



INSPIRE

Innovative Solutions for Plastic Free European Rivers

Deliverable 6.1

Community engagement, communication and dissemination strategy

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List of Acronyms

ADS	Archimedean Drum Screw
ANRI	Alchemia-Nova Research & Innovation Gemeinnutzige GMBH
ARA	Asociatia Romana a Apei
BESS	Blue Economy Science Summit
CIIMAR	Centro Interdisciplinar de Investigacao Marinha e Ambiental
CINEA	European Climate, Infrastructure and Environment Executive Agency
CLERA	Energ+ DOO
CNR	Consiglio Nazionale delle Ricerche
D	Deliverable
DCP	Detection, Collection and Prevention
EC	European Commission
EU	European Union
EXIT	Foundation EXIT
FF	FisFlow
FSTH	Financial Support to Third Parties
GA	Grant Agreement
GDPR	General Data Protection Regulation
IAP2	International Association for Public Participation
IMIS	Integrated Marine Information System
INSPIRE	Innovative Solutions for Plastic Free European Rivers
IP	Intellectual Property
KM	Key Messages
M	Month
MaP	Modular Master Plan
MS	Milestone
MSFD	Marine Strategy Framework Directive
NGO	Non-Governmental Organisations
NOR	Noria BV
RCU	River Cleanup
VITO	Vlaamse Instelling voor Technologisch Onderzoek
VLIZ	Vlaams Instituut voor de Zee
WFD	Water Framework Directive
WP	Work Package
WWTP	WasteWater Treatment Plants



Executive Summary

The INSPIRE community engagement, communication and dissemination plan outlines a strategic approach for effectively sharing the project's vision, progress and results. The plan defines key objectives and goals, target audiences and communication channels and describes communication and dissemination guidelines, activities and how their success will be evaluated.

This plan answers:

- **What?** INSPIRE communicates key messages, technological solutions, and research findings to tackle riverine plastic pollution.
- **Why?** To raise awareness, foster collaboration among stakeholders, support evidence-based policymaking, and drive meaningful action.
- **Where?** Across INSPIRE's pilot sites, at the EU level, and through international outreach to maximize impact.
- **When?** Through a phased approach aligned with project milestones, ensuring timely and effective engagement.
- **Who?** Policymakers, researchers, industry stakeholders, local authorities, and the public, all essential in addressing plastic pollution.
- **How?** Through a combination of digital outreach, scientific dissemination, stakeholder engagement, and hands-on community involvement.

The strategy also outlines expected results and impacts, beyond quantitative metrics, ensuring INSPIRE's findings drive long-term policy adoption, industry uptake, and behavioral change. The first set of site-specific engagement activities has been developed for the INSPIRE demo cases, with further updates planned for Month 22 (M22) of the project.



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1. Introduction and Goal

The goal of the community engagement, communication and dissemination plan is to define the integrated strategy to produce long-term impacts among the INSPIRE targets. The plan will assist INSPIRE partners in the dissemination activities and outreach of the INSPIRE solutions using multiple channels, tools, and approaches to increase awareness, engagement and acceptance at local (demo sites) and international level. This report contains the following sections:

- Stakeholder engagement strategy
- Communication Tools
- Dissemination Tools
- Community engagement, communication, and dissemination strategy at
 - o Local level (demo sites)
 - o International level

The strategy will be continuously monitored and assessed throughout the project. This deliverable will receive an update at M22 (D6.1 V2) to continue to optimize the strategy based on the project progress, in agreement with the Data Management Plan (D7.3; and DMP update D7.8), and the exploitation strategies defined in WP5, to ensure careful handling of data and Intellectual Property (IP) related issues. While the current document will form the pathway to a community engagement, communication and dissemination strategy, other deliverables will follow to evaluate milestones and complement the current specific plans, including D6.2 Performance indicators (M12), D6.4 Communication kit (M8), D6.7 Collaboration and acceleration plan (M12). This deliverable supports Article 17 of the INSPIRE Grant Agreement (GA) on Communication, dissemination, and visibility.

2. Background

2.1 The INSPIRE project

INSPIRE's main objective is to contribute to the drastic reduction of litter, macro-, meso- and microplastics in European inland and transitional waters in a holistic approach, by bringing together 20 technologies and actions for:

- DETECTION of the pollution in the river and at the riverbank,
- COLLECTION of litter and macroplastics at the riverbank and litter, macro-, meso- and microlitter in the river,
- PREVENTION of litter, macro-, meso- and microplastics to enter the river by collecting it from its waste stream before it can enter the river and by developing biodegradable alternatives for currently non-degradable polluting products, to avoid they will further be used and arrive in the river as litter.

Six use cases are defined in INSPIRE to install and test the technologies and actions, to model the processes related to the water purification activities, to obtain seven well defined solutions at detection, collection or prevention level and combinations thereof. The technical feasibility is backboneed by a techno-economic analysis with the development of business cases for the solutions, action plans towards upscaling and replication. Combined with mapping and modelling, all elements are brought together to develop a Master Plan for tackling the challenges of the mission and contributing to the objectives of the mission.

The INSPIRE project will be visible due to its well-developed dissemination and communication plan and strategy for community engagement. Apart from the general dissemination and communication



tools and activities, specific activities will be set up on festivals, promoting 100% biodegradable products as a result of INSPIRE.

The INSPIRE's consortium is composed of 26 partners with complementary expertise with a balance between sectors, namely academia, industry, communication specialists and soft skills organisations. Partners will jointly work towards developing and implementing successful solutions that can find their way to the market.

2.2 Related deliverables and milestones

This report defines the pathways towards an integrated community engagement, communication and dissemination strategy. This document is part of a wider framework of INSPIRE defined deliverables (D) and milestones (MS) to maximise impact (see Table 1 and Table 2).

Table 1: Related INSPIRE deliverables to D6.1, due dates and the responsible organisation (Green marked = Deliverable has been submitted before M12).

Number	Deliverable Title	Due Date	Responsible
D4.4	Delivery of impact evaluation dashboard	M24	INFOR
D6.2	Performance Indicators	M12	VITO
D6.3	Project Website	M5	EXIT
D6.4	Communication kit	M8	EXIT
D6.5	Open-access research publications in high-impact journals	M36	VITO
D6.6	Organized citizen science and capacity building events	M36	VITO
D6.7	Collaboration acceleration Plan	M12	VLIZ
D6.8	Policy information brief	M34	VLIZ
D7.3	Data Management Plan	M6	VLIZ
D7.8	Updates Data Management Plan	M18	VLIZ

Table 2: Related INSPIRE Milestones to 6.1 and their due dates (Green marked = Milestone is achieved before M12).

Number	Milestone	Due Date
MS 9	Dashboard established	M10
MS 13	Project Website Online	M5
MS 14	EU marine Litter Landscape Mapped	M12
MS 15	First Scientific webinar	M18
MS 16	First stakeholder event organized	M20
MS 17	Citizen science holistic approach implemented at the Scheldt	M24
MS 18	Martin Strel - Swim in European river	M30
MS 19	Special issue in journal published	M36
MS 20	Final event: Workshop on river litter monitoring	M44
MS 21	Data Management Plan implemented	M9



3. INSPIRE Communication and Dissemination Plan

3.1 Introduction and objectives

The goal of the INSPIRE Communication & Dissemination Plan is to ensure that the project's mission, activities and results are effectively shared and communicated, engaging a broad audience while maximizing impact. The plan has two core components:

- Communication: Raising awareness, engaging stakeholders, and ensuring visibility among the general public, policymakers, and industry.
- Dissemination: Sharing scientific and technical outcomes with policymakers, researchers, and businesses for further adoption and implementation.

This strategy ensures that INSPIRE's work not only reaches the right audiences but also leads to real-world impact, whether through public engagement, policy influence, or industry uptake.

The INSPIRE communication and dissemination plan is designed to raise awareness, engage stakeholders, and facilitate knowledge transfer about the project's holistic approach to combating riverine plastic pollution. By implementing, testing, and validating 20+ technologies and actions in six European rivers, INSPIRE aims to detect, collect, and prevent litter, plastics, and microplastics from polluting freshwater ecosystems.

To maximize impact, this strategy will:

- Ensure that the objectives and results of INSPIRE's detection, collection, and prevention (DCP) solutions are clearly communicated to key audiences.
- Engage stakeholders, including policymakers, industry leaders, researchers, and the general public, to promote awareness and behavioural change.
- Provide structured, multi-channel communication that is inclusive, accessible, and impactful.
- Foster scientific dissemination, policy integration, and commercialization opportunities to support long-term sustainability.
- Inspire societal participation, including citizen engagement through clean-up actions, mobile apps for litter detection, and outreach at events and festivals.

