iMERMAID

D6.1: Communication and Dissemination plan

T6.1: Communication, dissemination and outreach activities

WP6: Dissemination, communication, and exploitation of results via stakeholder involvement and linking to the missions and wider outreach

Author: Serena Amico, Maria Mirachtsi, Ana de León (Water Europe), Chrysa Kostopolou (APCL)

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CONTRIBUTORS	Ellie Shtereva (F6S), Chrysa Kostopolou(APCL), Rodrigo Sedano (ITCL)
ABSTRACT	This deliverable presents the final version of the initial Communication and Dissemination Plan for the iMERMAID project, originally submitted in Month 18.

Disclaimer

Document Revision Log

Version	Description of changes	Author	Role in the project
0.1	First draft	Serena Amico, Maria Mirachtsi (WE)	Beneficiary
0.2	First Review	Rodrigo Sedano (ITCL)	Project Coordinator
0.3	Second Review	Ellie Shtereva (F6S)	Beneficiary
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1.4	Address comments from reviewers	Maria Mirachtsi, Ana de León (WE)	Beneficiary
1.5	Final review, formatting and submission	Rodrigo Sedano (ITCL)	Project Coordinator

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Acronyms

CoEC	Contaminants for emerging concern
EQS	Environmental quality standards
WFD	Water Framework Directive
STEM	Science, Technology, Engineering, and Mathematics

Executive Summary

The iMERMAID project intends to safeguard the Mediterranean Sea basin from contaminants of emerging concern (CoEC), integrating, coordinating, and synergizing innovative preventive, monitoring, and remediation solutions. iMERMAID builds an evidence-based multidimensional framework that will guide policymaking and transform societal perceptions to reduce CoEC usage, emissions, and pollution.

In addition, iMERMAID developed the next generation of sensor and remediation solutions to monitor and remove prioritized chemicals from their source, while reducing upstream pollution. iMERMAID builds an ideal interdisciplinary team by bringing together prominent SMEs, researchers, regulators, and innovation professionals who have been essential in improving the knowledge and awareness of CoEC.

To achieve its goals, iMERMAID tackled various multidisciplinary and interconnected objectives where Communication and Dissemination activities play a central role. The Communication and Dissemination plan outlines a strategic approach to maximize the exposure of the project's outcomes, ensuring their enduring presence and influence. This plan establishes the framework of actions to be taken, the specific audiences to be reached, the methods and channels to be employed, and the most opportune timing for implementation.

Now in month 36 of the project, this document serves as the final version of the Communication and Dissemination Plan originally submitted in month 18, addressing the fundamental questions, who, what, why, when, where, and how, with a primary focus on achieving the intended impact for each audience. The Communication and Dissemination plan is a dynamic document, shaping how the project interacts with the external world and key target groups. As iMERMAID reaches its conclusion in Month 36, this Final Report provides a complete account of the project's communication and dissemination activities. It documents the full journey of the project's strategic engagement, evaluating the final outcomes and the long-term impact.

1.0 Introduction

The overall ambition of iMERMAID is to create innovative, and replicable approaches to prevent, monitor, and remediate chemical pollution to support the EU's Mission to restore, protect, and preserve the health of our oceans, seas, and waters and to realise the goals of the Chemicals Strategy for Zero Chemical Pollution.

The central goal of the communication and dissemination plan for iMERMAID is to guarantee that the project's achievements are effectively conveyed to the intended recipients in a targeted manner. This approach emphasizes timely and efficient communication using suitable channels to involve individuals who can play a role in advancing, evaluating, adopting, and utilizing the iMERMAID findings.

The Communication and Dissemination Plan (CDP) outline the key elements of the overall strategy, including the dissemination and communication channels and tools to be used, the target audiences to be reached, and the timing and implementation process of the planned activities.

The CDP follows the approach: Why, to Whom, What, Where, When and How to communicate. In particular, the CDP is outlined in detail in the following chapters:

1. Chapter 1.0: Framework of Actions: Outlines the communication goals, objectives, and target audiences, while detailing gender considerations and the project's contribution to the EU Mission Ocean and the Marine Shield Cluster.
2. Chapter 2.0: Communication Tools: Details the specific online, non-electronic, and physical interactive dissemination channels used to reach the project's objectives.
3. Chapter 3.0: Communication Tools & Stakeholders Matrix: Provides a mapping of how specific tools correspond to each stakeholder group to ensure targeted and effective outreach.
4. Chapter 4.0: Division of Responsibilities: Defines the roles of the iMERMAID partners and how their expertise contributes to the strategy's implementation.
5. Chapter 5.0: Communication Timeline: Establishes the schedule for when specific communication and dissemination activities occur throughout the project's lifecycle.
6. Chapter 6.0: Assessment Strategy and KPIs: Defines the metrics and strategic approach used to monitor and evaluate the success of iMERMAID's outreach.

1.1 Framework of Action

Coastal areas are at a much higher risk of environmental contamination by toxic chemicals. This is due to the following factors:

- Demographic growth: The past, present, and future growth of human populations in coastal areas is increasing the human impact on these marine ecosystems.
- Densely inhabited coasts: The Mediterranean Sea basin is particularly susceptible to chemical pollution accumulation because of its densely inhabited coasts and minimal water exchange with the open seas.

- Chemical production: Europe is the second-largest producer of chemicals in the world, and the chemical manufacturing sector is one of the largest in the EU.

This reliance on chemicals is driven by the urbanization, industrialization, and contemporary lifestyles centred on linear resource consumption. There are currently more than 100,000 different types of anthropogenic chemicals available on the EU market, and the majority of these chemicals have not been thoroughly investigated. Many of these chemicals are toxic, persistent, and bio accumulative, and some can have cocktail effects.

These contaminants of emerging concern (CoECs) come from a wide range of sources, including agriculture, pharmaceuticals, personal care products, industries, and combustion. Most of these contaminants originate from inland areas but reach the sea via rivers or the air. Only a few of these CoECs are addressed by the Water Framework Directive (WFD) and its daughter directives. This means that there are no environmental quality standards (EQS) established for most CoECs. Additionally, there is no comprehensive data on CoEC concentrations in the Mediterranean region.

For this reason, the iMERMAID project:

- Created innovative, and replicable solutions against chemical pollution in the Mediterranean Sea Training young minds through a dynamic capacity-building programme nurturing the next generation of water conservation champions.
- Distributed a total of 800K EUR to third parties across associated regions for technology testing and targeted actions for water conservation.
- Developed policy recommendations for pollution prevention and reduction.
- Implemented several pilot use cases in the Mediterranean Sea basin, ensuring ongoing solutions to tackle chemical pollution right from its origin to its endpoint.
- Established a one-stop shop marketplace connecting clients with available blue solutions and services.
- Launched the iMERMAID Cluster as an integral component of the Mediterranean Sea basin lighthouse support facility.

2.0 Communication & Dissemination Goals

The main goals of the Communication and Dissemination activities are to:

- Ensure effective external communication, dissemination, and optimal knowledge exchange.
- Share the research results with end users and stakeholders for their further exploitation, replicability, scalability and business applicability.
- Maintain the project's impact in the long-term and the exploitation of the results in future research and business ventures.

2.1 Market and societal impact opportunities

The premise of the iMERMAID success is based on how the goals of the communication and dissemination plan are translated into specific objectives that are then successfully integrated into the daily activities of the project. The specific objectives are:

- Develop a detailed communication and dissemination plan together with an iMERMAID brand toolkit to serve as a strong foundation for subsequent communication and dissemination activities.
- Raise awareness and maximise impact of the iMERMAID objectives, achievements, and tools through digital and printed means.
- Create a link with emerging European, regional, and national initiatives network through the participation in meetings and technical forums/workshops and conferences.
- Boost collaboration and realise a set of outreaching activities targeted to maximise the iMERMAID visibility, impact and outputs.

2.2 Stakeholders and Target audiences

In collaboration with key stakeholders, the iMERMAID interdisciplinary team developed, demonstrated, and critically evaluated ways to protect the Mediterranean Sea basin from chemical contamination. Through a well-defined communication and dissemination plan, the iMERMAID expected results were mapped to a set of expected outcomes and impacts of the project, in the medium and long-term respectively.

iMERMAID has identified the following target groups which are directly linked to the project results and outcomes. These target groups, shown in the table 1, comprise important stakeholders who supported the project in its pathway towards impact. The project places a strong emphasis on the entire industrial ecosystem and the use case sectors, designating them as highly significant, with the other four groups being considered as having a moderate level of importance.

