure, special reports, etc; if any) must be submitted using the templates published on the Portal.

Periodic reporting: Technical reports and financial statements

In addition, the beneficiaries must provide a **periodic report** to request the final payment, in accordance with the schedule and modalities set out in **Table 5**. The periodic report includes a technical and financial part.

The technical part includes an overview of the action implementation. It must be prepared using the template available in the Portal Periodic Reporting tool.

The financial part of the periodic report includes the financial statement (consolidated statement for the consortium).

The **financial statement** must contain the lump sum contributions indicated in **Table 6**, for the work packages that were completed during the reporting period.

For the last reporting period, the beneficiaries may exceptionally also declare partial lump sum contributions for work packages that were not completed (e.g. due to force majeure or technical impossibility).

Lump sum contributions which are not declared in a financial statement will not be taken into account by the granting authority.

Table 5 Reporting and payments

Reporting					Payments	
Reporting periods			Type	Deadline	Type	Deadline (time to pay)
RP No	Month from	Month to				
					Initial prefinancing	30 days from entry into force/ financial guarantee (if required) – whichever is the latest
					Final payment	90 days from receiving periodic report

3.2. Record keeping

The beneficiaries must — at least until the time-limit of 5 years — keep records and other supporting documents to prove the proper implementation of the action in line with the accepted standards in the respective field (if any); beneficiaries do not need to keep specific records on the actual costs incurred.

The records and supporting documents must be made available upon or in the context of checks, reviews, audits or investigations.

If there are on-going checks, reviews, audits, investigations, litigation or other pursuits of claims under the Grant Agreement (including the extension of findings; see Article 25), the beneficiaries must keep these records and other supporting documentation until the end of these procedures.

The beneficiaries must keep the original documents. Digital and digitalised documents are considered originals if they are authorised by the applicable national law. The granting authority may accept non-original documents if they offer a comparable level of assurance.

Part 4. COMUNICATION, DISSEMINATION & EXPLOITATION STRATEGY

4.1. Introduction to the CDE strategy

The Communication Dissemination & Exploitation (thereafter CDE) strategy of WATERFRONTS is dedicated to expanding the project's impact by connecting with a broad range of stakeholders and raising awareness around the urgent climate challenges faced by Europe's coastal communities. Through innovative communication and community-based activities, CDE focuses on building sustainable, art-driven responses to climate change while promoting mental well-being and resilience across vulnerable regions.

A central feature of CDE is the public awareness campaign, which harnesses social media, the project website, and partner platforms to reach diverse audiences across nine European countries. The campaign will highlight project milestones, share inspiring success stories, and showcase community-driven art installations, aiming to

engage 3 million individuals, particularly young creatives and residents of coastal areas.

In addition to online outreach, WP5 prioritizes local community engagement through interactive events in Gothenburg, Lesvos, and Zadar. These events will bring together project participants, local residents, and artists to foster dialogue around climate and mental health challenges. By centring the perspectives and cultural expressions of these communities, WATERFRONTS ensures that local voices actively shape project activities and outcomes.

CDE also emphasizes engagement with policymakers at both the local and EU levels, advocating for the adoption of creative approaches to coastal resilience. Through targeted workshops, policy briefs, and the final conference, the project will promote sustainable practices aligned with the European Green Deal, aiming to integrate artistic and community-led strategies into broader coastal management policies.

Collaboration with other EU-funded projects and organizations is another key aspect of CDE. By connecting with initiatives that share similar goals, WATERFRONTS will facilitate knowledge exchange, align on best practices, and create a network across Europe's creative, environmental, and cultural sectors.

To ensure that outreach efforts are impactful and measurable, CDE incorporates robust monitoring and evaluation metrics. Key performance indicators (KPIs) will assess engagement levels, reach, and the influence of activities, helping the project remain aligned with its overarching goals of raising awareness and fostering sustainable change.

4.2. Communication & dissemination strategy overview

The project employs a comprehensive Communication and Dissemination strategy to effectively reach its diverse target groups and audiences.

1. Project website: Serves as a central repository of information, updates, publications, and resources. Partner's websites also share information on the

- project. Target (T): Artists, stakeholders, public across EU. Quantity(Q): 5000 ppl over 2 years access the website
2. Social media accounts: Facebook & Instagram for regular updates and launching the online campaign. Social media of partners (20.000+ followers) are also utilised. (T): Artists, stakeholders, public across EU. (Q): 2 social media accounts, 300 followers
 3. Press releases: Periodic media/press releases to share project developments with media outlets, relevant publications and mail lists. Partners also share through their lists. (T): Stakeholders and artists across EU. (Q) At least 6 press releases, 3000 recipients.
 4. Online awareness campaign conducted via social media. Partners also share it through their own social media. (T): Public, artists, stakeholders in 3 partner countries + 6 additional countries (IT, SI, DE, NO, DK, NL), (Q): At least 3 million social media users.
 5. Publications in 3rd party platforms which are aimed at specific target groups such as artists, scientists, NGOs, CSOs, etc. with the objective of recruiting participants and stakeholders. (T): Artists, scientists, NGOs, CSOs in SE, GR, HR. (Q): At least 100 ppl
 6. Community (local) events: In-person local events (T4.2) produced by project partners and aimed at disseminating results in the local community. (T): Local communities and stakeholders in SE, GR, HR. (Q): 3 events, 150 ppl across 3 countries
 7. Peer trainings (transnational events): Hybrid events (T4.1, 4.2) held online and across 3 partner countries aimed at engaging artists and audiences across 3 countries. (T): Artists and public in 3 partner countries. (Q): 8 events, at least 300 ppl in-person and 50 ppl online
 8. Concluding conference (final conference): Hybrid event held online and in-person in HR aimed at presenting holistically the project and results. (T): Stakeholders and artists in HR as well as selected EU countries attending online, (Q): At least 50 ppl in-person and 50 ppl online

The project's Communication and Dissemination activities are strategically designed to reach a diverse range of target groups and audiences, ensuring widespread engagement and impact.