Aligned with INSPIRE's PREPARE, INSTALL, and IMPLEMENT methodology, this plan ensures that communication and dissemination efforts actively support project execution while keeping stakeholders engaged at every stage. The stakeholder engagement strategy is defined in Section 5 - Stakeholder engagement strategy.

3.2 Target audience and key messages

The INSPIRE communication and dissemination strategy is designed to effectively engage four key stakeholder groups: technical experts, policymakers, industry and private sector and the general public. Each group plays a crucial role in tackling riverine plastic pollution, and tailored messaging is essential to ensuring project impact.



For the technical experts, which includes researchers, engineers, and innovators, communication efforts will highlight the 20 INSPIRE solutions to detect, collect, and prevent plastic pollution in rivers. By showcasing cutting-edge solutions and data-driven methodologies, the goal is to foster collaboration, encourage innovation, and ensure research findings reach the appropriate scientific and industrial audiences. INSPIRE's validated, scalable technologies will contribute to scientific knowledge through open-access publications, technical reports, and leading environmental conferences.

For policy- and decision-makers, including representatives from government bodies, EU institutions, and NGOs, the focus will be on INSPIRE's alignment with existing regulatory frameworks and directives, such as the EU Green Deal, the Marine Strategy Framework Directive, and the Single-Use Plastics Directive. Communication efforts will emphasize how INSPIRE offers a scalable, data-driven framework to combat riverine plastic pollution, supporting evidence-based policymaking and regulatory action. The ultimate objective is to influence policy development, advocate for stronger regulations, and facilitate the uptake of effective solutions at both national and European levels.

For the industry and private sector, INSPIRE's modular Master Plan (MaP) developed by INSPIRE offers a framework for scaling up pollution mitigation solutions across different river conditions. By fostering business cases, partnerships, and commercialization pathways, the project supports industry adoption of environmentally sustainable technologies that align with circular economy principles.

Local authorities and regulators are key stakeholders in the fight against riverine plastic pollution. INSPIRE's Modular Master Plan (MaP) serves as a decision-support tool, enabling them to identify the best pollution mitigation solutions for their specific regional and environmental contexts. Additionally, the RIDUC decision-making model provides strategic guidance on the selection and implementation of effective pollution prevention measures. Through targeted workshops, policy briefs, and case studies, INSPIRE will equip local authorities with the knowledge and tools necessary to implement effective and lasting solutions. Public engagement is key to INSPIRE's success. By promoting collective action and behavioural change, the project empowers local communities and the general public to tackle plastic pollution. INSPIRE's science-backed solutions will be shared through citizen science initiatives, volunteer clean-ups, educational outreach, and digital engagement via a smartphone app for litter reporting. Through events, festivals, and social media campaigns, the project fosters participation and drives lasting environmental and social change.

By addressing these different stakeholder groups with tailored messaging and strategic communication, INSPIRE will ensure that its mission and outcomes reach the right audiences, ultimately maximizing the project's impact and contribution to cleaner rivers and oceans.

3.3 Dissemination and Communication activities

A multi-channel communication and dissemination approach ensures that INSPIRE reaches diverse audiences through targeted messaging and engagement strategies. Table 3 provides a summary of the communication and dissemination activities, outlining their purpose, platforms, timing and implementation approach. A more detailed description of these tools can be found in Section 6- Communication Tools and Section 7- Dissemination tools.



Table 3: Summary of INSPIRE's communication activities.

Communication Activity	What?	Why?	Where?	When?	Who?	How?
Website and news items	Project updates, success stories, reports	Central hub for project visibility and knowledge sharing	INSPIRE official website	Continuous	Project team	Engaging web content, infographics and videos, regular updates
Social media campaigns	Awareness about river pollution and INSPIRE solutions	Broaden outreach and engage the public	Twitter, LinkedIn, Facebook and Instagram	Weekly posts	Communication team	Attractive visuals, short videos and compelling explanation to trigger audience engagement
Press releases and media outreach	Announcements of milestones and success stories	Engage mainstream media and wider public	Online news platforms, TV, Radio	At key milestone	Through identified media partners	Press kits, interviews, media partnerships
Workshops and webinars	Technical discussions, knowledge sharing	Deep engagement with stakeholders and knowledge transfer	Virtual and in-person	Milestone-based	Project team	Interactive Q&A, case studies, expert panels
Scientific publications	Research findings and recommendations	Contribute to scientific discourse	Peer-reviewed journals	As results emerge	Project Team	Open access publications
Policy brief	Recommendations	Contribute to policy development	EU policy platforms	End of the project	WP6 team	White paper
Conferences and networking events	Presentations and discussions with experts	Enhance project credibility and partnerships	International and EU events (e.g. Ocean Plastics Summit)	Regularly over the course of the project	Project Team	Oral presentations, posters, panel discussions
Community engagement and citizen science	Public participation in monitoring and clean-up activities	Strengthen local involvement and local impact	Pilot sites in the river regions	Based on project activities	Local coordinators	Citizen science apps, participatory events



3.4 Timeline

Table 4 presents the phased timeline for implementing INSPIRE’s communication and dissemination activities.

Table 4: Timeline of communication activities.

Phase	Key activities	Timeline
Phase 1: Project kick-off	Website launch, stakeholder mapping, social media activation	M1 – M6
Phase 2: Awareness building, knowledge sharing, stakeholder engagement	Social media campaigns, webinars, workshops, community involvement	M6 – M24
Phase 3: Dissemination of results	Scientific publications, policy briefs, industry outreach	M18-M36
Phase 4: Exploitation and Long-term impact	Final reports, commercialization roadmaps, post-project engagement	M36 – M48+



4. INSPIRE Exploitation Plan

4.1 Introduction and objectives

The goal of the INSPIRE Exploitation Plan is to ensure that the project's findings, technologies and actions, and methodologies extend beyond the project's duration and are effectively used by key stakeholders. By implementing, testing and validating 20+ innovative technologies and actions across six European rivers, INSPIRE aims to provide scalable, replicable solutions for detecting, collecting, and preventing plastic pollution in river ecosystems.

To maximize real-world impact, INSPIRE will focus on:

- Scaling up and replicating successful interventions beyond the initial demonstration sites.
- Encouraging commercialization and industry adoption of INSPIRE technologies.
- Ensuring policy influence by integrating results into EU environmental directives and regulations.
- Facilitating knowledge transfer for future research and innovation projects.
- Supporting community engagement to drive long-term action against plastic pollution.
- Providing Financial Support to Third Parties (FSTP) to promote the replication and uptake of solutions across Europe.

4.2 Key exploitable results and potential beneficiaries

Table 5 outlines INSPIRE's key exploitable results, their potential users and expected impact.

Table 5: INSPIRE's key exploitable results.

Exploitable result	Potential users	Expected Impact
DCP Technologies (Detection, Collection, Prevention)	Municipalities, waste management companies, environmental agencies	Large-scale adoption for river pollution mitigation
Modular Master plan (MaP)	EU policymakers, regional authorities, NGOs, businesses, local authorities and regulators	Policy integration and guidance for plastic pollution reduction, supporting decision making for site-specific pollution mitigation strategies
Decision-making tool (RIDUC model)	Environmental managers, industry stakeholders	Supports strategic selection of pollution mitigation solutions
EUROPOL-RITA plastic pollution mapping models	Researchers, policymakers	Provides data-driven insights for future interventions
Circular economy and biodegradable alternatives	Industry, packaging manufacturers	Supports transition to sustainable materials
Scientific publications and open-access data	Universities, research institutions	Advances knowledge and fosters further research
Financial support to third parties (FSTP) open call	Local stakeholders in associated regions (AR, early adopters of INSPIRE solutions)	Expands deployment and replication of INSPIRE technologies across Europe



4.3 Pathways for exploitation

INSPIRE's exploitation approach ensures that results are transferred to the right stakeholders and used effectively through the following key pathways:

Policy Uptake and Governance Integration

INSPIRE directly supports EU environmental policies and directives, such as the Marine Strategy Framework Directive, Single-Use Plastics Directive, and the EU Green Deal. The project will:

- Provide policy briefs and recommendations for regulatory improvements.
- Engage with EU and national policymakers through stakeholder workshops.
- Contribute to EU initiatives focused on restoring river ecosystems.

Commercialization and Industry Adoption

To ensure industry uptake, INSPIRE will:

- Develop business cases and investment roadmaps to support market entry.
- Foster public-private partnerships (PPPs) for implementing solutions.
- Encourage start-ups and SMEs to scale up technologies.