Table 1: iMERMAID Target Groups.

Target group	Description
Industrial Ecosystem	Segments of: • Agriculture • Pharma • Mining, oil and other heavy industries • Textile
Use case sectors	• Platform Providers • Agribusiness / Farmers • Factory/ Wastewater Plant Managers • Industrial and Manufacturing Managers • Production Line Managers • Human workforce
Partnerships & Networks	• Consortium-Built Networks • European Projects • EU Technology/Industry Associations
Social Innovation Sector	• Social Innovation initiatives • Marine safety initiatives
Policymakers	• European Commission • Regulators • Environmental agencies • Observatories/ Think Tanks
Society	• General public • Citizens

3.0 Gender Considerations within the iMERMAID project

The iMERMAID project recognizes the critical role of gender dimensions in achieving its objectives without perpetuating gender inequalities. Research and innovation in Science, Technology, Engineering, and Mathematics (STEM) are crucial for understanding, mitigating, and tackling the impacts of climate change, pollution, and unsustainable development. However, women remain underrepresented in these fields. Simultaneously, the effective implementation of sustainable solutions across political, economic, and societal sectors is challenged by the lack of female representation in leadership and decision-making roles. With six main target audiences, the project adopts a comprehensive approach to integrating gender considerations into its framework, ensuring inclusivity, equity, and impactful outcomes. In particular, this section of the CDP aims to indicate how iMERMAID adheres to standards of non-discrimination and inclusivity, through general and targeted communication ways.

3.1 General ways

The project is committed to embedding gender considerations across its activities in the following ways:

- Diverse and inclusive consortium: The project consists of a multi-cultural, multi-gendered and multi-ethnic collective of professionals, and will keep monitoring gender representation within the project team and reviewing policies to support career progression for young female researchers.
- Gender lens in methodology: The project will analyse how group membership and operational procedures might limit women's involvement. The impact of a technology-focused approach on women's participation will be evaluated.
- Time use analysis: Time use analysis will be applied where appropriate to detect how iMERMAID affects women and men differently.
- Key performance indicators (KPIs) related to demonstration actions will be evaluated using sex-disaggregated data to assess their impact from a gender perspective.

3.2 Communication and dissemination ways

When it comes to specific communication ways, the iMERMAID project follows the approach below:

- Inclusive, gender-neutral language and digital storytelling: The project's communication materials are using inclusive language to represent diverse perspectives, following Gender-neutral language guidelines. The social media agenda of the project's channels also aim to highlight different aspects of gender equality and women's entrepreneurship within the water sector.
- Gender-balanced events: The project will organise events where a gender-balanced approach will be followed in terms of speakers, panels and programme, as well as in terms of monitoring the number of participants and their gender. The aim is to encourage the representation and diversity in these types of occasions and for this, all partners will have to make sure that there is a balancing of different voices in all the events where various points of views are to be heard.

By implementing these strategies, the iMERMAID project ensures that gender equity is not only an ethical commitment but a core pillar of its research, innovation, and communication efforts.

4.0 iMERMAID contribution to the EU Mission Ocean

The iMERMAID project is part of the EU Mission "Restore Our Ocean and Waters", aligning with its ambitious 2030 goals. This Mission plays a crucial role in protecting and restoring the health of Europe's oceans, seas, and inland waters through research, innovation, citizen engagement, and blue investments. iMERMAID contributes by enhancing digital water knowledge systems, supporting the Mission's Digital Twin Ocean initiative. The project provides innovative tools to improve marine monitoring, pollution detection, and sustainable resource management, ensuring informed decision-making for a healthier marine environment.

Effective communication is essential to maximise the reach and engagement of iMERMAID's outcomes. In compliance with the Mission Ocean's visual identity guidelines, iMERMAID has developed banners and communication materials that:

- Follow EU branding requirements, incorporating the Mission Ocean & Waters logo and colours. Ensure clarity and accessibility, using high-quality visuals and engaging language to reach diverse audiences.
- Maintain consistency with the Mission's objectives, reinforcing key themes such as sustainability, innovation, and stakeholder collaboration.

Below are some screenshots of the iMERMAID communication banners, demonstrating how the project visually aligns with the Mission's branding standards while effectively conveying its contributions.

Figure 1: Open Call 2 webinar banner.

Figure 2: Open Call 2 banner.

Figure 3: Screenshot of the footer of IMERMAID newsletter.

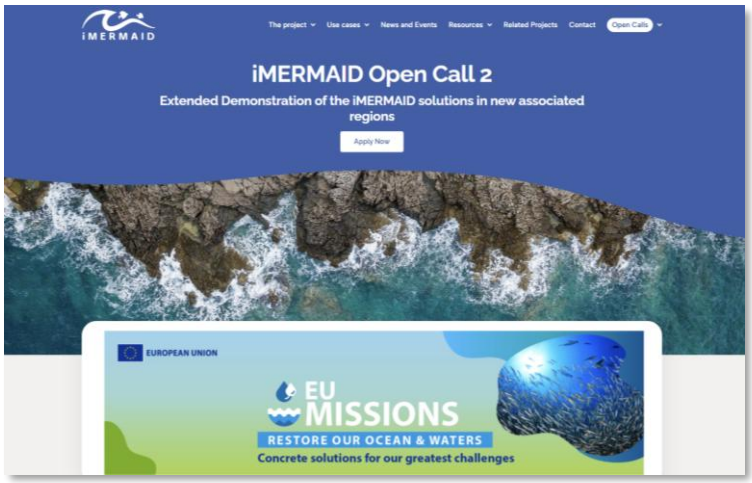

Figure 4: Webpage of the Open Call 2.

By taking into consideration the Mission Ocean & Waters framework, the iMERMAID strengthens the collective impact of the mission, ensuring that innovative digital solutions support a resilient and thriving blue environment for generations to come.

5.0 Marine Shield Cluster and other Clustering Activities

Clustering activities are an established mechanism within EU-funded projects to enhance collaboration and maximise impact. By facilitating structured collaboration among projects addressing related challenges, clustering supports knowledge exchange, alignment of dissemination activities and engagement with common stakeholder groups.

In this context, the Marine Shield Cluster, created and coordinated by the iMERMAID Project, brings together 11 EU-funded projects (including iMERMAID) focusing on addressing water pollution through advanced monitoring, effective prevention, and innovative remediation strategies. The Marine Shield Cluster's mission is to create a vibrant network of collaboration by actively exchanging knowledge, insights, and expertise with similar research initiatives. A key part of its mission is to inspire and promote joint dissemination activities, ensuring that valuable insights and findings are effectively shared with broader audience and stakeholders.

The projects:

Table 2: Marine Shield Cluster projects.

PROJECT	WEBSITE	GA Number
IMERMAID	https://imermaid.eu/	GA No: 101112824
AquaBioSens	https://www.aquabiosens.eu/	GA No: 101135432
CONTRAST	https://www.contrastproject.eu/	GA No: 101135037
DIGI4ECO	https://digi4eco.eu/	GA No: 101112883
MOBILES	https://www.mobiles-project.eu/	GA No: 101135402
REMEDIES	https://remedies-for-ocean.eu/	GA No: 101093964
Restore4life	https://restore4life.eu/	GA No: 101112736
RHE-MEDiation	https://rhemediation.eu/	GA No: 101113045
SUNBIO	https://sunbioproject.eu/	GA No: 101157493
sundanse	https://sundanseproject.eu/	GA No: 101156533
ZeroPM	https://zeropm.eu/	GA No: 101036756

Visual Identity – Logo:

The Marine Shield Cluster logo visually represents the protection and sustainability of water environment. The flowing wave elements symbolise water systems and the dynamic nature of marine environments,

while the two circular shapes reflect collaboration among projects and stakeholders. The integration of a shield icon within the name emphasises the cluster's mission to safeguard water resources from pollution and environmental threats. The use of blue tones reinforces the connection to water aligning with the cluster's focus on monitoring, prevention and remediation.