- Young creatives in the waterfronts of SE, GR, HR between 21-30 years old with a particular focus placed on those based on the localities where the project is implemented (Gothenburg, Lesvos, Zadar). Reach through C&D activities above: 1,2,4,5,6,7,8.
- Local residents of waterfronts in Gothenburg, Lesvos, Zadar with 50% participation from marginalised and vulnerable groups. Reach through C&D: 2,3,4,6,8.
- CCSs, NGOs and CSOs in Gothenburg, Lesvos, Zadar working on sustainability, mental health, marine conservation, maritime heritage, etc. Reach through C&D: 1,2,3,4,5,6,7,8.
- Local authorities responsible for the management of waterfronts in SE, GR, HR. Local and regional governments that are directly responsible for culture, marine conservation, and social services. Reach through C&D: 3,4,7,8.
- Governmental authorities in the North, Aegean and Adriatic Seas responsible for waterfront communities across the 3 EU Seas targeted. Reach through C&D: 3,4,5,7.
- CCS, NGOs & CSOs operating in EU coastal areas and focusing their work on sustainability, innovation and social inclusion. Reach through C&D: 1,2,3,4,5,7.
- General public residing in 9 EU countries with coasts in the North, Aegean and Adriatic Seas, including 3 partner countries plus Slovenia, Italy, Norway, Denmark, Germany and the Netherlands. Reach through C&D: 1,2,4.
- Foundations across the EU focusing on Blue Growth Strategy. Reach C&D: 1,3,4,5,7,8.
- Relevant EU-funded projects (CE, E+, HE, LIFE, AMIF, etc). Reach C&D: 2,3,5,7,8.

4.2.1. Target groups & target audiences

The WATERFRONTS project is committed to engage and empower a diverse range of audiences across Europe, each playing a unique role in fostering climate resilience and sustainable practices in coastal communities. By focusing on both local and EU-wide stakeholders, the project aims to create lasting impact through collaboration, creativity, and community engagement. Each audience plays a unique role ensuring that the project's reach extends across community, regional, and international levels.

Target groups

- Young creatives in waterfronts of SE, GR, HR

The primary target group for the project includes young creatives between 21-30 years old living and/or working in the waterfront areas of Sweden (SE), Greece (GR), and Croatia (HR), with a particular focus on Gothenburg, Lesvos, and Zadar. We target creatives that due to challenges in accessing labour markets, will have no more than 5 years of professional experience, and thus are emerging in the Cultural and Creative Sectors (CCSs). It is anticipated that these creatives are experiencing various degrees of eco-anxiety and are motivated to address the challenges they are experiencing.

To reach this group, the project employs a multifaceted outreach strategy that includes leveraging local press and community channels, engaging in existing collaborations with cultural and educational institutions, participating in local cultural events, and utilizing social media and open calls, as well as targeted announcements in relevant online communities and forums.

Through their participation, these young creatives will benefit by enhancing their creative skills and innovation capacity, broadening their transnational networks, and increasing their access to diverse labour markets. Additionally, they will gain knowledge in maritime heritage, environmental innovation, and community-based care, while also having opportunities to showcase their work, elevate business activity within their communities and across the EU, and receive and give community support for addressing eco-anxiety. The project also familiarizes them with and enables them to benefit from key policies like the New European

Bauhaus (NEB) and the European Green Deal (EGD), contributing to sustainable and inclusive community development.

- Local residents of waterfronts in Gothenburg (SE), Lesvos (GR), Zadar (HR)

The project also focuses on citizens from a low socio-economic background, who reside in rural and/remote localities and are at the frontlines of climate change and natural disasters. Particular focus will be placed in engaging individuals with disabilities, minorities/refugees, and women, and a 50% participation quota from those groups will be followed.

Outreach to this target group is achieved through existing relationships with local community organizations, NGOs, and social services, as well as by collaborating with community liaisons. Additional strategies include organizing community meetings and events, participating in existing local initiatives, leveraging local media and social media channels, and ensuring the use of accessible materials and culturally sensitive messaging.

Their participation in the project provides significant benefits, including greater social inclusion and empowerment, opportunities for educational opportunities tailored to their needs and contexts, and the creation of care and support networks that enhance individual and community well-being. Furthermore, participants gain avenues for economic participation and livelihood improvement, adopt sustainable practices that contribute to environmental health, and engage in intercultural exchange that fosters understanding and dialogue. Their unique experiences and perspectives contribute to dialogue and action.

- CCSs, NGOs and CSOs in Gothenburg (SE), Lesvos (GR), Zadar (HR)

The project engages stakeholders from the CCSs, as well as NGOs and CSOs operating in Gothenburg (SE), Lesvos (GR), and Zadar (HR) working on sustainability, mental health, marine conservation, and heritage. The aim is to foster local “ecosystems” of multidisciplinary stakeholders who collaborate stakeholders who collaborate towards shared challenges.

Outreach efforts leverage existing networks, prioritize the formation of new strategic and long-term partnerships, and utilize referrals and communication through local

chambers of commerce. Additional strategies include targeted social media promotion, direct invitations to project activities and events, and participation in relevant third-party initiatives.

The benefits for these stakeholders include opportunities to build robust networks and collaborate with a diverse range of stakeholders, enhance cross-sectoral connections and partnerships, and access a wealth of knowledge, resources, and best practices. The project aims to foster learning, innovation, and strengthen capacities at both organizational and individual levels through exposure to different disciplines and approaches, while also increasing the visibility and influence of participating stakeholders.

- Local authorities responsible for the management of waterfronts in Gothenburg (SE), Lesvos (GR), Zadar (HR)

The project also engages local authorities in Gothenburg (SE), Lesvos (GR), and Zadar (HR), focusing on specific departments within local and regional governments responsible for culture, marine conservation, and social services. Targeted entities include cultural affairs offices, marine and environmental protection agencies, social services and community welfare departments, and policy and planning divisions. The intention is to embed the project's policy recommendations and practices into local governance frameworks.

Outreach efforts include joining public committees or task forces, extending formal invitations to project activities and events, participating in government-hosted events, preparing concise policy briefs accompanied by workshops, and publishing relevant insights in local press.

These authorities benefit through enhanced capacity to develop informed policies in culture and heritage, improved internal mechanisms for addressing challenges faced by waterfronts, and the ability to directly contribute to community well-being and resilience. The project also facilitates interdepartmental collaboration, introduces practices for more effective management of marine and environmental resources, and elevates their recognition as responsive and trustworthy governmental bodies, strengthening public trust in local governance.

Target audiences

- Governmental authorities in the North, Aegean and Adriatic Seas

The project aims to engage governmental authorities at local and regional levels across the North, Aegean, and Adriatic Seas, focusing on those responsible for waterfront communities. The objective is to scale the project's impact while promoting and exploiting its outputs.

Outreach to this audience is conducted through leveraging existing relationships, holding meetings with relevant departments, attending conferences and forums on environmental sustainability and cultural development to network with government stakeholders, and extending invitations to project activities and events.

These authorities benefit from exposure to innovative and proven best practices for managing and sustaining waterfront communities, gaining insights to develop strategic plans that enhance the economic, environmental, and social well-being of their communities. Additionally, they have opportunities to network with peers and access insights into developing sustainable cultural practices that can boost local economies and enrich community resilience.