Scientific Research and Knowledge Transfer

INSPIRE will contribute to global research efforts by:

- Publishing open-access scientific papers in high-impact journals.
- Sharing data and methodologies with the scientific community.
- Collaborating with other Horizon Europe projects to maximize synergies.

Financial Support to Third Parties (FSTP) – Scaling and Replication

INSPIRE will expand its impact beyond the initial six demonstration sites by launching an open call (OC) for Financial Support to Third Parties (FSTP). This initiative aims to:

- Facilitate the adoption and replication of INSPIRE's DCP concept (Detection, Collection, Prevention) in additional European rivers.
- Identify and collaborate with local stakeholders in Associated Regions (AR) who are willing to implement and scale up INSPIRE solutions.
- Provide financial grants ranging from €60,000 to €100,000 per project, with a total budget of €500,000 allocated for this initiative.
- Follow a fair, transparent, and objective selection process in awarding financial support, ensuring alignment with EU restrictive measures.

This FSTP mechanism will boost technology deployment, accelerate industry participation, and enhance local-level engagement, ensuring that INSPIRE's solutions become widely adopted across Europe.



The exploitation of the FSTP will be described in more detail in D5.4.

Community Engagement and Societal Impact

To ensure sustainability beyond the project, INSPIRE will:

- Establish citizen science initiatives for ongoing pollution monitoring.
- Provide educational materials and training programs for schools and local organizations.
- Organize public clean-up events and awareness campaigns.

4.4 Exploitation roadmap and timeline

The Exploitation Roadmap and Timeline (Table 6) outlines the key phases and activities required to ensure the successful adoption, replication, and long-term sustainability of INSPIRE's technologies, methodologies, and policy contributions beyond the project's duration.

Table 6: Exploitation roadmap and timeline.

Phase	Key exploitation activities	Timeline
Phase 1: Preparation and validation	Identifying exploitable results, engaging stakeholders, preparing FSTP Open Call	M1 – M18
Phase 2: Deployment and industry engagement	Testing and piloting results, developing business models, securing policy discussions, launching and managing FSTP	M18 – M36
Phase 3: Scaling and long-term impact	Licensing agreements, commercialization efforts, community adoption, monitoring FSTP-supported projects	M36-M48+

5. Stakeholder engagement strategy

INSPIRE will develop, implement, test, and validate a set of solutions to fight against the increasing pollution of rivers in a holistic approach, including detection and collection of litter, plastics and microplastics and preventing those from entering rivers, with strong engagement of the society.

The exploitation of outcomes resulting from this project by will be driven by the participatory approach adopted, extending its lifetime and building its legacy. INSPIRE aims to establish a stakeholder-centred approach for sustainable solutions concepts in Europe, where stakeholders from different target groups will be engaged at various phases throughout the project.

This stakeholder engagement strategy is the planned approach used by the INSPIRE project partners to interact with and involve individuals, groups, or organizations with an interest in or impact on their activities. This strategy aims to identify, prioritize, and engage stakeholders effectively. This strategy is first defined at project level, but will have its further roll-out for the local and regional cases within the INSPIRE project. The engagement of stakeholders is essential in creating public acceptance and up-take of results, leading to successful exploitation of products and services and valorisation of knowledge resulting from the project.



INSPIRE will align and implement approaches and tools developed within the PREP4BLUE project (<https://prep4blue.eu/>). PREP4BLUE is a three-year project that will set the foundations for co-creating and co-implementing the research and innovation required to achieve Mission Restore Our Ocean and Waters by 2030. Synergies with other Horizon Europe projects (e.g. OTTERS, EcoDaLLi, Upstream, REMEDIES), initiatives, networks and associations will be mapped as part of D6.7. This will allow for new collaboration and cross-fertilisation with the past and ongoing EU-wide Mission initiatives, EU governance and implementations.

5.1 Stakeholder mapping

The stakeholder engagement strategy identifies all relevant stakeholders and categorizing them based on their level of interest and influence. This assists the INSPIRE consortium to focus their efforts on engaging with those stakeholders according to different levels of engagement. A public participation spectrum distinguishes five different levels of engagement: inform, consult, involve, collaborate, and co-create or empower, as described below (International Association for Public Participation (IAP2) 2007; Nelimarkka et al., 2014, Table 7). In essence, this stakeholder mapping is a strategic practice that enhances the efficiency, ethicality, and impact of the INSPIRE outcomes, collaborations and legacy.

- **Inform:** At this level, the consortium provides stakeholders with information about a decision, project, activity or initiative. The goal is to ensure that stakeholders are aware of what is happening. It is a one-way communication process where stakeholders receive information but do not have the opportunity to provide feedback or influence the decision. Informing is often the starting point for engagement.
- **Consult:** Consultation involves gathering input from stakeholders to gather feedback, concerns, and suggestions. While stakeholders can provide their input, the decision-making authority remains with the project. Feedback received through consultation can help shape decisions and improve project outcomes, but it does not guarantee that stakeholders' input will be implemented.
- **Involve:** At this level, stakeholders have a more direct role in the decision-making process. Their input is actively sought, and their perspectives are considered in decision-making. The consortium may work with stakeholders to develop options, solutions, or recommendations. While stakeholders have a greater influence at this level, the final decision still rests with the project.
- **Collaborate:** Collaboration is characterized by a deep partnership between the project and stakeholders. Stakeholders are actively involved in co-creating solutions, plans, or activities. Their input is integrated into the decision-making process of the project, and there is a shared responsibility for the outcomes. Collaboration often requires ongoing dialogue and a commitment to working together over time.
- **Empower:** Empowerment is the highest level of engagement on the IAP2 spectrum. At this level, stakeholders have significant decision-making authority and control over the project. They are empowered to make final decisions, allocate resources, and take actions. Empowerment reflects a strong commitment to shared governance and decision-making.



Table 7: International Association on Public Participation – Public Participation Spectrum (based on Nelimarkka et al., 2014).

	1 - INFORM	2 - CONSULT	3 - INVOLVE	4 - COLLABORATE	5 - EMPOWER/CO-CREATE
PUBLIC PARTICIPATION GOAL	Provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed	We will keep you informed, listen to, and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives, and provide feedback on how input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

The stakeholder categories identified for the INSPIRE project are:

- **Government and Regulatory Authorities:** Government agencies and regulatory bodies are key stakeholders in sustainability projects, as they set the legal and policy framework within which the INSPIRE activities and objectives operate.
- **Local Communities:** The communities residing in or near the projects use cases are important stakeholders. The INSPIRE can have direct impacts on their quality of life, health, and access to resources. Engaging with local communities is essential for successful project implementation. The specific stakeholders for local communities will be determined at the INSPIRE use case level, depending on the activities in the different regions.
- **Environmental Organizations:** Non-governmental organizations (NGOs) and environmental advocacy groups can be stakeholders in INSPIRE. Various non-profit organizations may focus on specific sustainability issues (e.g., clean energy, conservation, poverty alleviation) and partner with or support projects aligned with their missions. The NGOs and non-profit organisations will be defined within task T6.4.
- **Business and Industry:** Companies and industries operating in the environmental, material or remediation sector can be stakeholders. Collaboration with industry stakeholders can improve innovative solutions and support for sustainable practices.
- **Academic and Research Institutions:** Universities, research institutions, and think tanks contribute valuable knowledge, research, and expertise to sustainable solutions. International expert groups can help guide activities and outcomes given their state-of-the-art knowledge of the topics and challenges.
- **Media and Public Opinion:** The media can shape public opinion and influence the success of the INSPIRE outcomes. Maintaining a positive public image, create awareness and managing media relations is important.
- **Advisory board:** The External Advisory Board of the INSPIRE project is crucial for guiding the project. They will give their opinion on the direction the INSPIRE project is going and if it is going the wrong direction, to mitigate through advise and support.

The choice of the appropriate level of engagement depends on various factors, including the complexity of the project, the level of impact on stakeholders, and the organization's commitment to involving stakeholders in decision-making. Effective stakeholder engagement often involves moving up the spectrum as stakeholders become more familiar with the project and their level of trust and confidence in the process increases. It is essential to carefully consider which level of engagement is most suitable for a given situation to achieve meaningful and productive stakeholder involvement. Table 8 lists the identified INSPIRE stakeholder groups and their expected/wanted level of involvement.