Figure 3: Marine Shield Cluster logo.

Website: The Marine Shield Cluster website serves as the central hub for communication and dissemination activities. It provides structured information about the cluster, including its objectives, participating projects and key thematic areas related to water pollution, especially monitoring, prevention, and remediation.

The website is designed to ensure clear and accessible presentation of content to a wide range of stakeholders, including the research community, policymakers, industry representatives and the general public. It hosts updates on cluster activities, joint initiatives, events and relevant news, supporting the visibility and outreach of participating projects.

- **Homepage:** The homepage introduces the Marine Shield Cluster and presents its overall mission and thematic focus on advanced monitoring, effective prevention, and innovative remediation. It provides visitors with an overview of the cluster, highlights participating projects, presents recent news and updates, and offers direct access to additional sections of the website.

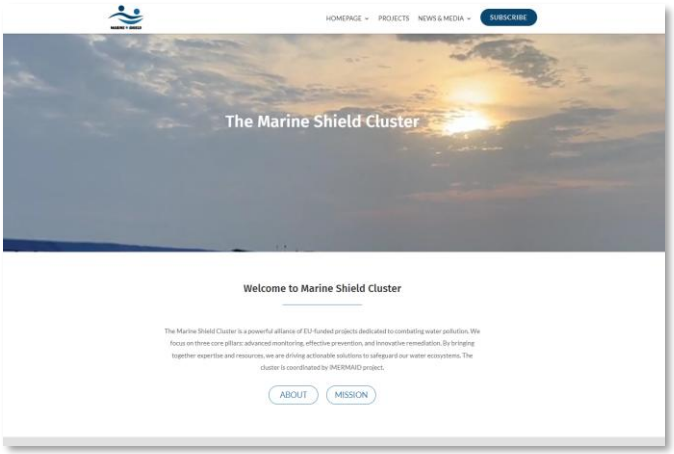

Figure 4: Marine Shield cluster – Homepage 1.

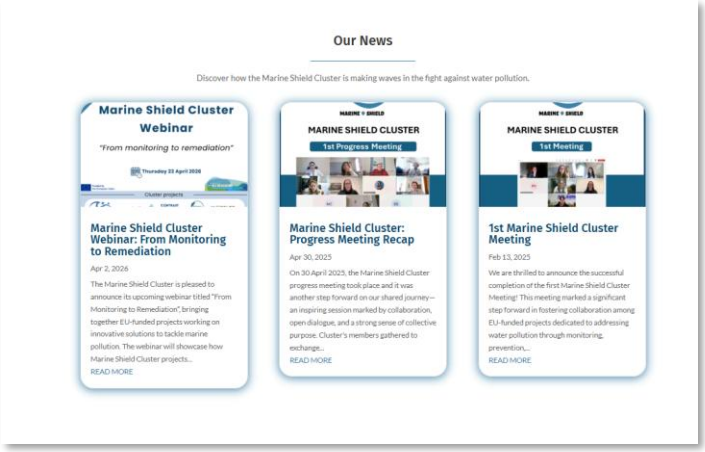

Figure 5: Marine Shield cluster - our news.

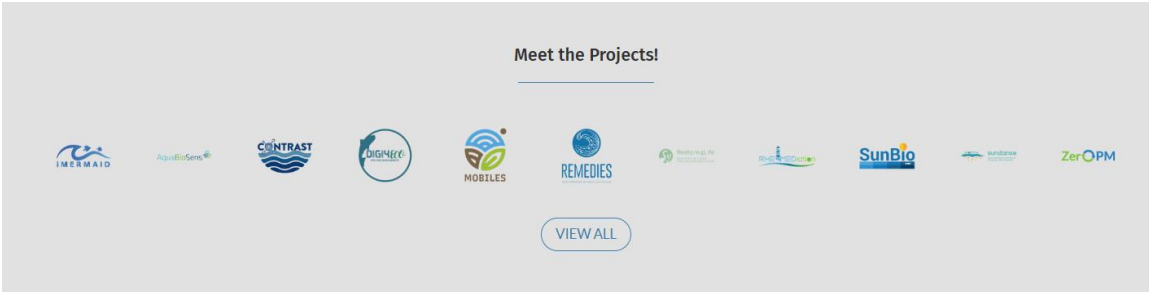

Figure 6: Marine Shield cluster – meet the projects.

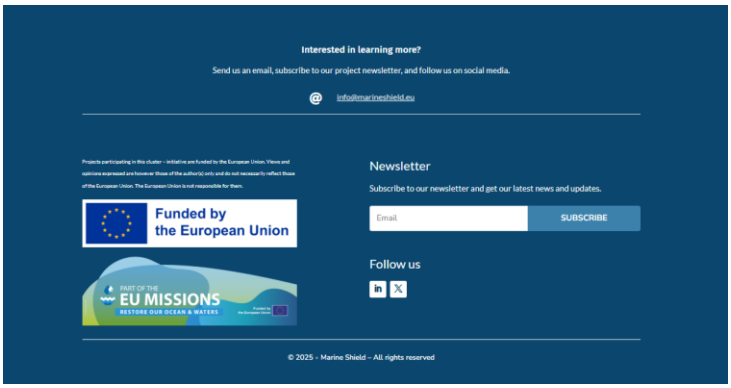

Figure 7: Marine Shield cluster – Footer.

- About: The "About" section presents general information regarding the Marine Shield Cluster as a collaborative initiative uniting EU-funded projects working towards combating water pollution. It explains the overall purpose of the cluster and its role in supporting cooperation and joint activities among projects.

- Our mission: The "Our Mission" section describes the mission and strategic objectives of the cluster. The section focuses on promoting collaboration, knowledge exchange, and joint dissemination activities among related research initiatives, while ensuring that project results and insights are effectively communicated to relevant stakeholders and wider audiences.

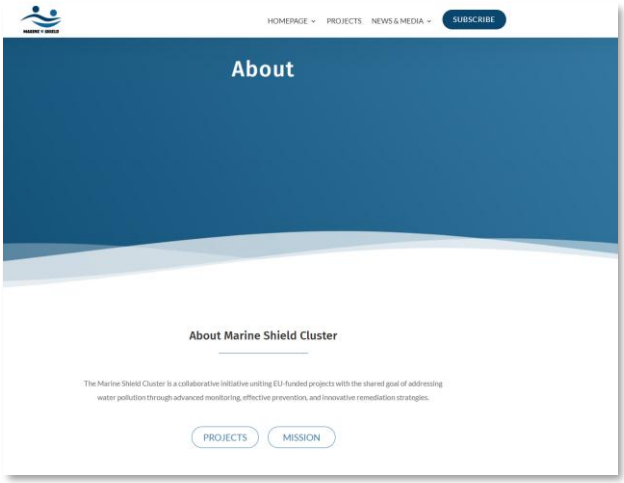

Figure 8: "About" tab.

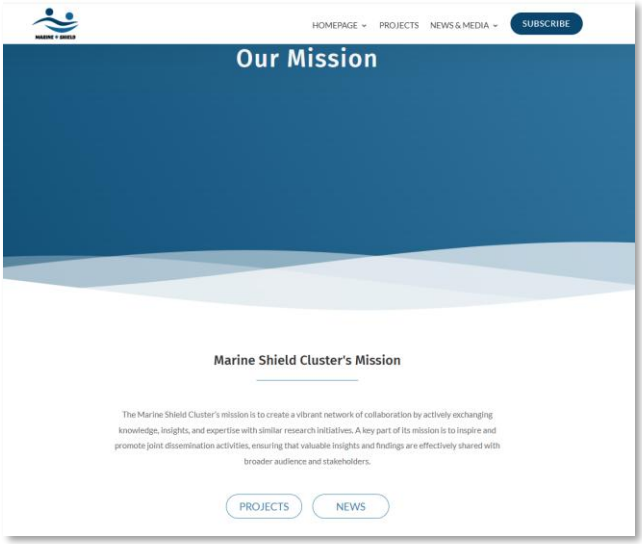

Figure 9: "Our mission" tab.

- Projects

  The "Projects" section presents the participating projects of the Marine Shield Cluster, including project descriptions, objectives, and direct links to their official websites. The section highlights how each project contributes to addressing water pollution challenges through activities related to monitoring, prevention, remediation, sustainability, and ecosystem protection.