- CCS, NGOs & CSOs operating in EU coastal areas

The project targets CCS organizations, NGOs, and CSOs operating in geographically remote and rural coastal areas across the EU. These regions are particularly vulnerable to natural disasters and the adverse effects of climate change. The aim is to foster a united advocacy front on issues pertinent to climate change and eco-anxiety, that will harbour exchange of knowledge and innovative practices.

Outreach efforts include invitations to online project activities, meetings, and events, participation in shared networks and initiatives, referrals, targeted and personalized invitation and emails.

These organizations benefit from gaining a broader network that facilitate shared initiatives, skill development through workshops and collaborative projects, and a stronger capacity to influence policymaking. They also gain access to funding opportunities through collaborative ventures, expert advice for tackling specific challenges, and the ability to implement best practices and innovative solutions,

ultimately improving resilience and adaptability to the impacts of climate change in their local contexts.

- General public residing in coastal areas of North, Aegean and Adriatic Seas

The project seeks to engage the general public residing in waterfront communities across the North, Aegean, and Adriatic Seas, covering nine EU countries: the three partner countries, along with Slovenia, Italy, Norway, Denmark, Germany, and the Netherlands.

This group is reached through targeted social media strategies as part of the online public-awareness campaign, using specific filters to focus on individuals in these regions and those with interests in sustainability, culture, conservation, and heritage. The general public benefits from a deeper understanding of the impacts of climate change and access to resources addressing its psychological effects, fostering mental well-being. Furthermore, the project promotes the adoption of sustainable living practices, enhancing the resilience of coastal communities, and empowers citizens to have a greater influence on local and regional policymaking.

- Foundations across the EU

The project targets foundations across the EU that focus their work on Europe's Blue Growth Strategy, with the aim of establishing long-term partnerships to secure the project's sustainability and exploitation.

Outreach to this group involves developing tailored materials and proposals that align with their specific interests and goals, organizing presentations or webinars to showcase the project's objectives and outcomes, and proposing collaborative projects or partnership models with clear mutual benefits. Additionally, existing networks are leveraged to facilitate introductions and referrals.

These foundations benefit from increased impact through their funding and initiatives, access to diverse multi-stakeholder networks, opportunities for collaborative sponsorships, and insights into innovative research and approaches that can inform their own strategies and funding priorities.

- Other EU-funded projects

The project actively engages with other ongoing EU-funded projects to facilitate the transfer of knowledge, research, and innovative best practices. This collaboration also supports the advocacy of shared policy recommendations.

Outreach to these projects includes targeted invitations to participate in project activities and events, attending their own activities and events, participating in third-party events where their presence is likely, and leveraging referrals.

The benefits of this engagement include opportunities to exchange knowledge and enhance the effectiveness of each project, access to a wealth of specialized knowledge and experiences, and the potential to collaborate on joint initiatives that combine resources for greater impact. Additionally, these interactions increase capacity to influence EU policy and decision-making processes, expand professional networks, foster cross-sectoral learning, and encourage the adoption of interdisciplinary approaches.

5.2.2. Key Performance Indicators (KPIs) for CDE activities

To effectively measure the impact and success of its outreach activities, WATERFRONTS has established a comprehensive set of Key Performance Indicators (KPIs) aligned with its project goals. These KPIs focus on assessing engagement, awareness, and the extent to which the project fosters collaboration and sustainable practices among its target audiences.

Table 6 Outreach KPIs of the WATERFRONTS project

Description	KPI	Target audience
Project website	5.000 ppl over 2 years	Artists, stakeholders, public across EU
Social media accounts	2	Artists, stakeholders, public across EU
Social media followers	300 followers	Artists, stakeholders, public across EU
Press releases	At least 6 press releases, 3.000 recipients	Stakeholders and artists across EU
Online awareness campaign	3 partner countries (SE, GR, HR) + 6 additional countries (IT, SI, DE,	Public, artists, stakeholders

	NO, DK, NL) At least 3 million social media users	
Publications in 3rd party platforms	At least 100 ppl	Artists, scientists, NGOs, CSOs in SE, GR, HR
Local events	3 events, 150 ppl across 3 countries	Local communities and stakeholders in SE, GR, HR
Transnational events	8 events, At least 300 ppl in-person and 50 ppl online	Artists and public in 3 partner countries (SE, GR, HR)
Final conference	At least 50 ppl in-person and 50 ppl online	Stakeholders and artists in HR as well as selected EU countries attending online

These KPIs will be monitored regularly and evaluated through both quantitative and qualitative data, allowing the project to track progress, assess impact, and adapt outreach strategies as needed.

4.2.3. Main messages of the project

WATERFRONTS is a pioneering EU project that leverages the power of art, culture, and community action to tackle the pressing challenges of climate change and eco-anxiety in Europe's coastal regions. Through collaboration with young creatives, local residents, scientists, and mental health experts, the project aims to create a resilient, sustainable future for waterfront communities.

At its core, WATERFRONTS empowers coastal communities to face environmental challenges by turning anxiety into action. By fostering creativity and community-driven solutions, the project aims to transform eco-anxiety into positive change and resilience. Art is at the heart of WATERFRONTS, enabling individuals and communities to express, engage, and address climate impacts through innovative, visually compelling projects.

WATERFRONTS also seeks to influence policy, using community-driven art and environmental advocacy to highlight the needs of vulnerable coastal areas. Through



these efforts, the project not only spreads awareness but also builds the foundation for long-lasting policy change that prioritizes sustainable coastal management, mental well-being, and inclusive community support.

By combining artistic expression with environmental resilience and mental health strategies, WATERFRONTS strives to make a meaningful impact, inspiring coastal communities across Europe to embrace sustainable practices, strengthen connections, and create positive change for generations to come.

4.3. Communication tools

4.3.1. Visual identity

WATERFRONTS' visual identity reflects its commitment to coastal resilience, environmental sustainability, and community empowerment along with its mission of blending art, culture, and environmental resilience to empower coastal communities. Designed to be both modern and approachable, the visual elements convey a sense of unity, sustainability, and calm — essential qualities in addressing the challenges of climate change and eco-anxiety. Consistency in visual elements helps build recognition and strengthens the project's brand across platforms and materials.

4.3.2. Logo

The WATERFRONTS logo is a minimalist and evocative symbol that captures the essence of waterfront landscapes and the project's environmental focus. The design features a series of flowing, horizontal lines that suggest waves, shorelines, and the natural ebb and flow of coastal waters. This imagery reflects the project's emphasis on waterfront communities and their connection to the environment.



Figure 2 WATERFRONTS logo

The use of curved lines within a circular form communicates unity and continuity, symbolizing the cyclical nature of water and the interconnectedness of coastal communities. The simple, fluid lines also convey a sense of calm and resilience, aligning with the project's goals of transforming eco-anxiety into positive action. The





circular arrangement of the word “WATERFRONTS” around the waves enhances the visual balance, creating a complete and harmonious visual that invites viewers to engage with the project’s mission.