Deliverable D6.7 will elaborate more on the stakeholders and their interaction during the project INSPIRE. An in-depth exploratory Power-Interest matrix (visual tool) will be used to categorize stakeholders based on their level of power and their level of interest in the context of INSPIRE. This matrix will help the project consortium to prioritize stakeholders for engagement for the three main aspects of INSPIRE: detection, collection, and prevention of plastic litter in rivers.

Table 8: List of identified stakeholder groups and the level of involvement.

	Inform	Consult	Involve	Collaborate
Government and Regulatory Authorities:				
Polymakers	X			x
Public administration and governmental bodies	X			
Local authorities and water managers				X
European institutions	X	X		
Local Communities:				
Citizens & volunteers	X		X	X
School community	X		X	
Local retailers	X		X	
Recreational sector			X	X
Environmental Organizations:				
NGOs	X	X	X	
Network organisations, Non-profit	X		X	
Business and Industry:				
Sustainable solutions	X	X		X
Material sector	X	X		X
Remediation	X	X		X
Industry clusters	X	X		X
Blue economy	X	X		X
Academic and Research Institutions:				
Scientific community	X			X
International (scientific) institutions	X			X
Working or Expert groups/commissions	X			X
Media and Public Opinion:				
Media	X		X	
Entertainment business			X	
Advisory Board:				
Advisory board	X		X	

Together with the identified levels of engagement in Table 8, stakeholders will also be empowered at local level through capacity building workshops. As the targeted stakeholder groups differ and will be further defined at demo site level, this is not presented in the Table.

Finally, the Financial Support to Third Parties (FSTP) open call boost the deployment of technology and actions uptake for detection, collection and prevention of litter, macro and microplastics in European rivers by teaming with early adopters in associated regions to deploy and replicate the INSPIRE solution in their regions. These stakeholders will be engaged at the level of 'empowering' through workshops.

5.2 Stakeholder perspectives

Gathering stakeholders' perspectives and insights is of paramount importance in finding innovative solutions for societal challenges such as pollution. Interviewing stakeholders for their perceptions is a valuable method for gathering qualitative data and insights.

A survey will evaluate the stakeholders' needs and concerns to represent different stakeholder groups (e.g., the needs of policymakers, water managers, or non-governmental organizations). However, the process will begin by conducting expert interviews, a crucial step in unravelling new information and gaining an insider's insight into their needs and concerns. The questions used in these interviews will be semi-structured, providing experts with the freedom to express their thoughts openly and allowing the interviewer to ask probing questions when necessary.

This approach is particularly valuable since experts possess privileged information about the topic. The primary purpose of these interviews is to gather their professional knowledge and what's often referred to as 'process knowledge.'

Following the expert interviews, a survey would be drafted using the process knowledge gathered at the interview stage. The survey will comprehensively assess the needs and concerns of various stakeholder groups, such as policymakers, water managers, and non-governmental organizations. Task T6.4 will support this survey by identifying relevant actors, including project coordinators, NGOs, and companies. Additionally, regional actors, such as water managers and policymakers, will be involved to ensure a comprehensive understanding.

By combining insights from expert interviews with data obtained through the survey, we can effectively address stakeholders' needs and concerns.

5.3 Stakeholder interaction

Tools and Key Messages (KM) will be defined in function of the Stakeholder and their level of engagement. An engagement tool is any method used to interact with stakeholders. Tools may require direct active participation (interview, workshop, etc.) or can reach target groups on a passive way (story maps, reports, factsheets,...). The engagement and participatory tools are described under Section 4 (Communication Tools) and Section 5 (Dissemination and outreach activities).



Table 9: Key Messages (KM) and engagement tools identified for each stakeholder group.

	Inform	Consult	Involve	Collaborate
Government and Regulatory Authorities:				
KM	Fostering science-based policy	Understand stakeholders concerns, suggestions		Uptake of technologies, include in monitoring strategies
Tools	Policy informing briefs, Newsletter	Stakeholder survey, interviews		Stakeholder event at demo sites
Local Communities:				
KM	Awareness raising		Participation in citizen science activities	Uptake of solutions
Tools	Project website, Social media, Flyers, Newsletters, Wiki page, Press release		Call-to-action video, QR codes at the pilot sites, Citizen science events, Gadgets	Citizen science events
Environmental Organizations:				
KM	Presentation of results/technologies, Awareness raising	Understand stakeholders concerns, suggestions	Uptake of results, include results in analysis	
Tools	Project website, Social media, Flyers, Newsletters, Wiki page, press release	Stakeholder survey, interviews	Blue Economy events, Stakeholder event at demo sites	
Business and Industry:				
KM	Presentation of results/technologies, Competitive benefits of INSPIRE solution	Understand stakeholders concerns, suggestions		Uptake of technologies, development of joint solutions, licensing and IP transfer
Tools	Project website, Social media, Flyers, Newsletters, Wiki page, Press release	Stakeholder survey, interviews		Stakeholder event at demo sites, Blue Economy events
Academic and Research Institutions:				
KM	Share scientific and research methodology			Exchange knowledge, receive feedback, initiate new projects
Tools	Project website, Scientific publications, International conferences, Social media			Seminars & forums, INSPIRE Webinars, Engagement with EU/international networks and associations
Media and Public Opinion:				
KM	Awareness raising		Joint awareness raising, spreading info	
Tools	Project website, Social media, Flyers, Newsletters, Wiki page,		Press release	



Advisory Board:		
KM	Presentation of results. Achievement of KPIs	Problems areas, planning
	Project presentations and deliverables	INSPIRE advisory board meetings

D6.7 will map relevant international projects, initiatives, networks and associations to anchor INSPIRE within EU activities. This will allow for new collaboration and cross-fertilisation with the past and ongoing EU-wide Mission initiatives, EU governance and implementations.

6. Communication Tools

6.1 Introduction

The communication strategy aims at disseminating the INSPIRE developments, results, outputs and other news (local and international), through a general communication strategy that uses tools such as social media (LinkedIn, X, Instagram, Facebook), which are currently considered to be powerful communication platforms for string and condense statements and project news to be announced. Reference to more detailed info will be made to other INSPIRE communication tools such as the INSPIRE website, newsletter and other communication means, where more detailed information can be found about the project and its use cases, workshops, dissemination activities, community engagement and INSPIRE results.

In addition, a specific plan for community engagement will be developed to not only reach the overall community and society but also to actively engage the community in the project:

- Engagement in river clean-up actions
- Ambassador roles in zero-waste, no littering and zero (micro)plastics campaigns
- Engagement of the community in the swim for plastics campaign including Martin Strel
- Engagement in main festivals on the rivers

Awareness-raising about litter, plastics and microplastics in freshwater and INSPIRE holistic solutions across civil society and stakeholders at large by means of project website, links to project and reports on partner websites, social media posts (e.g. a webinar series, short videos and dissemination aiming non-technical audiences.

6.2 Passive communication tools

The communication and dissemination channels are selected to convey the key messages and outcomes of the project to the largest possible number of stakeholders and target group members. The strategy will work through both information pull and information push and will include various tools designed to reach different kinds of target groups.

While in this document the general communication tools are described, a detailed communication kit (D6.4) will be released in M8, which will include a digital flyer, sustainable gadgets, project presentation press release, PowerPoint presentations and videos, produced in English by EXIT and translated into the languages of the pilot cities with the help of the local site leads.



6.2.1 Visual Identity

The visual identity is at the heart of establishing a coherent and consistent image of the project. A project logo as well as templates (PowerPoint, MS Word) have been designed and are available on the project internal SharePoint. Project partners should use these when presenting deliverables and project results. This will ensure the projects visibility in a harmonized way, making materials traceable throughout the project and beyond. A presentation showing the INSPIRE visual identity is included in Annex I.

Following the guidelines of the European Commission, all communication and dissemination activities funded by the INSPIRE project must acknowledge EU support and display the European flag and funding statement:

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 Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them. This project has received funding under grant agreement No 101112879 (INSPIRE).



In addition we will use the EU Missions “Restore Our Ocean & Waters” logo in our dissemination and communication activities.



6.2.2 Website

<https://www.inspire-europe.org>

The website serves as the first point of contact with the project for a wide audience, presenting its scope, activities and progress. At the same time, it represents the main communication and dissemination channel ensuring the visibility and outreach, regularly updating the audience on activities within the project but also relevant news, documents and activities related to the topics relevant to INSPIRE. In M1 a landing page was created, making the INSPIRE page already online accessible. In M5 the official website was publicly launched. Work on the website will continue throughout the project, incorporating sections and content as soon as it becomes available. EXIT is responsible for the layout and maintenance of the project website, VITO and VLIZ are responsible for the content, while all INSPIRE partners are held responsible for content creation.