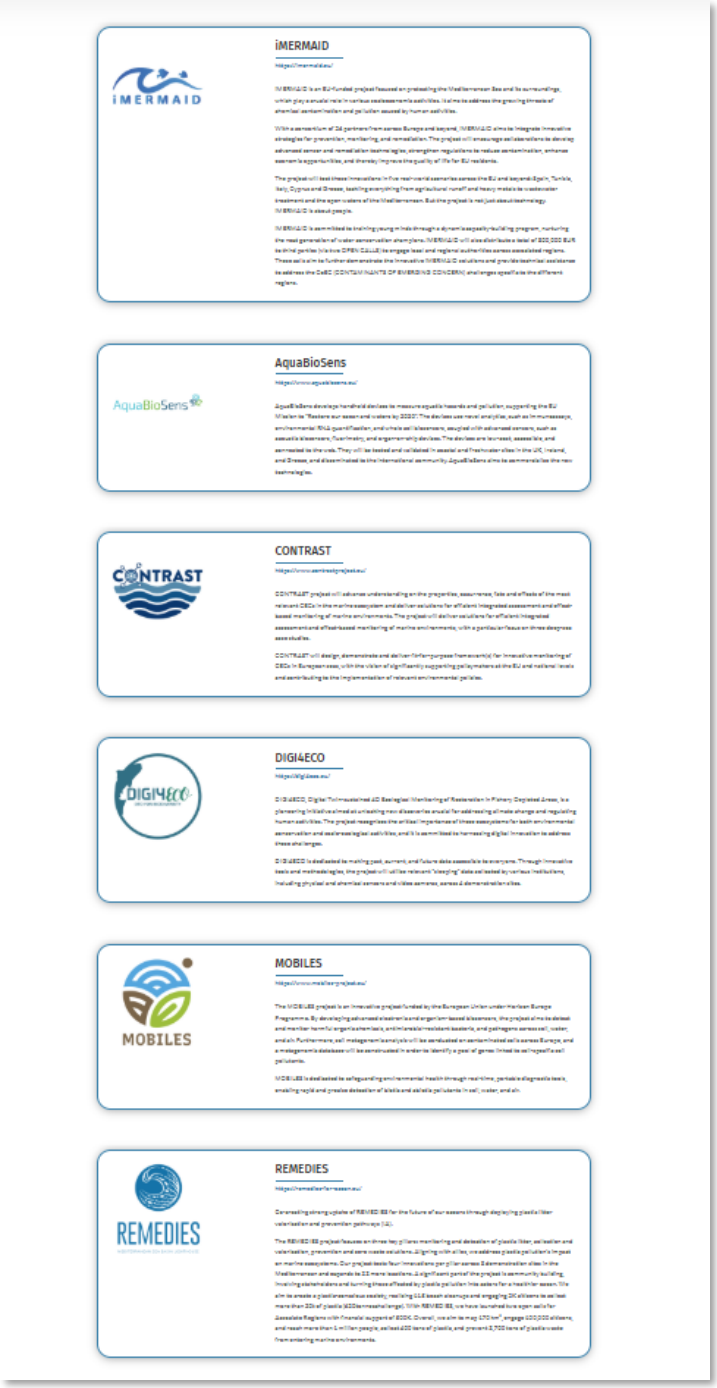

Figure 10: "The projects" tab.

Figure 11: "The projects" tab.

Social Media pages: The Marine Shield Cluster maintains an active presence on social media to support communication, dissemination, and stakeholder engagement activities. LinkedIn and X are used as the primary channels to promote the cluster's objectives, activities, and results, while enhancing the visibility of participating EU-funded projects.

- LinkedIn: The Marine Shield Cluster's LinkedIn page serves as a professional communication channel targeting researchers, policymakers, industry stakeholders and project partners. It is used to share updates on cluster activities, joint initiatives, webinars, and events, as well as highlights from participating projects. Totally, the LinkedIn page has reached 134 followers and generated approximately 6.769 total impressions, demonstrating steady growth and engagement.
- X: The Marine Shield Cluster's presence on X is used for concise and timely dissemination of information, including news, event announcements and live updates. It enables interaction with a broader audience, including EU initiatives, the research community and the general public, contributing to increased outreach and visibility. Totally, the account has 85 followers and has achieved approximately 312 impressions.

Figure 12: Marine Shield cluster - X.

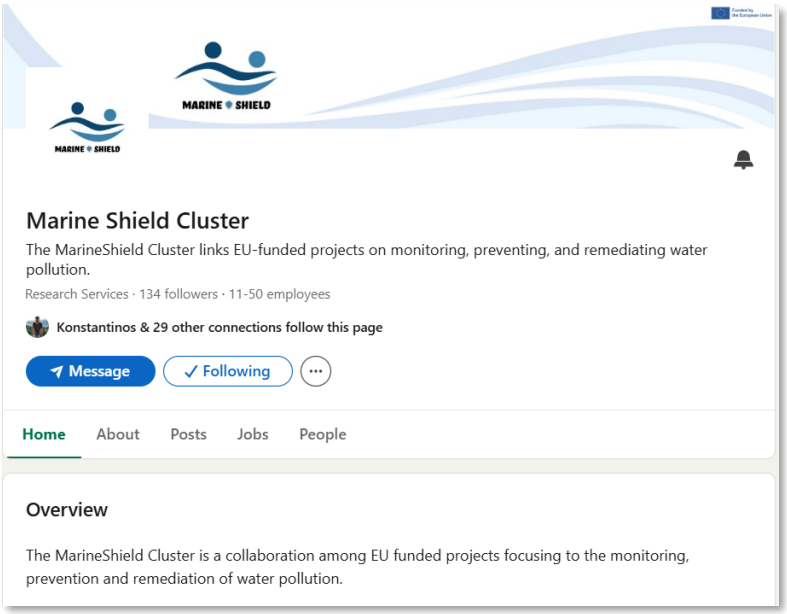

Figure 13: Marine Shield cluster LinkedIn.

Newsletters: The Marine Shield Cluster has published two newsletters as part of its communication and dissemination activities, aiming to provide regular updates on cluster progress, joint initiatives, and key achievements. The newsletters serve as a tool to communicate the cluster's objectives, highlight collaborative actions among participating projects. They also include information on upcoming events, recent activities, and opportunities for stakeholder engagement.

The newsletters were distributed to a broad audience, including project partners, stakeholders, and the wider research and innovation community, contributing to increased visibility and outreach of the cluster and its activities.

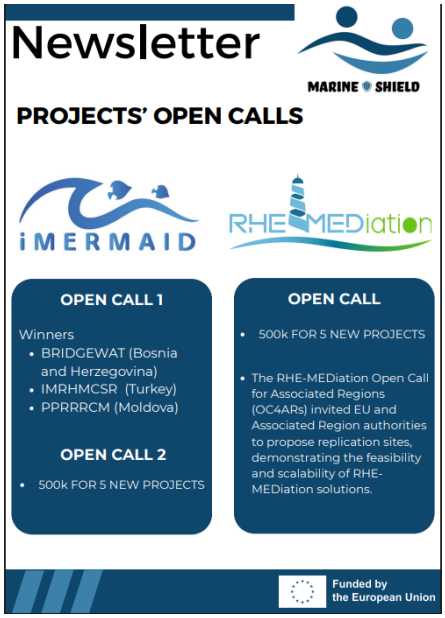

Figure 15: Marine Shield Cluster First Newsletter.

Figure 14: Marine Shield Cluster First Newsletter.

Cluster Activities:

The Marine Shield Cluster has implemented a series of coordinated activities to strengthen collaboration among participating projects, enhance dissemination, and support stakeholder engagement. The main activities carried out are outlined below.

Cluster Coordination and Progress Meetings: Regular coordination was ensured through dedicated 2 cluster meetings, enabling alignment of activities and strengthening collaboration among partners. These meetings facilitated the exchange of updates, planning of joint actions, and identification of opportunities for collaboration.

iMERMAID Event's Participation: iMERMAID Project actively participated in events organised by other EU-funded projects, reinforcing synergies and knowledge exchange across initiatives:

- Participation of the iMERMAID Project in the 4th REMEDIES Clustering Meeting titled "(Micro)plastics: How to Prepare for Tomorrow?" (8 November 2024).
- Participation of iMERMAID in a communication workshop during the annual CONTRAST Consortium Meeting (Anavyssos, Greece) (20 May 2025).
- Participation in European Ocean Days 2026, including a shared booth with RHE-MEDiation and EFFECTIVE projects. (2- 6 March 2026).