This logo is designed to be adaptable across various media, including digital, print, and social media, ensuring that the visual essence of WATERFRONTS is consistently represented. Partners have been provided with different digital file types of the logo, so they can utilise it in their communication efforts.

4.3.3. Colour palette

A CMYK colour palette is carefully chosen to ensure visual harmony and readability across different backgrounds and formats. The color combination creates a cohesive look that is aligned with the environmental focus of the project.

Deep Blue (#0e1d7c): This rich, navy-like blue color is inspired by the depth and stability of water, symbolizing the strength and resilience of coastal communities facing environmental challenges.

White (#FFFFFF): Paired with deep blue, white provides a clean, fresh contrast that reflects transparency, openness, and purity. White is often associated with beginnings and fresh starts, resonating with the project’s vision to build a better future for waterfront communities.

4.3.4. Typography

The chosen typeface for the WATERFRONTS logo is Cooper Hewitt, a modern and versatile sans-serif font that embodies a contemporary yet refined aesthetic, making it suitable for both digital and print materials.

Calibri is the selected typeface that will be used across all reports, presentations, and outreach materials, ensuring a cohesive and easily recognizable brand identity for WATERFRONTS. The chosen font, is a clean, legible typeface that works well across various media, ensuring that all project communications are accessible and easy to read.



4.3.5. Suggested templates

To further strengthen brand recognition and make project communications more impactful, a series of standardized templates have been developed for use across different formats, including social media posts, presentations, and reports. All templates feature the “Co-funded by European Union” logo and the relevant mandatory disclaimer, the WATERFRONTS project logo, and partner logos, along with style guidelines for fonts, sizes, and colors to ensure cohesive branding across all project outputs.

Partners have been provided with a recommended template for reports/deliverables and a suggested table with document information for the reports/deliverables, tailored to the WATERFRONTS project. For formal documentation, report and document layouts are standardized using the Calibri typeface and project colors to maintain readability and brand consistency. Additionally, presentation slides have been designed for project meetings, outreach events, and workshops.

Table 7 Suggested table for reports and deliverables

Document information	
Project number	101173854
Project name	Waterfront Culture For Resilience Against Climate Change & Eco-Anxiety
Project acronym	WATERFRONTS
Call	CREA-CULT-2024-COOP
Topic	CREA-CULT-2024-COOP-1
Granting authority	European Education and Culture Executive Agency
Deliverable	Deliverable X.X
Report title	Insert report title
Report status	Choose either: Public / Consortium only
Report date	Day/date/year
Authors	Insert names of authors
Lead organisation	Insert name of lead organisation



Work package	Insert work package number
Reviewers	Insert name of reviewers
Dates of additions	N/A
Final reviewer	Panagiotis Chrysovitsinos, GOTALAND ENGINEERING AB

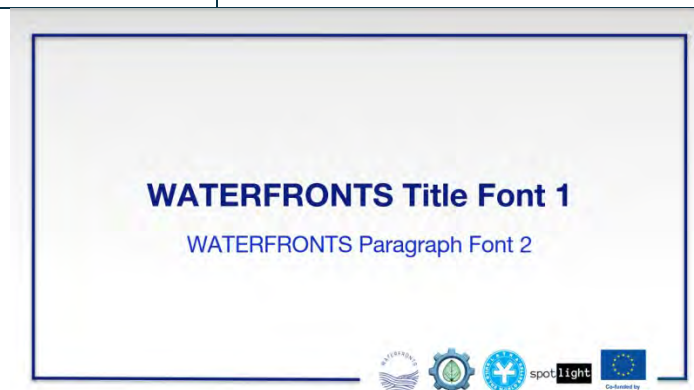
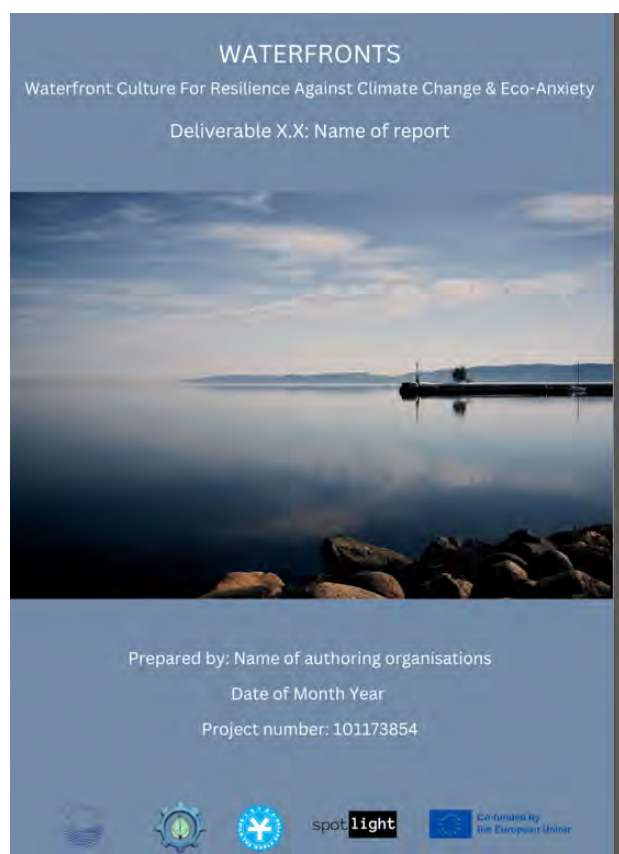


Figure 3 Suggested ppt template



WATERFRONTS
Waterfront Culture For Resilience Against Climate Change & Eco-Anxiety
Deliverable X.X: Name of report

Document information	
Project number	101173854
Project name	Waterfront Culture For Resilience Against Climate Change & Eco-Anxiety
Project acronym	WATERFRONTS
Call	CREA-CULT-2024-COOP
Topic	CREA-CULT-2024-COOP-1
Granting authority	European Education and Culture Executive Agency
Deliverable	Deliverable X.X
Report title	Insert report title
Report status	Choose either: Public / Consortium only
Report date	Day/date/year
Authors	Insert names of authors
Lead organisation	Insert name of lead organisation
Work package	Insert work package number
Reviewers	Insert name of reviewers
Dates of additions	N/A
Final reviewer	Panagiotis Chrysovitsinos, GOTALAND ENGINEERING AB

WATERFRONTS Consortium
  **spotlight**

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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

 Co-funded by the European Union

Figure 4 First two pages of the suggested deliverable / report document



4.4. Communication channels

The WATERFRONTS project employs a range of communication channels to engage diverse audiences across Europe, including young creatives, coastal community residents, local authorities, NGOs, and EU policymakers. Each channel is strategically chosen to maximize reach, encourage interaction, and ensure that the project's messages are consistently delivered and easily accessible.