The project website will include by Month 10 a dashboard, developed within Task 4.4, with an intuitive public user interface to visualize the impact of project activities, to maximize user experience and highlight insights into data and other project impacts, the software development will follow ISO27001.

To be compliant with the General Data Protection Regulation (GDPR) of the European Union, a Privacy Policy and Terms of Use are defined:

- Privacy Policy: <https://inspire-europe.org/privacy-policy/>
- Terms of Use: <https://inspire-europe.org/terms-of-use/>

6.2.3 Social media

All newsworthy outcomes of the project will be actively disseminated through the dedicated INSPIRE social media accounts, selected to reach both the professional and scientific community (X, previously Twitter, and LinkedIn) as well as the broader audience (Facebook and Instagram).

List of INSPIRE social media accounts, the key target group and the responsible partner:



Table 10: List of INSPIRE social media channels, the target group and the INSPIRE partner responsible the social media account.

Social media channel	INSPIRE	Targeted group	Responsible partner
Instagram	inspire_eu	Instagram is a popular visual social media tool. Instagram is the most suitable social network to reach younger audience. Festivals created by EXIT have more than 250,000 followers on Instagram and INSPIRE has the opportunity to reach a broad international audience.	EXIT
Facebook	Inspire Europe	With roughly three billion monthly active users as of the second quarter of 2023, Facebook is a commonly used online social network worldwide. Facebook will be used for creating and promoting events and informing the network about important milestones. It also serves as a landing page for those searching for the project activities via Facebook.	EXIT
LinkedIn	Inspire Europe	LinkedIn is the world's largest professional network with more than 930 million members in more than 200 countries and territories worldwide. LinkedIn enables the creation of dedicated communities and groups to discuss specific topics and spread information to a wide professional audience. In this sense, a group has been created and used to connect with key stakeholders as well as relevant projects and initiatives to build synergies and foster knowledge transfer. Selected articles, news pieces and other communications content will also be shared on this platform.	EXIT
X (previously Twitter)	@INSPIRE_EUROPE	This channel is used for short news flashes, using a clear and crisp style, not too descriptive or institutional. X enables the rapid communication between professionals, organisations and media. It is a real-time communication tool. It enables tweeting questions and having followers respond within several seconds	VITO

Besides the INSPIRE accounts, partners are encouraged to use their LinkedIn and X accounts, to reach out to a broad well-established audience of key stakeholders and other related initiatives.



6.2.4 Newsletter

A project newsletter is a versatile communication tool which serves multiple purposes simultaneously. VITO, as coordinator of WP6, will send on a quarterly basis an internal newsletter to the consortium to:

- Inform on project development aspects: calls for proposals, meetings and workshop invitations, networking opportunities, etc.
- Share highlights: summarize tangible, shareable, and exploitable activities, outcomes and results

Towards the broader audience, we will check if we can join forces relevant international projects (e.g. UPSTREAM, REMEDIES, ...) to create a combined newsletter to inform stakeholders about project results , and upcoming events, aiming to:

- Engage and connect with the audience. These can include stories, articles, and content that resonate with readers, encouraging them to stay informed and involved.
- Foster a sense of community among readers who share common interests for plastic pollution and innovative solutions.
- Promote upcoming events, conferences, webinars, or workshops, encouraging attendance and participation.

To ensure GDPR compliance, external newsletters will only be sent to registered subscribers, who agreed with the Terms of Use and Privacy Policy:

- [Terms of Use – Inspire Europe \(inspire-europe.org\)](https://inspire-europe.org/terms-of-use)
- [Privacy Policy – Inspire Europe \(inspire-europe.org\)](https://inspire-europe.org/privacy-policy)

6.2.5 Videos

Throughout the duration of the project, multiple videos will be created, including (but not limited to):

- A promotional video introducing the project.
- Call-to-action videos for the different demo sites.
- Final video of the project's outcomes.

These videos will be produced in English by EXIT and translated into the languages of the pilot cities by local site leads. The videos will be posted on the INSPIRE project website and disseminated through the various social media channels.

6.2.6 Press

For important project milestones, VLIZ and VITO will make a general press message and distribute this to the local partners, while local partners are responsible for site specific press releases. In both cases, VLIZ and VITO will check the content prior to release. A time window of 10 working days is foreseen to give a go or no-go to the release. The press will be approached at local level by the local partners.

As defined in the Grant Agreement (GA) of the INSPIRE project, under Article 17.1, the granting authority (CINEA) will be informed by the beneficiaries before engaging in a communication or dissemination activity expected to have major media impact. VLIZ, as project coordinator, will take this responsibility of informing CINEA.



6.2.7 *Storytelling*

Storytelling is the art and practice of using words, images, sounds, or other media to convey a narrative or story to an audience. A story map is a visual representation used in various fields, including storytelling, to help plan, outline, or analyze the elements of a story, narrative, or project. A **storymap** will be created to inform stakeholders and the wider public about the activities of the INSPIRE project and disseminate the project results also in a visual and comprehensible way. This storymap will serve as valuable aid in understanding and communicating the highlights, activities and output of the INSPIRE project.

The story map will be made using ArcGis and can be accessed through the INSPIRE project website.

6.2.8 *Wikipedia page*

A Wikipedia project page will be created, describing the content of the INSPIRE project and referring to all partners involved in the project.

6.3 *Active communication tools*

For the active communication tools, stakeholders are invited to participate and interact with the INSPIRE consortium through workshops, webinars and events. The INSPIRE social media channels and tools (e.g. newsletters) will be used to announce the event and invite stakeholders.

6.3.1 *Capacity building workshops*

We will organize capacity-building workshops at the four demo sites: Po, Douro, Scheldt, and Slovenia. These workshops will be led by the demo leaders. During these workshops, the primary goal is to co-create solutions that address the specific needs of local communities. We aim to engage with 30 community members at each demo site to enhance their local capacity.

The central theme of these events is to facilitate the exchange of knowledge between project partners and users. This knowledge transfer will occur through various capacity-building activities, including webinars, workshops, and outreach materials. The demo leaders will play a crucial role in coordinating these activities.

The first stakeholder event will be organised before the end of M20, as part of D6.6.

6.3.2 *INSPIRE Webinars*

Carefully planned and organized webinars will provide up-to-date information for the identified network of stakeholders. We are aiming to coordinate and schedule the events taking into account relevant international project (e.g. REMEDIES, UPSTREAM) in order not to overload stakeholders with similar information coming from different origins.

The webinars will be announced on the INSPIRE webpage, and through social media accounts. Zoom could be the platform used for organising the events, however several online platforms could be considered as well, e.g. Webex, Microsoft Teams.

The first scientific webinar will be organised before M18 and led by VITO.

6.3.3 *Innovation events*

Innovation events are gatherings where people collaborate, learn and generate new ideas to solve problems or create value. INSPIRE will plan three Blue Economy events, organised back-to-back with



other events and initiatives of partners e.g. from the REMEDIES project, to foster innovation uptake for regionally active entrepreneurs.

6.3.4 Final event – Workshop on riverine litter monitoring

At the end of the project, a European workshop on riverine litter monitoring will be held, under the lead of UCA with support of WUR and KTH, involving also external NGOs, Regional Sea Conventions, and JRC. The aim of the workshop is to promote the use of harmonized monitoring approaches at EU scale, considering coordination between freshwater (Water Framework Directive (WFD)) and marine (Marine Strategy Framework Directive (MSFD)) European policies. During this final event, the INSPIRE consortium will present their findings, results and lessons learned.

7. Dissemination tools

7.1 Introduction

The dissemination strategy targets to inform the application driven scientific and industrial community about the results of the project through different means, such as publications and conference contributions, while simultaneously taking into account potential exploitation opportunities.

The impact of the dissemination strategy is expected at the level of:

- Knowledge transfer and stakeholder dialogue
- Fostering upscale and replication of innovative technologies and results
- Provision of science-based indicators for policymakers (e.g., organization of European Workshop of Riverine litter monitoring)
- Maximization for the project's potential short-term outcomes and long-term impacts

7.2 Project public deliverables

The INSPIRE project will yield in total 42 project deliverables, of which 26 will be made publicly available. They will be made accessible through the project website and multi-disciplinary open repository, like Zenodo and IMIS. At Zenodo, an INSPIRE host community will be created. In addition, project deliverables, scientific papers, and abstracts of events and conferences will be integrated in IMIS (Integrated Marine Information System; managed by VLIZ) and linked to the project. In case of scientific papers, these will also be linked to the data they were based upon, via metadata records in IMIS.