These activities contributed to strengthening inter-project collaboration and aligning approaches to common challenges.

Joint Events and Workshops: The cluster organised joint events in order to enhance collaborative outcomes through the projects:

- Marine Shield Cluster Joint Webinar (23 April 2026) titled "From Monitoring to Remediation", with participation from the iMERMAID Project, REMEDIES, RHE-MEDiation, AquaBioSens, ZeroPM, MOBILES, and SUNBIO projects. The webinar engaged over 40 participants and served as a platform for presenting project approaches, exchanging knowledge and promoting synergies across initiatives addressing water pollution.
- Policy Brief Workshop, coordinated by the iMERMAID Project, aimed at supporting cluster projects in the development of policy briefs. The internal workshop provided guidance on the structure, content and strategic positioning of policy-oriented outputs. (13 October 2025)

This activity strengthened the cluster's presence within the EU Mission Restore our Ocean and Waters ecosystem and supported networking with key stakeholders.

Cross-Project Collaboration and Synergies: The Marine Shield Cluster has fostered strong collaboration among projects through joint activities and mutual participation in events:

- MOBILES Project Annual Meeting: participation of CONTRAST and AquaBioSens as invited speakers
- DIGI4ECO and SUNBIO: development of a joint scientific publication
- SUNBIO Workshop: participation of DIGI4ECO, supporting knowledge exchange between the projects
- Contribution of the Marine Shield Cluster to the MOBILES Policy Brief, supporting cross-project alignment and policy-oriented outputs

These activities demonstrate the added value of clustering in promoting synergies, sharing expertise, and enhancing the impact of individual project results.

Other clustering events that iMERMAID Participated: In addition to Marine Shield Cluster activities, the iMERMAID actively contributed to external clustering initiatives and European-level events, particularly. These activities supported knowledge exchange, stakeholder engagement, and strengthened the project's visibility.

- Atlantic & Arctic Lighthouse Weekly Hour – "Unmanned Systems & Digital Innovation" (S03E14) (1 October 2025, Webinar – Blue Mission AA, co-organised by F6S) Contribution from iMERMAID included presentations by Serena Laschi (UA) and Giasmin Cecconi (SMAT), showcasing technological approaches relevant to water monitoring and innovation.
- Demo to Impact: Matchmaking for Public Authorities – RESTORATION (14 November 2025, Webinar – Blue Mission AA) iMERMAID contributed through a presentation by Pomorie Municipality (associated region), highlighting practical implementation and regional engagement.

- Demo to Impact: Matchmaking for Public Authorities – POLLUTION (5 December 2025, Webinar – Blue Mission AA)
  The session was moderated by an iMERMAID representative, with contributions from Yuregir Municipality and additional input from UA and SMAT, supporting dialogue on pollution-related challenges and solutions.
- One Blue Project Webinar – "Analysis of CECs in Environmental Matrices" (24 October 2025, Webinar)
  iMERMAID was presented by project's coordinator, contributing to knowledge exchange on contaminants of emerging concern (CECs).
- Madeira Digital Transformation Summit (Workshop)
  Workshop titled "Digital solutions and innovations enabling healthier, safer and more resilient waters and oceans", with participation from seven projects: iMERMAID, REMEDIES, RESTORE4LIFE, EFFECTIVE, AUTOASSESS, ADT4BLUE, and TASC RestoreMed. The session engaged 33 participants and was awarded the Best Workshop Award for excellence in design, engagement, and impact.
- BlueMissionMed Matchmaking Booth at ECOMONDO 2025 (4 November 2025, Rimini, Italy). iMERMAID participated in the BlueMissionMed matchmaking booth during ECOMONDO 2025, where project representatives presented the iMERMAID solutions to a diverse audience of stakeholders, including public authorities, industry representatives, researchers, and innovation actors.

6.0 Communication & Dissemination tools

To maximise the effectiveness of the Communication and Dissemination plan, various tools and channels were utilized across three key dissemination actions throughout the project's timeline. These actions encompass Online Communication and Dissemination, Non-electronic Communication and Dissemination, and Physical Interactive Dissemination. This comprehensive approach ensures efficient and impactful dissemination of project-related information.

6.1 Online Communication & Dissemination

iMERMAID visual identity: The branding identity of iMERMAID was developed based on the existing logo. Building on the colours and shapes of the current logo adopted, a homogeneous and unified approach is followed that captures and symbolises the project's nature and objectives. This has been already achieved at the very beginning of the project to allow the homogenization of all actions and the use of a branding that is easily identified.

Website: The iMERMAID website is the primary asset for promoting the project activities and results to all target audiences, providing comprehensive information about iMERMAID, its objectives, the consortium, the EU funding contribution, events and pointing at the references to resources. Since M5, the website has successfully served as a central hub for stakeholder engagement, recording a total of 101 news posts, 37,710 event occurrences driven by 2,848 unique users. The platform demonstrates strong user retention and interest, with an average of over 13 events per active user. Engagement is primarily fuelled by high volumes of page views (14,782) and meaningful user engagement interactions (9,629), indicating that the site is effectively fulfilling its mandate to disseminate project objectives, consortium details, and resources to its target audiences.

Figure 16: IMERMAID website.

The iMERMAID website has been instrumental in promoting the project's Open Call #1 and #2 and the call for external evaluators through the creation of two dedicated web pages. Two webpages were specifically designed to provide detailed information about the Open Call, including its objectives, eligibility criteria, and application guidelines, while the other focused on the call for external evaluators, outlining the evaluation process, required expertise, and submission details. Below are some screenshots of the web pages.

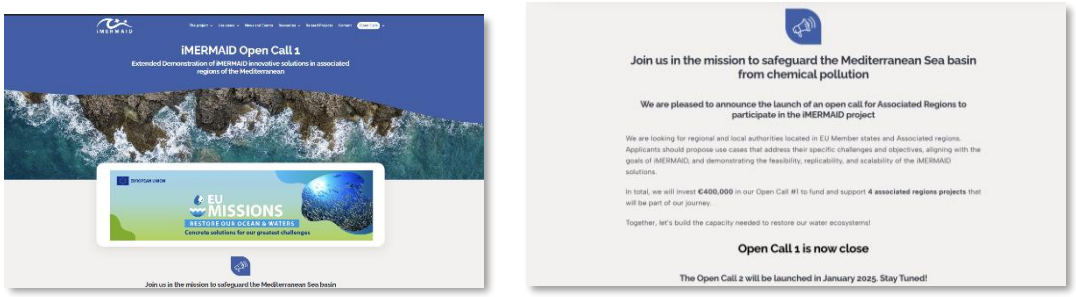

Figure 17: Open Call #1 webpage.

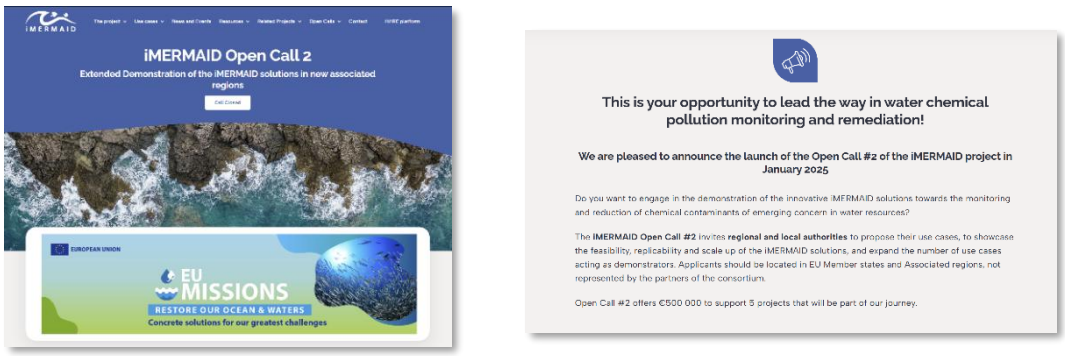

Figure 18: Open call #2 webpage.