4.4.1. Project website

The WATERFRONTS project website (www.waterfronts.site) serves as a central repository of information, updates, publications, and resources, offering a central point of access for audiences across Europe. Designed to be engaging, informative, and user-friendly, the website provides a comprehensive overview of the project's goals, activities, partners, and outcomes. The visually appealing layout aims to make project information easily accessible to artists, stakeholders and the general public. While the responsive design ensures seamless access across devices, from desktop computers to mobile phones, making it accessible for all users.

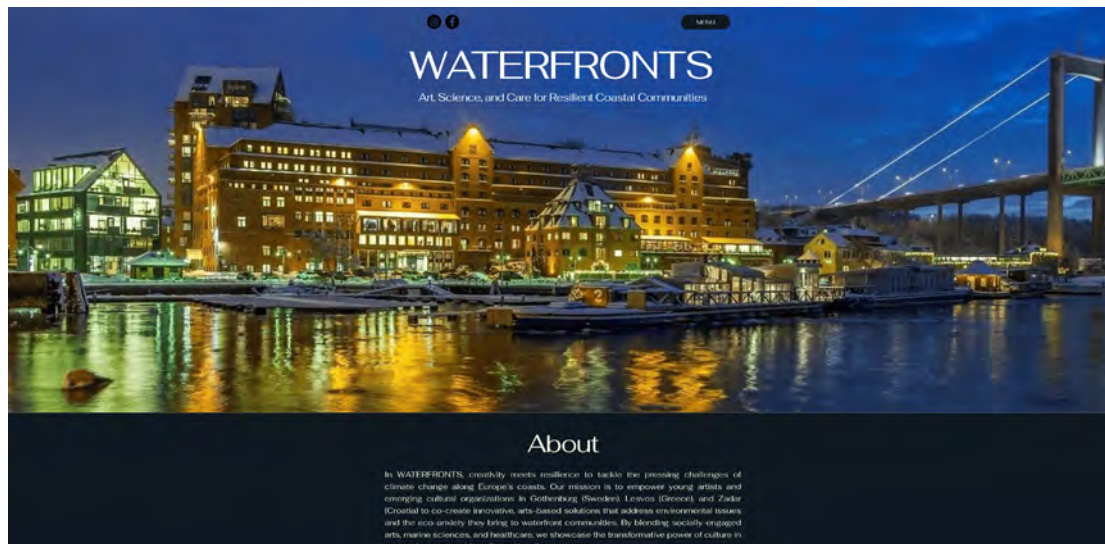


Figure 5 Still from the Waterfronts website

The website is structured to include sections that detail the project's objectives, the locations and communities it focuses on (Gothenburg, Lesvos, and Zadar), and the partners involved. It hosts dedicated pages for news, updates, and resources,



allowing visitors to stay informed about the latest developments, upcoming events, and opportunities to participate.

4.4.2. Partner websites

In addition to the main WATERFRONTS website, partner organizations will actively contribute to spreading the project's messages by sharing WATERFRONTS-related content on their own websites, thereby broadening the project's visibility and impact. Each partner is expected to include a dedicated section on their website to highlight the project, with direct links back to the central WATERFRONTS website.

4.4.3. The social media channels of the project

To maximize the visibility and engagement of the WATERFRONTS project, dedicated social media accounts on Facebook and Instagram have been established. These platforms serve as key channels for reaching artists, stakeholders and the general public across EU.

The WATERFRONTS Facebook page ([WATERFRONTS Facebook profile](#)) offers a versatile platform for engaging with diverse audiences, including community members, stakeholders, and policymakers. Through regular updates, the page shares insights into project activities, events, and key achievements. The WATERFRONTS Instagram account ([@waterfronts_project](#)) is particularly geared toward visually appealing content that resonates with young creatives and environmentally conscious youth.

Both platforms use a cohesive content strategy that emphasizes WATERFRONTS' key messages, such as climate resilience, eco-anxiety, and community empowerment. Engaging captions, relevant hashtags like: #EuropeanGreenDeal #waterinitiative #euwater #EcoAnxiety #ArtForClimate #BlueGrowth #EUClimatePolicy #sweden #greece #croatia #CreativEurope #ClimateSolutions #Innovation #ClimateAction #artivism #sustainabilityart #sdgs #agenda2030 #watersustainability #culture #heritage, and a consistent visual identity help in building a recognizable brand for WATERFRONTS across social media. Additionally, the project encourages interactions





by inviting followers to engage with the content through likes, comments, and shares.