7.3 Scientific peer-reviewed papers

Publication of scientific peer-reviewed papers play a crucial role in advancing the consortium's goals and impact. Publishing research findings in reputable journals not only contributes to the dissemination of knowledge but also establishes the consortium's credibility within the scientific community. Peer-reviewed papers serve as a tangible record of the consortium's achievements, providing a platform to showcase innovative methodologies, breakthroughs, and novel insights derived from collaborative efforts. Moreover, the publication of research outcomes fosters transparency and accountability, allowing fellow researchers, policymakers, and stakeholders to evaluate the consortium's contributions to the scientific domain. By actively engaging in the peer-review process, consortium members demonstrate a commitment to rigorous academic standards and



contribute to the broader scientific discourse, thereby enhancing the consortium's visibility, fostering collaboration, and ensuring a lasting impact on the research landscape.

INSPIRE will generate a minimum of five scientific peer-reviewed papers in open access, high impact journals, and target one special issue. The papers will discuss (nonexclusive list): the results of technology performance and pollution reduction; (nano)materials, their coatings/formulations and targeted products as alternatives to reduce waste streams of non-degradable plastics towards European rivers. References to published INSPIRE papers will be added on the project website.

7.4 Policy Informing Brief

Towards the end of the project (M34), INSPIRE will deliver a policy-informing brief (D6.8) which translates scientific knowledge into actionable policies. Such a brief serves as a crucial bridge between cutting-edge research and policy implementation, enabling the project to communicate its findings effectively to policymakers, government agencies, and stakeholders. By distilling complex scientific information into a concise and accessible format, the brief facilitates a seamless transfer of knowledge, fostering evidence-based decision-making. This proactive engagement with policymakers enhances the project's societal impact, ensuring that the research outcomes are not only recognized but also integrated into policy frameworks.

7.5 Conferences and events

The INSPIRE project partners will actively participate in scientific conferences and events as it fosters a dynamic exchange of ideas, facilitates networking, and enhances collaborative synergies. These gatherings provide a unique platform to showcase our findings, share insights, and stay abreast of the latest developments. Beyond the dissemination of project outcomes, conferences and events offer opportunities for partners to engage with the wider scientific community, forge new collaborations, and gain exposure to diverse perspectives. The interactive nature of these events encourages the cross-fertilization of ideas, promotes knowledge transfer, and strengthens the collaborative fabric of the project. Active participation includes project presentation on posters, podium presentations, demonstration, organising tailored sessions. Table 11 provides a preliminary list of targeted conferences and events.

Table 11: Preliminary list of targeted conferences and events.

Preliminary Events	Attendance	Frequency
SETAC Europe Annual Meetings	>5,000	Every year
EGU	>15,000	Every year
World Environment Day 5 June	>2M	Every year
World Ocean Day	>150,000	Every year
TEDx conferences	>1,500	Every year
Blue Economy Science Summit	>150	Every year
G-STIC, The Global Sustainable Technology and Innovation Community	>3,000	Every year
ECOMONDO EXPO	>100,000	Every year
Mission Ocean Arena		



A list of conferences/events will be tracked by the WP6 team (see Section 12). At monthly basis, information and updates are required by the partners. Through timely tracking of these events, social media messages can be posted on time to inform stakeholders about upcoming INSPIRE presentations.

8. Strategy at local level

Each INSPIRE demo site requires a specific community engagement, dissemination and communication strategy. Table 12 lists the different communication and dissemination tools identified for the specific INSPIRE demo sites. A preliminary set of actions and planned activities for each site, is provided in the subsequent sections.

Table 12: Communication and dissemination tools identified for the INSPIRE demo sites.

	Scheldt river	Po river	Douro river	Savinja river	Rhine river	Danube river
Stakeholder mapping	x	x	x	x	x	x
Stakeholder survey	x	x	x	x	x	x
Flyers in local language	x	x	x	x	x	x
Scientific dissemination at local events	x	x	x	x	x	x
Capacity Building workshop	x	x	x	x		
Call-to-action video	x	x	x	x	x	x
Local newsletter						x
Collaborate with cultural oriented festivals		x				
Create synergies with other projects		x	x	x		
Living lab				x		

8.1 Scheldt River

Objective(s): Intensive monitoring and because the instream of pollution is difficult to control, the focus is on collection from the river water and riverbank.

Planned activities: The Scheldt consists of two use cases:

- The use case at Temse is a combination of elimination and prevention measures. An Archimedean drum screw (FF) will be deployed in the dock at the construction company Cordeel. Riverbank clean-ups (RCU) will be organized four times over a period of two years. The efficiency of the elimination and prevention measure will be evaluated with drone observations (riverbank clean-up, VITO) as well as in situ release-catch (Ferrybox and Manta net; VLIZ) and camera observations (mounted at Temse bridge; VITO). Ecological impact data will be collected as established in T1.4.
- Scheldt case 2 in Doeldock in Antwerp will focus on the passive catcher Patje Plastic. Together with the port authorities of the port of Antwerp, INSPIRE will evaluate to what extent pellets can be removed from the surface water using this technology. The efficiency of the elimination



technology will be evaluated based on in situ release-catch observations and will be evaluated how many plastics are able to pass the sluices that connect the dock with the Scheldt river.

Planned communication and dissemination activities:

- The relevant stakeholders are mapped in the INSPIRE internal stakeholder matrix and include local authorities, industry and local communities.
- A stakeholder event will be organized in the first year of the project, to inform the stakeholders about the upcoming INSPIRE activities, gather feedback in an interactive way, and identify bottlenecks, local structures and understand the underlying dynamics at local level (e.g. responsibilities, ...).
- A capacity building workshop will be organised, if possible, linked with an existing event like Festival Stroom Event (<https://www.festivalstroom.be/nl/>). The event will be announced using the INSPIRE communication tools (e.g. INSPIRE social media channels, project web page, news letters).
- Interactions will be established with the local communities of Temse (city along the Scheldt River) to set-up prevention measures. School communities, local retailers, ... will be engaged to reduce the amount of plastics in rivers. EcoBins will be placed and campaigns will be established to raise awareness on the plastic pollution problem.
- Stakeholders will be informed about the results of monitoring/collection/ prevention measures.
- Participation to local scientific conferences (e.g. VLIZ marine science days, Blue Economy Science Summit (BESS)).

8.2 Po River

Description

The Po River is the longest Italian river and its drainage area (i.e. about 74,000 km²) encompasses much of the northern region of Italy, with >20 million inhabitants, as well as areas of intensive industrial and agricultural activities. It is a crucial resource for the Italian economy. The Po enters the Adriatic Sea with a mean flow of 1,470 m³ s⁻¹. A peculiar element of the Po hydrography is represented by its delta, originating 50 km from the sea.

The Po River basin has drawn huge attention from scientists and authorities on assessing the availability and distribution of freshwater resources in term of water quantity and quality. Few studies are at present available on Po River plastic pollution, both in terms of plastics and microplastics. A recent study estimates the annual load of floatable plastics carried by the Po could be of about 145 tons. However, plastic/microplastic contamination in the Po is highly variable and depends on high discharge periods.

Given the lack of knowledge and insight in the level of pollution in the Po, focus is given to litter and plastics detection and monitoring and by using the Clean River technology to collect those types of pollution



Planned activities:

- Monitoring of meso and macroplastic through camera and field campaigns and microplastic through Mantagnet/Ferrybox
- Feasibility study to define the deployment place
- Removal of meso and macroplastic through the implementation of the hybrid technology from MOLD and MINDS
- Ecological impact data will be collected as established in T1.4. Dissem. and commun. with citizen and school.

Planned communication and dissemination activities:

- The relevant stakeholders are mapped in the INSPIRE internal stakeholder matrix and include waste management authorities, schools, artists (create art from plastic waste), scientific communities, regional authorities and representatives.
- Participation to scientific conferences to disseminate results/findings of the Po River case on yearly events:
 - Venice Boat Show
 - Ecomondo Expo
 - EcoFuturo Festival
 - Pollutec
- A capacity building workshop will be organized, to showcase the results.
- A call-to-action video will be created to raise awareness on threats the sea is facing. Showcases will be oriented to the stakeholders, and will include collection, monitoring and prevention aspects. Images will be collected after rainfall to see the impact on litter in the river.
- Create synergies with other projects (eg. H2020 Maelstrom) and align communication and dissemination efforts jointly, e.g.
 - Primary schools → organize ppt and adapt to the age of the kids
 - Maelstrom project → prepare a sort of lab/kit in Venice, itinerary dedicated to schools.
- Collaborate with artists and cultural oriented festivals. The Po river has a broad impact as it influences history, life, economy and local customs. Through collaboration with artists, we bring the problem to the society. Eg. "Scritture d'Acqua" set of talks, held by University of Parma and eu.watercenter.
- Organize events at the demo site or related activities, and include zero waste innovations.