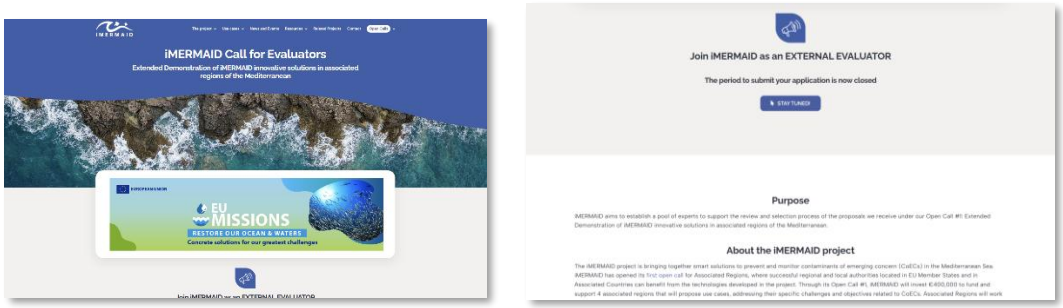

Figure 19: Call for evaluators' webpage.

Social Media: To effectively engage with the target groups of iMERMAID, LinkedIn and X (formerly Twitter) platforms leveraged to support spreading out results, participating in different events and general literature, and creating a strong online presence. The project's LinkedIn and X (formerly Twitter) accounts have collected a total of 1.756 online followers. Screenshots of the social media accounts are available below.

Figure 21: LinkedIn account

Figure 20: X account.

As of May 2026, the project has achieved exceptional digital growth and visibility, recording a combined total of 189,304 impressions across both platforms. **LinkedIn** has emerged as the primary channel for professional engagement, contributing 163,189 impressions and maintaining an engagement rate of 10.43%, which is significantly above industry benchmarks for research projects. Furthermore, LinkedIn activity generated 15,699 direct clicks, demonstrating high stakeholder interest in the project's technical outputs, open calls, and news updates.

On X (formerly Twitter), the project maintained a consistent presence with 262 updates, resulting in 26,115 impressions and 1,819 direct engagements. The platform proved highly effective for community amplification, evidenced by 415 retweets and 1,133 likes, which helped spread iMERMAID results throughout the broader scientific and policy-making communities.

Email Campaigns and newsletters: Broadcasting messages to a database of contact points is a highly effective measure for promoting activities and results. Email campaigns for iMERMAID were relevant to reaching out to end-users, and key technology communities, and engage especially with the 'Partnerships & Networks'. Newsletters disseminated the main activities and opportunities in a given period and informed subscribers about any planned actions for the upcoming stages, emphasising webinars, events and the project's outcomes.

iMERMAID 1st Newsletter: The first project newsletter was sent out on the 11th of July to 2.180 recipients. Overall, the newsletter scored a 27.3% open rate, 594 opens and 83 clicks. The contents of this edition were split into different sections:

- Part I – iMERMAID in a nutshell: this section introduced our readers to the main concept of iMERMAID, Use Cases and consortium.
- Part II – iMERMAID Open Call: here the newsletter provided key info about the project's open call #1 for regional and local authorities located in EU Member states.
- Part III – Other news and events: this part highlights other advancements from the project, followed by a list of dedicated events.

A screenshot of the iMERMAID newsletter is shown below.

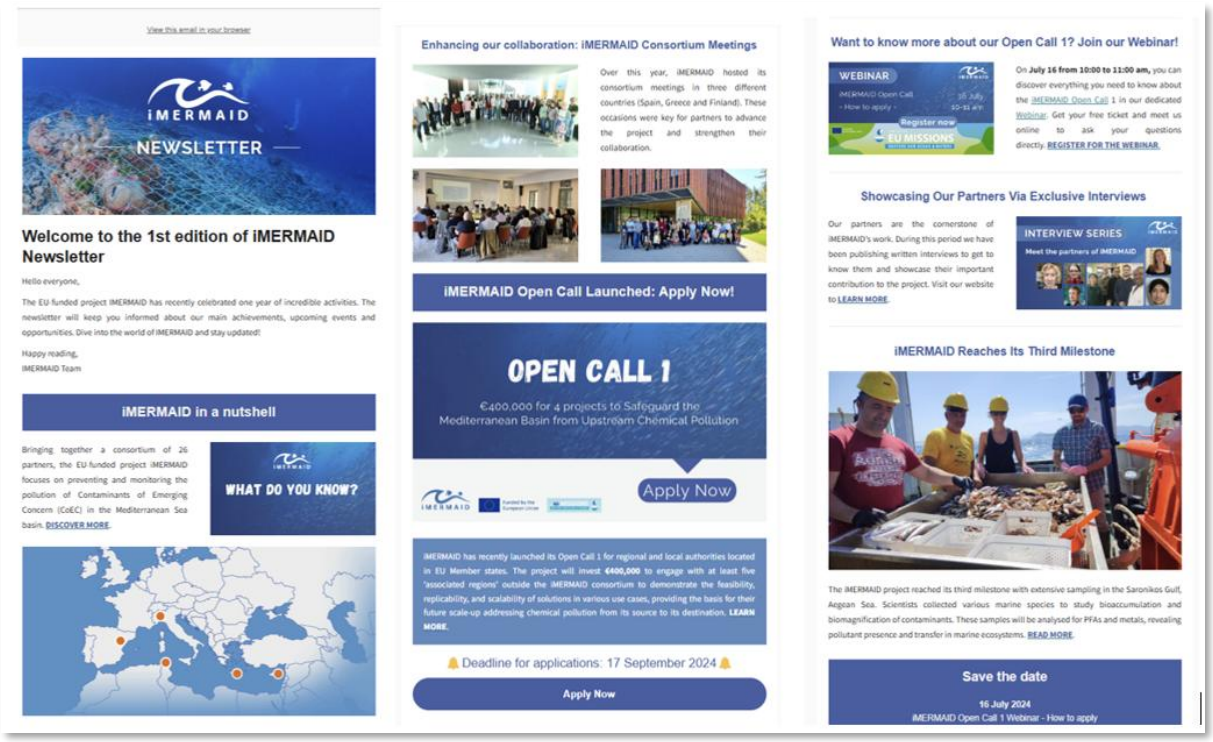

Figure 22: IMERMAID first newsletter.

iMERMAID 2nd Newsletter: Sent out on the 27th of January 2025 to 2,049 recipients. This edition achieved an exceptionally high engagement level, with a 40.4% open rate and a 6.0% click rate. The contents were organised into the following sections:

- Part I: This section highlights the "Collaboration in Action" from the iMERMAID 4th Meeting, providing updates on the project's progress after reaching 19 months of work.
- Part II: This part introduces the first project Policy Brief on tackling CoEC pollution through a "source-to-sea" approach. It also features the launch of the iMERMAID Open Call #2, offering €500,000 in funding for 5 projects to monitor and reduce pollutants.

- Part III: This section focuses on community engagement by showcasing partners through exclusive interviews and providing a "Save the Date" list for key upcoming industry events such as Coastal Future 2025, European Ocean Days, and Blue Invest Day.