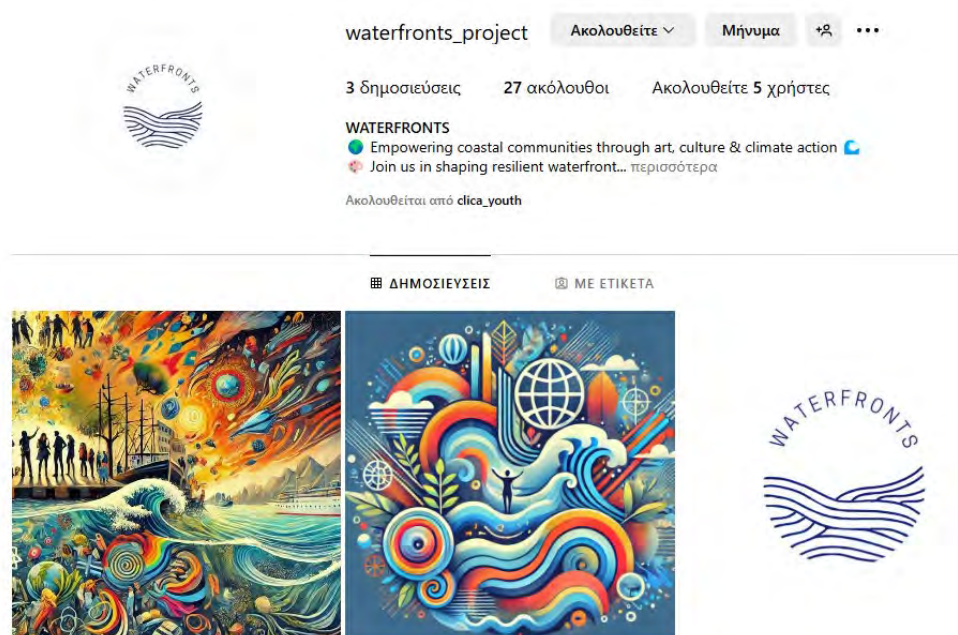


Figure 6 Screenshot of the WATERFRONTS Instagram page

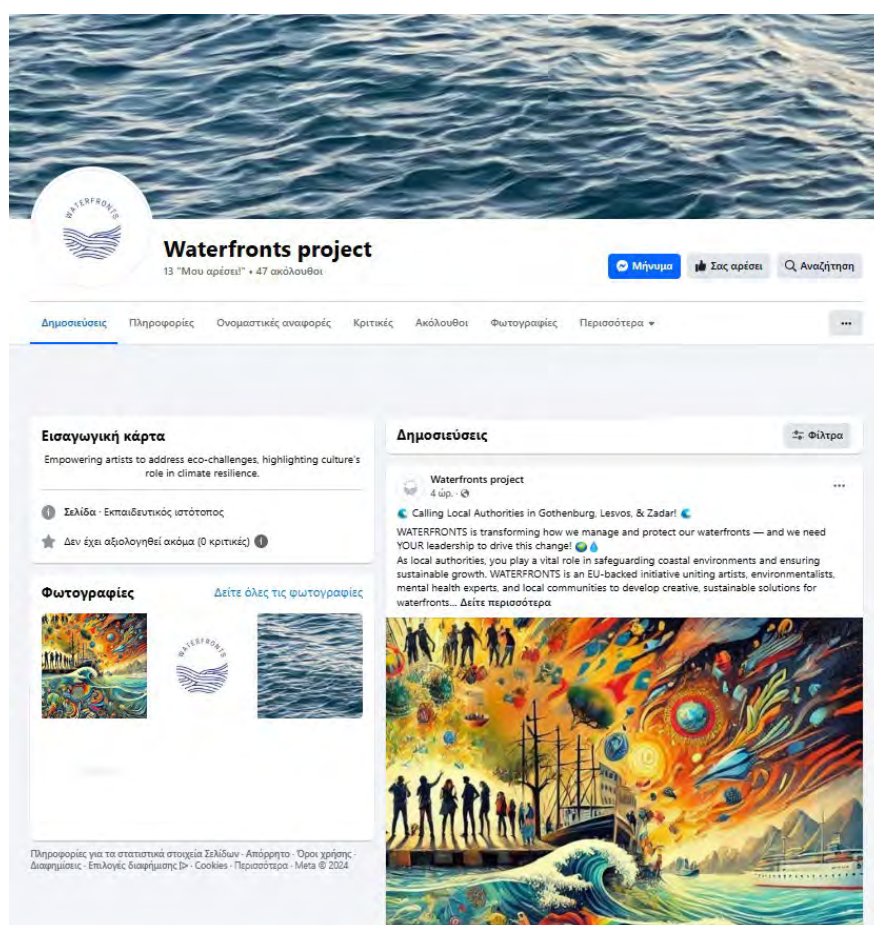


Figure 7 Screenshot of the WATERFRONTS Facebook page]



4.4.4. Social media channels of the partnership

The social media channels of the WATERFRONTS project partners will play an essential role in amplifying the project's messages and outcomes. Each partner will actively share content and updates from WATERFRONTS' Facebook and Instagram profiles across their own established networks, significantly expanding the project's reach and engagement.

4.4.5. Media/press releases

At least six periodic media/press releases will play a pivotal role in raising awareness about the WATERFRONTS project, helping to reach a broad audience, including stakeholders and artists across EU. Each release will mark significant project milestones—such as the project's launch, key events, publication of major outputs, and final results—offering updates on WATERFRONTS' progress and impact on coastal resilience, environmental awareness, and community well-being.

4.4.6. Online awareness campaign

The WATERFRONTS project's online awareness campaign is central to its outreach strategy, designed to engage, educate, and inspire communities across Europe aiming to maximize outreach and impacts. This campaign builds on Blue Residency (T3.2) and will harness the collective reach of social media platforms—primarily Facebook and Instagram—using engaging visuals, stories, and calls to action. Posts will feature updates on project activities, community workshops, and inspiring content created by young artists and local residents.

Through consistent, targeted online engagement, the online campaign materials will circulate to partners, associated partners, advisory board and external experts who assist it in reaching diverse audiences ranging from communities to policy makers reaching at least 3 million social media users across Europe, targeting the general public, artists, stakeholders in the three partner countries (SE, GR, HR) and in six additional countries (IT, SI, DE, NO, DK, NL), creating a ripple effect that spreads awareness and builds momentum for resilient, sustainable waterfronts in the years to come.

4.4.7. Publications on third-party platforms

WATERFRONTS will leverage publications on third-party platforms to expand the project's visibility and reach a wider, more diverse audience across Europe. These publications will target platforms frequently accessed by artists, scientists, CSOs, NGOs, and other key stakeholders interested in climate action, sustainability, and cultural initiatives. By sharing content on well-regarded platforms within these fields, WATERFRONTS aims to recruit participants and stakeholders.

4.4.8. Community events and concluding conference

WATERFRONTS will organize a series of local community events (WP4, T4.2) including a concluding conference (WP5, T5.3) to foster community engagement, share project outcomes, and promote collaborative climate action across Europe. These events, held both in-person and online, are designed to bring together local residents, young creatives, policymakers, and environmental advocates to participate actively in the project's initiatives and discussions on sustainability.

Local community events will be organized in Gothenburg, Lesvos, and Zadar, the project's key locations, to directly engage coastal local communities and stakeholders. These 3 events will include community workshops, art exhibitions, environmental activities, and public discussions aiming at a total of 150 people across the 3 countries.

Transnational community hybrid events will connect and engage artists and audiences across 3 countries. These 8 hybrid events will include online forums, expert panel discussions, and interactive workshops, enabling participants to exchange knowledge, explore best practices, and discuss the broader impact of climate change on European coastal communities aiming at least 300 people in person and 50 people online.

4.4.9. Concluding conference

The Concluding Conference (WP5, T5.3) of the WATERFRONTS project represents a pivotal moment to showcase the project's achievements, celebrate its impact, and

engage with stakeholders on the future of coastal resilience in Europe. Scheduled to take place as a hybrid event in Croatia, the conference will combine in-person and online participation to maximize accessibility and reach.

This event will feature a diverse group of participants including artists, stakeholders from the project, associated partners, national and EU stakeholders, policymakers, local artists, experts, and the public. Adopting a hybrid format, the conference will partially be broadcasted online, enabling participation from those who cannot attend physically. The main objective of this final conference is to showcase the project's achievements, engage in discussions about its outcomes, and identify ways to continue and expand upon the project using its outputs.

4.6. Exploitation strategy

Project managers from all partnering organisations meet bi-monthly to execute the project's sustainability plan, outlining local and transnational actions for the upcoming year. These managers also hold bi-monthly stakeholder meetings to promote project outputs and seek collaborative opportunities. The consortium focuses on showcasing these outputs at third-party events and prioritises forming synergies to embed or scale the project, particularly through other EU-funded initiatives, such as Horizon Europe.