8.3 Douro River

Description

The Douro River is one of the major rivers of the Iberian Peninsula. It flows into the Atlantic Ocean through a highly dynamic funnel-shaped narrow estuary (21.6 km long; 9.8 km² of area) surrounded by two cities: Porto and Vila Nova de Gaia. The estuarine dynamics are mainly forced by freshwater flows, being very dependent on highly variable natural conditions and on the hydropower production schedule of the last river dam. During high flow periods, small urban rivers flowing into the estuary usually carry considerable amounts of litter flushed after heavy rain from the urban areas. The estuary is very urbanized, with several wastewater treatment plants (WWTPs) draining into its waters, and highly modified by human activities such as marinas.

Microplastics are accumulated in the river from several anthropogenic sources, including vessel maintenance and paint washing from marinas activities, which can also release biocides and heavy



metals. The continuous monitoring of these areas and the use of the proposed technology can allow the implementation of new solutions that adapt economic activities to decrease their environmental impact.

Planned activities:

- Monitoring of microplastics through Mantanet/Ferrybox
- Douro Marina: a circular system for water use in vessel washing will be developed by CLERA, filtering out microplastics to prevent them from entering the ocean and re-cycling the used water while utilizing solar energy;
- Ecological impact data will be collected as established in T1.4.
- Dissemination and Communication activities with multiple sectorial stakeholders

Planned communication and dissemination activities:

- The relevant stakeholders are mapped in the INSPIRE internal stakeholder matrix and include local government (municipalities of Vila Nova de Gaia and Porto), local, regional and national authorities, waste management authorities, schools (together with other projects/initiatives like Blueschools, Pärque Biológico de Gaia), scientific communities, citizens.
- Organize clean-up activities around the World Environment Day (June 5th) during the first three years of the project, in collaboration with local and national authorities and entities.
- Set-up call-to-action video to raise awareness and promote technological solutions.
- Organize a capacity building workshop/webinar, with dissemination of the results in the Douro Marina (year 3 or 4 of the project).
- Create synergies with other projects (e.g. H2020 Maelstrom) and align communication and dissemination efforts jointly.

8.4 Savinja River

Objectives

- To realize filtration-based setups at specific identified spots and sources of contamination of the river upstream, by filtering out the problematic materials (microplastics, pellets, etc.) before they can enter the river water and pollute the river. In INSPIRE systems from Clera.One, Grein and WnW will be implemented and tested, after which the escaping fine plastic particles will be mineralized in a photocatalytic reactor from KTH.
- To realize the prevention of macro and microplastics from controllable activities (WWTP, industrial activity) to enter the river by technology collecting and eliminating the macro and micro plastics from the waste stream (Ecoplex and CLERA system) + degradation of collected material in the photocatalytic reactor, before being discharged in the river.
- To develop and implement several technologies and actions to prevent litter, macro & microplastics to enter the river water, estimating a potential of >80% litter, >90% macroplastics and >95% microplastics reduction at the processed volumes prior to discharge in the river water.



Planned activities

- Connecting with WWTP
- Discussion of water parameters and quality with WWTP and other partners, providing the technology
- After full knowledge of the parameters of the WWTP's wastewater the membrane module will be assembled according to the water flow requirements. The recycling system will be connected directly at the exit of the WWTP, and water will be pumped through the membranes, discharging the filtered water into the river stream. Part of the process will be used for reverse cleaning of the membranes, which will be triggered automatically when necessary. All particles >0.10 microns in size, including microplastic fibers, plastic fragments, and bacteria, are expected to be removed from the wastewater as well as the fraction of 10-100nm.
- The filtration technology will be installed at a WWTP.
- After installation and confirmation of successful implementation, the partners will arrange viewing and demonstrations for partners of the INSPIRE project and possibly local NGOs and other stakeholders if there is detected interest and in line with the WWTP's expectations.

Planned communication and dissemination activities:

Key messages:

Advancing Wastewater Treatment: Enhancing the Fight Against Pollutants and Microplastics. Discover how cutting-edge technologies are revolutionizing wastewater treatment, effectively filtering out pollutants and removing microplastics as small as 100 nanometers.

Or

Improving Wastewater Treatment Efficiency: Addressing Pollutants and Microplastics. Explore our efforts to enhance wastewater treatment using innovative technologies that filter out pollutants and remove microplastics smaller than 100 nanometers.

Stakeholders:

- General public: spreading awareness
- NGOs looking into pollution: Plastic Pirates, Naredi nekaj za naravo (Do something for nature), etc.
- Wastewater treatment company (example: Kozina)
- Water engineers (yet to be determined)
- Agricultural sector – Free water without microplastic contamination – companies and locals that could potentially benefit from the microplastic pollution free water - After the use of technology – Water can be used for irrigation of crops
- Universities: include students to showcase the technology (example: University of Maribor, University of Ljubljana (both have a lot of different faculties, from different fields).

* There is a chance that a switch of location will occur – Other wastewater plant in Slovenia – Meeting with WP leader will be scheduled to determine the final decision. *

Interesting ways to involve stakeholders and project partners:

- Living Lab approach – People can come over to visit the infrastructure. The visitation can start once installation is done and WWTP allows the scheduled group visitations. Demo site lead



can provide support for the Living Lab's organization with the WWTP, that will serve for dissemination purposes as well.

- Joining conferences – stakeholder conference to be organized at the beginning of the filtration period and later new conferences could be combined with the Living lab approach.

8.5 Rhine River

Objectives

Asses to what extent the combination of CirCleaner and Riverbank Cleanup is suitable for reducing pellet pollution.

Planned activities

- Use a combination of two removal technologies, the CirCleaner (NORIA) for meso-macroplastics, mainly pellets, from the surface and the manual river clean up.
- Riverbank clean-ups (RCU) will be organized four times over a period of two years.
- The efficiency of the CirCleaner technology in combination with riverbank cleaning will be evaluated with drone observations (riverbanks cleanup; VITO) and in situ release-catch observations (Ferrybox and Mantanet; VLIZ).
- Ecological impact study in T1.4.

Planned communication and dissemination activities:

- The relevant stakeholders are mapped in the INSPIRE internal stakeholder matrix and include Industry, public administrations and governmental bodies, network organisations, non-profit.
- Engage with stakeholders and citizens through organisation and participation to following activities:
 - CirCleaner Demonstration:
Audience: Port of Rotterdam, Gemeente Rotterdam, Taskforce Clean Sweep, Rijkswaterstaat
Key Message: Demonstration of the possible solution and removal activity
 - Community of the Plastic Practice
Audience: Various organizations working to tackle the plastic pollution
Key Message: Demonstration of the project and activities
 - World Cleanup Day 2024
Audience: Local companies
Key Message: Demonstration of the location
 - Annual Taskforce Clean Sweep Cleanups
Audience: Organization working towards tackling the pellet pollution in Rotterdam
Key Message: Demonstration of the solution
 - Organize four times River Cleanup activities

The communication tools used are the INSPIRE and partners social media channels on LinkedIn, Instagram, X. Dissemination through the INSPIRE website and the websites of the partners involved and dissemination at local expo, seminars and meetings.



8.6 Danube River

Objectives

To implement INSPIRE technology in 3 use cases located in Danube River catchment area, for detection, collection, and prevention of plastic pollutants to enter the river water.

Planned activities

- To support the implementation of the INSPIRE technology Waste & Water EcoPlex Microplastic Remover® and the GREIN filter that will receive grey and stormwater aiming to retain microplastics as well as tyre wear from the effluent of the Fetesti WWTP that is discharged into the emissary, the Danube river – Borcea “Arm”.
- To support the implementation of the INSPIRE technology to treat storm water from a Romanian highway that is discharged directly in rivers without any pre-treatment at all. RWA in cooperation with the Romanian National Administration “Romanian Waters” (<https://rowater.ro/>) and Romanian National Road Infrastructure Administration (<http://www.cnadnr.ro/ro/contact>) will grant access to the INSPIRE technologies for these tests.
- To support the implementation of INSPIRE technology FF Archimedean Drum Screw (ADS) at the Thermo Power Plant of ELCEN company (South of Bucharest), focusing on the elimination of plastics and micro-plastic at the water intake facilities.