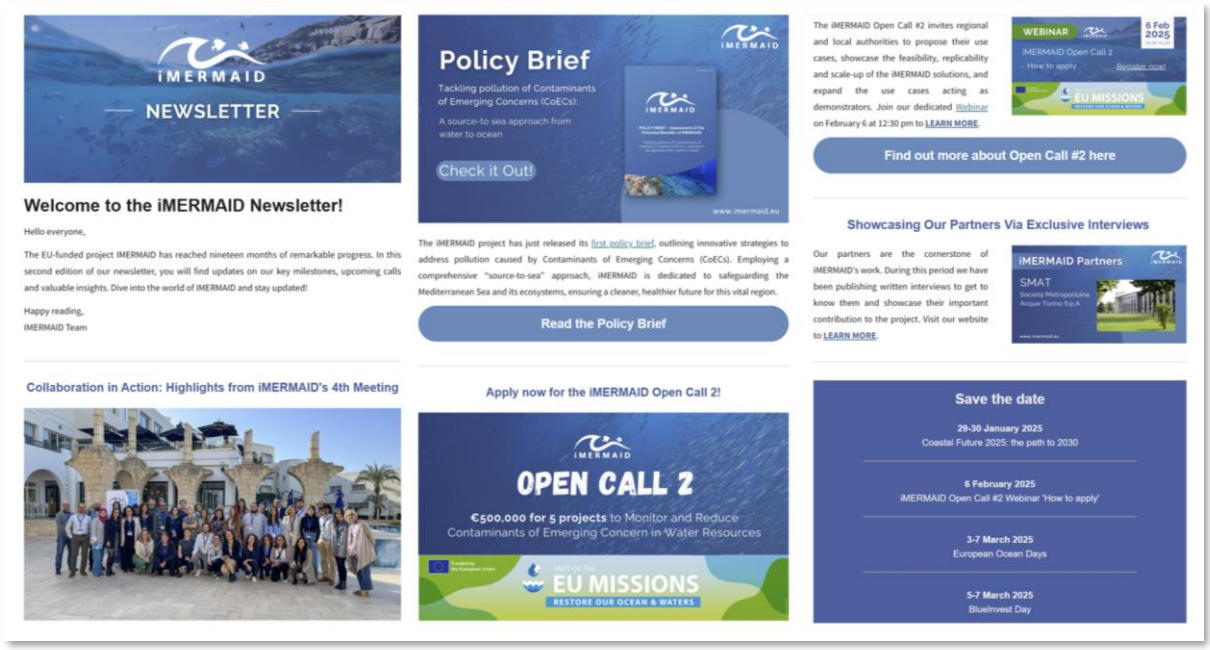

Figure 23: Second IMERMAID Newsletter.

iMERMAID 3rd Newsletter: Sent out on the 14th of May 2025 to 1,968 recipients. This edition scored a 17.9% open rate and a 1.7% click rate. The newsletter focused on mid-project results and field activities:

- Part I: This section marks the project's two-year milestone and features the launch of the iMERMAID official video, released on World Water Day 2025 to communicate the project's mission.
- Part II: This part focuses on technical progress and ecosystem growth, highlighting Use Case 3 heavy metal solutions, the announcement of Open Call #1 winners, and the presentation of a new PFOA sensor in Nuremberg.
- Part III: This section emphasizes strategic collaboration, spotlighting participation in EU Ocean Days, the introduction of the “Marine Shield Cluster,” and an updated calendar for upcoming events like EU Green Week.

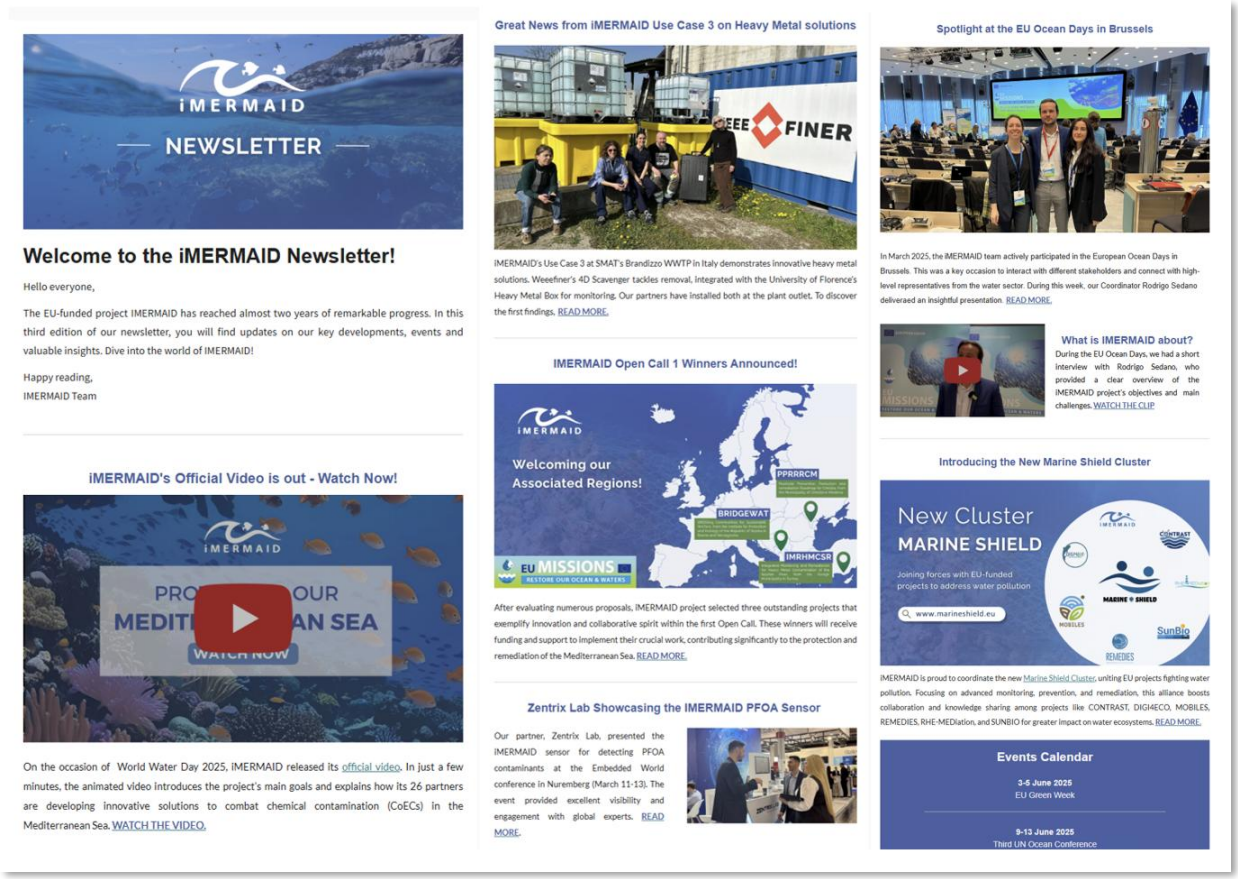

Figure 24: Third IMERMAID newsletter.

iMERMAID 4th Newsletter: Sent out on the 24th of September 2025 to 1,909 recipients. Overall, the newsletter scored a 17.5% open rate and a 1.3% click rate. This edition focused on the transition toward the final stages of the project:

- Part I: This section highlights operational milestones, focusing on the BRIDGEWAT event in Banja Luka and the technical preparations for the upcoming sensor deployment in Cyprus.
- Part II: This part covers the expansion of the project network through Open Call #2, welcoming five new Associated Regions and detailing the specific technologies to be deployed in each site.
- Part III: This section focuses on project governance and future planning, featuring highlights from the 5th General Assembly in Novi Sad and an updated Events Calendar for upcoming workshops and the 6th General Assembly.

Figure 25 - Fourth iMERMAID newsletter

iMERMAID 5th Newsletter: Sent out on the 17th of March 2026 to 1,802 recipients. This edition achieved a 17.7% open rate and a 2.1% click rate. As the project neared its conclusion at month 36, the content focused on legacy and final outcomes:

- Part I: This section marks the project's transition into its final phase following the 6th General Assembly in Florence and showcases the successful testing of the innovative oil sensor in Cyprus waters.
- Part II: This part focuses on active engagement and external opportunities, featuring a public questionnaire on chemical contaminants and a call for applications for the TASC-RestoreMed Open Call.
- Part III: This section promotes project visibility and knowledge transfer, highlighting the iMERMAID YouTube playlist and providing an updated Events Calendar for major upcoming water summits.