The consortium will maintain and continue the exploitation of key project outputs, including:

1. Research into EU waterfronts
2. The project toolkit
3. Policy recommendations
4. The awareness campaign
5. The project website and social media accounts for ongoing visibility

Partners have committed 3 project meetings annually for follow-up activities, with minor financial resources subsidized by LATRA to support website and social media maintenance. Additional time and resources will be allocated to pursue funding for

new activities and build-up projects. Relationships and networks, as valuable human capital, will be carefully maintained to ensure long-term sustainability.

The project's impact will be sustained by:

- Incorporating and standardizing outputs into ongoing activities of consortium members.
- Embedding project principles into local community initiatives and engaging through additional events to maintain relationships.
- Transferring outputs to stakeholders for adoption and adaptation in research projects, municipal initiatives, and community-based programs.
- Ensuring participating artists remain involved in future projects, either as contributors to new artistic endeavours or as trainers for other artists and communities.
- Maintaining advocacy efforts with policymakers to ensure the adoption of produced policy recommendations and briefs.
- Utilizing the Toolkit with EU-wide foundations, NGOs, CSOs, and governmental organizations.
- Developing arts-based educational methodologies and curricula, such as residencies that integrate environmental awareness with artistic expression.
- Conducting feasibility studies on the societal impacts of environmental changes, sustainable urban development, and the integration of cultural activities into resilience strategies.

The project's outputs will be utilized across four key areas:

1. Research and innovation: Inform ongoing Horizon Europe projects (e.g., LEVERS) and support new initiatives, particularly under Horizon and EU4Health calls in CL2-Culture and Inclusive Society, WIDERA (education), and mental health.
2. Creative sector: Expand the project to other waterfront regions, leveraging arts and culture to promote environmental awareness, resilience, and sustainable practices through medium-scale Creative Europe projects.
3. Social sector: Continue working with marginalized groups through Erasmus+ youth cooperation partnerships and programs like CERV, AMIF, and ESF.

Partners will use their established networks and expertise from projects such as CLICA and PREPARE to enhance work with vulnerable communities.

4. Environmental sector: Focus on coastal ecosystem preservation, sustainable development, and the impacts of climate change on marine environments through LIFE and related programs.

The project has identified several potential synergies, including:

- Leveraging existing portfolio of ongoing EU-funded projects like LEVERS, CLICA, and BlueTour.
- Collaborating with ongoing third-party EU-funded projects, such as PEACE and SCORE.
- Participating in transnational EU-wide awareness initiatives (e.g., European Days).
- Openly sharing project resources through platforms like SALTO-Youth to maximize reach and impact.

4.7. Monitoring and tracking

4.7.1. Roles & responsibilities

Both the lead partner and the partnership play critical roles in ensuring the successful dissemination, engagement, and visibility of the WATERFRONTS project. Each partner's specific responsibilities in outreach activities are key to maximizing project impact, engaging local and EU-wide audiences, and achieving long-term project sustainability.

Work package lead partner - LATRA

- Designs and implements the overall outreach strategy, setting goals, timelines, and ensuring alignment across partners.
- Ensures all outreach materials follow the project's visual identity (logo, color palette, typography) and EU visibility guidelines.
- Tracks KPIs (social media, newsletter subscriptions, event attendance) and gathers data from partners for comprehensive evaluation.

- Produces templates, press releases, newsletters, and coordinates updates for the project's main website and social media.
- Manages outreach to EU-level stakeholders and distributes toolkits, policy briefs, and core materials to expand influence.

Partner responsibilities

- Adapt core outreach materials for local audiences, translates content where needed, and integrates into local channels.
- Share project updates on social media and features WATERFRONTS on their websites, linking to the main site.
- Organize local workshops and events to directly engage communities and stakeholders, amplifying the project's reach.
- Track event attendance, social media metrics, and participant feedback, sharing with the lead partner for evaluation.
- Connect with local stakeholders to build support, ensuring project impact is recognized at the regional level.
- Provide insights and case studies to inform policy recommendations and refine the toolkit's relevance across regions.

CDE team

The WATERFRONTS CDE Team, with one representative from each partner, drives the project's communication and dissemination efforts across Europe:

- Tailor core messages to local audiences, ensuring alignment with WATERFRONTS' vision and goals.
- Adapt activities to resonate with local cultural contexts, enhancing relevance and participation in outreach events.
- Track local metrics, gathering data on engagement and feedback to assess outreach success and report to the lead partner.
- Collaborate on content for social media, newsletters, and press releases; share updates through each partner's channels to boost reach.
- Regular team meetings to share practices, address challenges, and ensure consistent messaging across regions.

- Meet local outreach goals, gather community feedback, and adjust strategies to optimize effectiveness.

4.7.2. Internal communication of the partnership

Effective internal communication among WATERFRONTS partners is essential for coordinated and impactful dissemination efforts:

- Partners will use dedicated communication channels, including email and Google Drive, to facilitate coordination and alignment on key project messages.
- By-monthly meetings of the CDE team will take place.
- Regular internal updates will keep all partners informed of upcoming events, milestones, and opportunities for dissemination, fostering timely and consistent outreach.
- Partners are encouraged to share feedback and ideas to enhance the communication strategy, ensuring that messages resonate effectively across different regions and target groups.

4.7.3. Documentation requirements

LATRA has developed a tracking template for WATERFRONTS partners to document all outreach and promotional activities over the course of the project. The Excel sheet is accessible in the designated shared folder.

For each activity, partners are required to record:

Table 8 Suggested tracking template for outreach and promotional activities

Type of media (Social, Web, Newsletter, etc.)	Description of post	Target audience	Impact (Local/National/EU)	Link/evidence (Screenshots)	Date

In addition to updating the designated Excel sheet, each WATERFRONTS partner is required to:

4.8. Guidelines for communication, dissemination and visibility

This section outlines the communication and dissemination strategy for the WATERFRONTS project, ensuring compliance with Creative Europe visibility guidelines. Core activities focus on amplifying WATERFRONTS' mission—empowering coastal communities through culture, sustainability, and resilience—across multilingual and inclusive materials. All public-facing content will prominently display the Creative Europe logo and the necessary disclaimers to acknowledge EU support and funding.

In line with best practices, partner organizations are required to follow GDPR guidelines, ensuring ethical collection, storage, and use of personal data throughout the project. Effective internal communication across the partnership will guarantee that messages are consistent and strategically aligned, maximizing the project's reach and impact across Europe's waterfront communities.