Planned communication and dissemination activities:

- The relevant stakeholders are mapped in the INSPIRE internal stakeholder matrix and include Industry, public administrations and governmental bodies.
- Informing citizens and stakeholders will occur through newsletters, and social media. ARA distributes local internal newsletters, usually published weekly, to all members of the Association. ARA can publish in the Newsletter information about the results of the application of the technologies used in the case studies (at the right time) and can create a subfolder (with public access) dedicated to the Project, on its own website (www.ara.ro).
- Create policy informing briefings to inform the responsible ministries (Environment, Transport) about the evolution of the project and make proposals about possible policies or legislative initiatives related to microplastics.
- Organise meetings/workshops with stakeholders, e.g. during “Danube-Eastern Europe” Regional Water Forum (for the 2023 event, see <https://www.ara.ro/sp/despre-forum>), annually organised or at the ExpoApa 2024 expo. A site visit can be organised in addition to one of the places where INSPIRE technologies will be installed (e.g. Elcen Bucharest)
- ARA can maintain interest in the subject through small periodic informative pills, about the project in its Newsletter, subfolder (with public access) dedicated to the Project, on its own website (www.ara.ro).
- Organizing seminar(s) and info for social/mass media.
- Participation to scientific conferences, events and workshops to showcase the progress, to share knowledge to the scientific community and engage with EU/international networks and associations.



9. Strategy at international level

The anchoring of INSPIRE within EU activities will be outlined by mapping relevant international project initiatives, networks and associations. This desktop study will allow us to gain insights into EU activities and processes where connection can be envisaged and provide an overview of the bodies that can be contacted to fully embed the INSPIRE project and valorise its results (D6.7).

This collaboration accelerator document includes an overview of relevant EU projects (e.g. EU Mission Ocean, EASME, Interreg, etc) dealing with marine or riverine litter and environmental policy, and interesting networks, partnerships and expert groups (e.g. EU TGML, OSPAR, Ocean Decade Alliance). In addition, an overview of NGOs and companies that are of interest in the perspectives of INSPIRE activities are included. This list provides an outlook to relevant workshops and conferences to disseminate INSPIRE results and collaborate with international colleagues.

INSPIRE aims to receive a UN decade endorsement from Mission Ocean, which signifies a significant recognition and alignment of the project's goals with global sustainability objectives.

10. Ethics and informed consent

Gender equality and inclusion

The fundamental principle underlying the aims and objectives of INSPIRE, in line with the Mission objectives, is to make knowledge accessible to all, irrespective of gender, race, sexuality, age, background, geography or any other factor. INSPIRE will abide by the principles of Responsible Research and Innovation (RI) and make every effort to ensure that any activity or events organized in the framework of the project (stakeholder workshops, conferences and outreach activities) are inclusive, facilitate equal opportunity and respect diversity.

Informed consent

Informed consent is the cornerstone of research ethics. It requires you to explain to research participants what your research is about, what their participation in your project will entail and any risks that may be involved. Only after you have conveyed this information to the participants – and they have fully understood it – can you seek and obtain their express permission to include them in your project (Articles 4(11) and 7 GDPR).

Newsletters will only be distributed to registered stakeholders, citizens. The list of registered people will only be used within the INSPIRE project, to reach the specific goals of the project and will not be distributed outside the project.

At communication events, participants will be informed about recordings and pictures. They can indicate at any time, by written notice, if they do not want to be visible or included.

Open data

For information that is disclosed through dissemination and communication, the principle of open science will apply (See also D7.3 – Data Management Plan):

- Publications and conference contributions will be made available in open access journals and deposited at a repository, including access to the data and metadata that were used in the publication
- Data stored in a repository will meet the FAIR principles



- Data prevented from open access will only be kept confidential for the time needed

11. Key performance indicators

The strategy as defined in this document will be continuously monitored and assessed during the project through an integrated methodology developed by VITO and based on quantitative performance indicators. These indicators will provide important feedback to evaluate the impact of the project. In M12 a full list of Performance Indicators will be identified as part of D6.2. Table 13 lists a preliminary list. Dashboards (e.g. Google Analytics) will be set-up to track the impact of the communication tools.

Table 13: List of Key Performance Indicators and aimed targets used to monitor and assess the impact of INSPIRE.

Communication	
Project website	>1000 monthly views
Followers on INSPIRE social media channels	>250
Followers on all partners social media channels	>2.5 million
Posts on social media	>10 / month
International press releases reaching >4 million people	>10
Media partners	>25
Community engagement	
Engage citizens for clean-up, outreach and ambassador role	>500
Increase of citizen involvement in realization of the MaP	>20%
Dissemination	
Presentations at conferences	>30
Reaching people of professional, authorities and media representatives at conferences	>4000
High impact scientific publications	>5
Scientific webinar	>1

12. Coordination and responsibilities

INSPIRE communication and dissemination strategy develops around the project's multi-stakeholder approach and takes into consideration the language difference of the EU-27 and particular the six showcase countries that are involved in the project implementation. The aim is to exploit the communication and dissemination potential of each project partner to engage with their already existing networks of stakeholders, incl. media.

INSPIRE consortium members are positioned at the interface between the project and relevant stakeholders. As such, they will carry the responsibility for the communication and dissemination of the project's outcomes. All consortium members will seek to establish connections with ongoing relevant initiatives.

VITO is the overall coordinator of WP6 and lead of T6.1 Development of a community engagement, communication and dissemination strategy. VITO is supported by:

- EXIT as lead for T6.2 Project website, outreach and communication activities/tools
- ANRI as lead of T6.3 Stakeholder and community engagement and citizen science activities
- VLIZ as lead for T6.4 clustering and EU Governance



This results in a core team of 11 people, listed in Table 14, who ensure the INSPIRE community engagement, communication and dissemination tasks are being fulfilled. This teams meets at a monthly basis to identify actions and monitor the progress of the project by checking the KPIs (see Section 6). They rely on input from partners, WP lead and demo site leads to complete these tasks.

Table 14: Core-team of the INSPIRE community engagement, communication and dissemination activities.

Task	Institute
WP6 lead	VITO
T6.1 – Development of a community engagement, communication and dissemination strategy	VITO
T6.2 – Project website, outreach and communication activities/tools	EXIT
T6.3 – Stakeholder and community engagement and citizen science activities	ANRI
T6.4 – Clustering and EU Governance	VLIZ

The core team relies on input for partners, WP leads and demo site leaders. The WP leads, listed in Table 15, are responsible for:

- Timely informing the WP6 core team on important milestones and deliverables which are worth to be communicated to stakeholders. This makes it possible to generate social media content, newsletters or update the website.

Table 15: List of contact persons for communication and dissemination activities related to the WPs.

WP	Institute
WP1 – Monitoring Riverine Litter	UCA
WP2 – Prevention/retention/collection/elimination of plastic	MINDS
WP3 – Circular solutions for the prevention of plastic waste	ANRI
WP4 – Sustainability assessment and optimization of implemented measures	UM
WP5 – Scaling replication and exploitation	KTH
WP6 – Community engagement, dissemination and communication	VITO
WP7 – Project management, coordination and DMP	VLIZ

The site lead, listed in Table 16, are responsible for:

- Inform WP6 core team on important milestones
- Informing relevant stakeholders about activities at the demo sites
- Translation of promo material to local languages
- Foresee information stand/flyers, ... at the demo site, if relevant. This following the instructions and guidelines as defined by EXIT. Ask promo materials (e.g. sustainable gadgets, flyers, ...) well in advance to WP6 core-team.
- Organise stakeholder workshop, if relevant
- Define content for call-to action videos, if relevant
- Collect promo material for social media posts
- ...



Table 16: List of contact persons for communication and dissemination activities related to the local demo sites.

Use Case	Institute
Scheldt river, Belgium – Temse	VITO, RCU
Scheldt river, Belgium – Doeldock	VLIZ
Po river, Italy	CNR
Douro river, Portugal	CIIMAR
Savinja river, Slovenia	CLERA.ONE
Rhine river, The Netherlands	NORIA, RCU
Danube river, Romania	RWA
EXIT festival	EXIT



References

Nelimarkka, M., Nonnecke, B., Krishnan, S., Aitumurto, T., Catterson, D., Crittenden, C., ... & Goldberg, K. (2014). Comparing Three Online Civic Engagement Platforms using the Spectrum of Public Participation.



ANNEX I – INSPIRE Visual Identity

INSPIRE LOGO DISCOVERY

CMYK: 89.61,60.56
RGB: 2752,54
HEX: 1B3A38

CMYK: 78.0,10.0
RGB: 42,143,218
HEX: 3ED7DA

CMYK: 88.0,100.0
RGB: 58,169,88
HEX: 3AA958







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