4.8.1. Language of the WATERFRONTS project

To promote inclusivity and accessibility, project communications for WATERFRONTS will primarily be conducted in English. Key documents, newsletters, and essential outreach materials will also be translated into the local languages of the partner countries—Swedish, Greek, and Croatian. This multilingual approach ensures that the project's messages resonate with a broad audience across Europe, fostering deeper engagement and understanding within each local community.

4.8.2. European flag and funding statement

Visibility and recognition of the co-financing received are essential to the WATERFRONTS project. All project materials—whether digital or print and regardless of the target audience—must prominently display the Creative Europe logo alongside the funding acknowledgment, stating that the project is co-funded by the European Union. This includes the project website, social media posts, banners, presentations, publications, and reports, ensuring clear visibility of EU support for WATERFRONTS.



**Co-funded by
the European Union**



**Co-funded by
the European Union**



**Co-funded by
the European Union**



LATRA has provided partners with the co-funded by the European Union logo, making it readily accessible for use across all materials. This consistent visual recognition reinforces the partnership's alignment with EU goals and standards.



Figure 8 Representative application of mandatory EU and partner logos on the WATERFRONTS website

4.8.3. Mandatory disclaimer

All public-facing materials for the WATERFRONTS project must include a mandatory disclaimer to clarify that the content reflects the views of the authors and not necessarily those of the European Union. This ensures transparency and distinguishes the authors' perspectives from official EU positions.

The standard disclaimer to use is: “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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.”

This disclaimer should appear on all digital and print materials associated with WATERFRONTS, including reports, publications, social media posts, and the project website, upholding the project's commitment to clear and accurate representation of EU co-funding.

In any content shared about WATERFRONTS, whether online or in print, partners must acknowledge the contributions and roles of each consortium partner. For example, in social media posts, newsletters, and press releases, partners should explicitly mention other consortium members to recognize and enhance the project's collaborative nature.



4.8.4. Gender equality and non-discrimination guidelines

The WATERFRONTS project is deeply committed to advancing gender equality, inclusivity, and non-discrimination across all communication, dissemination, and project activities. All project materials will use gender-neutral and inclusive language, avoiding gender-specific terms unless necessary. For example, words like "individual" or "person" are preferred over "he/she," ensuring that language is welcoming and inclusive for all.

WATERFRONTS will ensure that all project communications, including text and visuals, reflect diverse representations. This includes avoiding stereotypes and portraying individuals of all genders, ethnicities, abilities, and backgrounds. Images and media should depict diversity, such as showing people of various backgrounds in professional and community roles, rather than adhering to outdated stereotypes.

The project is dedicated to representing individuals with disabilities in all activities, including communication materials and events. Accessibility considerations will be applied to ensure that diverse perspectives are represented and that all materials are inclusive and accessible to a broad audience.

While each partner is responsible for the content they publish on their channels, all partners must adhere to WATERFRONTS's gender equality and non-discrimination guidelines. Partners are encouraged to maintain these standards consistently in their communication and dissemination efforts, reflecting the project's inclusive values.

LATRA encourages all partners to be mindful and proactive in promoting inclusivity on all platforms, with guidance and resources provided to support the application of these principles across all communication channels. This approach ensures that the project remains an inclusive, welcoming, and respectful initiative for all audiences.

4.8.5. The tone of voice in written communication

In all written materials, the WATERFRONTS project will maintain a tone that is clear, inclusive, and accessible to ensure effective communication with diverse audiences. The tone will embody the themes of youth empowerment, sustainability, and the importance of collective action in addressing pressing water and climate challenges.



Messaging will be crafted to resonate deeply with local communities while also appealing to a broader European audience.

Messages should avoid jargon and overly complex language, making them easy to understand and impactful. Language will encourage participation, action, and a sense of agency, particularly for young creatives and community members. Ideas will be presented in a way that feels relevant and engaging to daily life and shared experiences, helping to foster a strong connection to the project's mission.

4.8.6. Collection and use of personal data

All WATERFRONTS project partners are required to adhere strictly to the General Data Protection Regulation (GDPR) in the collection, processing, and dissemination of personal data. Each partner is accountable for implementing internal procedures to ensure full GDPR compliance, particularly when handling personal information such as names, contact details, or media (photos/videos).

Partners must obtain explicit consent from individuals whose personal data is collected, including those appearing in photos or videos. Consent forms must clearly specify how the data will be used, stored, and safeguarded. Each partner is responsible for securely storing any collected data, ensuring it is only accessible to authorized personnel and safeguarded against unauthorized access. The project coordinator will oversee the security of the shared project folder where partners upload data. Sensitive information shared among partners must be flagged and managed according to GDPR protocols to ensure data security. To minimize privacy risks, partners should collect only essential data and anonymize information when feasible, focusing solely on necessary personal data.

This protocol ensures that all WATERFRONTS partners handle personal data ethically and responsibly, maintaining compliance with EU regulations while protecting individuals' privacy throughout the project.



4.9. Conclusion of CDE strategy

The WATERFRONTS CDE strategy is designed to foster a deep, lasting impact on coastal communities, policy influencers, young creatives, and citizens across Europe. By engaging audiences through diverse and inclusive communication channels—from social media and websites to events and publications—WATERFRONTS seeks to amplify awareness, inspire sustainable practices, and support EU climate and cultural goals.

Our comprehensive approach leverages the strengths of each partner, ensuring that dissemination efforts are localized, culturally relevant, and widely impactful. With a strong emphasis on collaborative art, science, and policy, WATERFRONTS aims to empower waterfront communities to address the pressing issues of climate change and eco-anxiety, while encouraging creative solutions that resonate beyond the project's immediate scope.

Regular monitoring, feedback, and adaptable strategies will allow us to assess and refine our outreach efforts, helping to maximize the visibility and effectiveness of WATERFRONTS. This report establishes the framework to guide our activities, monitor progress, and ultimately ensure that WATERFRONTS leaves a meaningful legacy for European coastal communities and creative sectors alike. Together, we will work to protect, preserve, and empower our waterfronts for generations to come.

PART 5. OTHERS

5.1. Data processing

The beneficiaries must process personal data under the Agreement in compliance with the applicable EU, international and national law on data protection (in particular, Regulation 2016/679¹⁴).

They must ensure that personal data is:

- processed lawfully, fairly and in a transparent manner in relation to the data subjects



- collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes
- adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed
- accurate and, where necessary, kept up to date
- kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the data is processed and
- processed in a manner that ensures appropriate security of the data.

The beneficiaries may grant their personnel access to personal data only if it is strictly necessary for implementing, managing and monitoring the Agreement. The beneficiaries must ensure that the personnel is under a confidentiality obligation. The beneficiaries must inform the persons whose data are transferred to the granting authority and provide them with the Portal Privacy Statement.