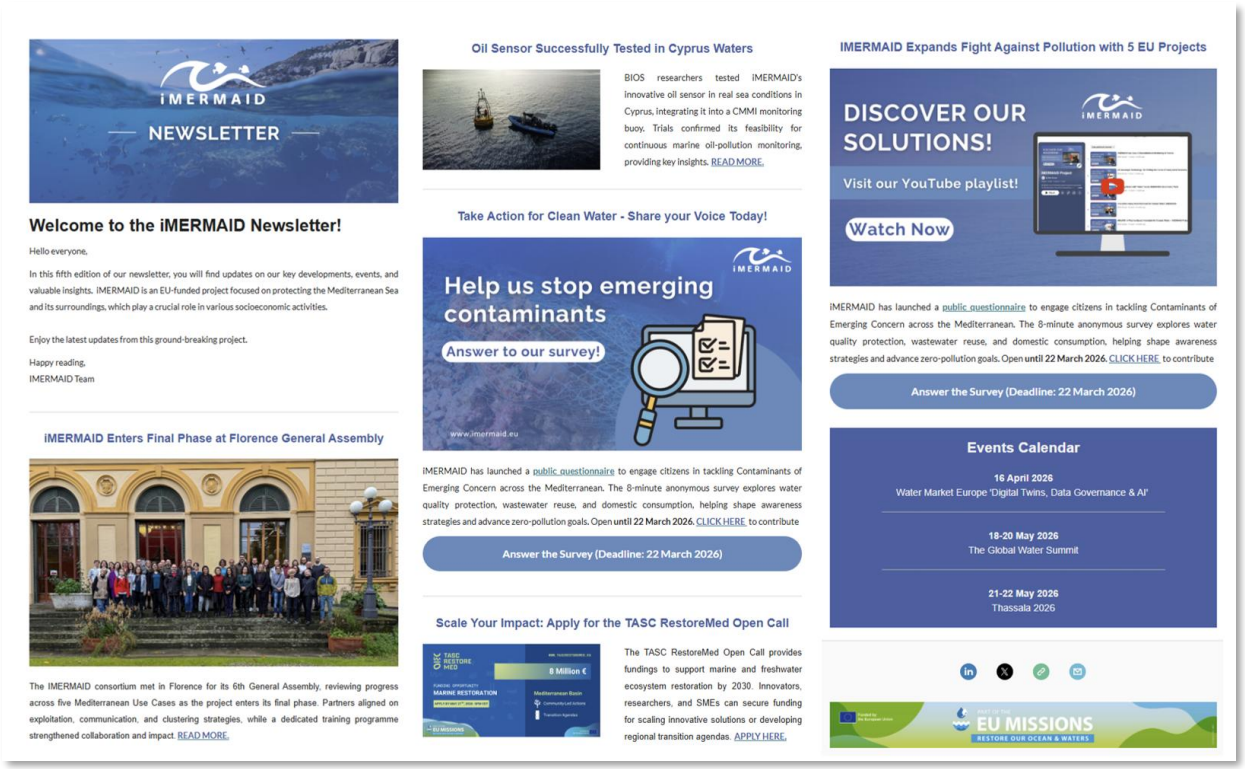

Figure 26: Fifth iMERMAID newsletter.

Press releases: iMERMAID prepared a joint press release to present its ambition and iMERMAID partners. In addition, the project benefited from the corporate press releases published by some consortium partners as part of their communication strategies, reaching out to their network of customers and members.

iMERMAID: Improving the water quality in the Mediterranean Sea

Figure 27: Press release.

Multimedia Materials: On the occasion of the World Water Day 2025, iMERMAID released its official video. In just a few minutes, the animated video introduces the project's main goals and explains how its 26 partners are developing innovative solutions to combat chemical contamination in the Mediterranean Sea.

Figure 28: iMERMAID video thumbnail.

In addition to that, the project released **five additional videos** specifically designed to showcase iMERMAID's innovative technical solutions in action. The video campaign generated 4,885 impressions, 746 views, and 426 direct engagements.

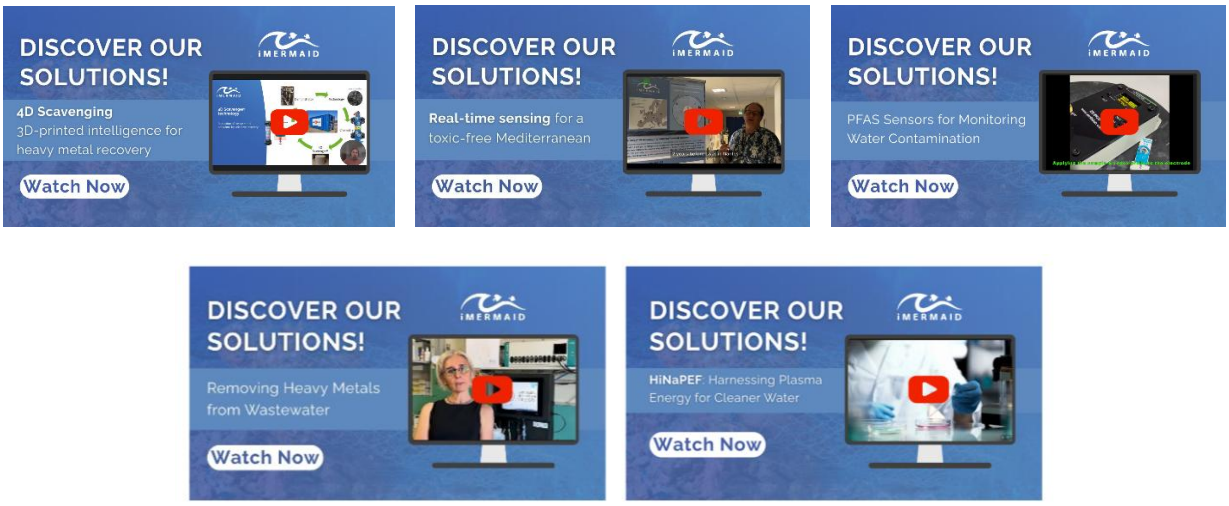

Figure 29: Videos showcasing IMERMAID solutions.

To promote the project **Open Call #1**, IMERMAID organised **two online webinars** and recorded **one info session** (12 August). The first live webinar was titled 'How to apply' and streamed on 16 July 2024 over iMERMAID LinkedIn account. The second webinar 'Essentials for a successful application' was streamed on August 6 over iMERMAID LinkedIn and YouTube.

Figure 30: Webinars for the Open Call #1.

Figure 31: Info session for Open Call I.

Following the successful model established for the first round, Open Call #2 was also promoted through **two additional dedicated webinars** held on 6 February and 27 February 2025. These sessions were designed to provide potential applicants with in-depth information on the second call's technical scope and the application procedure, ensuring high-quality submissions and broad stakeholder engagement. All the videos are available in a dedicated YouTube playlist of IMERMAID.

Figure 32 - Webinars for the Open Call #2

Policy briefs: iMERMAID produced three policy briefs defined for the Water Framework Directive and Zero Pollution Action Plan. The list of the policy briefs is available below:

1. First Policy Brief - **November 2024:** Assessment of the Potential Benefits of iMERMAID — Tackling pollution of Contaminants of Emerging Concerns (CoECs): A source-to-sea approach from water to ocean.
2. Second Policy Brief - **September 2025:** Wastewater Management in the Mediterranean Sea: Towards Resilient, Smart and Circular Water Systems.
3. Third Policy Brief - **February 2026:** Strengthening the Marine Strategy Framework Directive to tackle chemical pollution.

Figure 34: First policy brief.

Figure 35: Second policy brief.

Figure 33: Third policy brief.

The policy briefs were broadly distributed across EU and project-specific platforms (e.g., iMERMAID website, EU policy portals) and it was shared through digital communication tools such as newsletters, press releases, and social media. In addition, the documents were presented at conferences, stakeholder forums, and international events to maximise visibility.

Figure 36: Banner for policy brief promotion.

Figure 37: IMERMAID policy brief disseminated at the EU Mission Forum in Brussels.

6.2 Non-electronic Communication & Dissemination

Leaflet and posters: A project leaflet and a poster were developed and printed presenting the project goals, objectives, partners, and background information in a simple and easily-understood language, while translations will be available in all the languages of the Case Studies.

iMERMAID visual identity: The branding identity of iMERMAID was developed based on the existing logo. Building on the colours

Peer-reviewed publications: iMERMAID published and contributed 16 peer- reviewed publications in top refereed scientific journals and conferences capitalising the experience from research partners. This contributed to ensuring the project's technical achievements, while experimental findings to be known and exploited by the larger research community.

Table 3: iMERMAID publications.

Nr	Publication Title	Authors
#1	Transfer Learning Models for Oil Spills Detection Based on Satellite Data	Nataliia Kussul, Volodymyr Kuzin, Yevhenii Salii, Bohdan Yailymov, Andrii Shelestov
#2	Transfer Learning Model for Chlorophyll-a Estimation Using Satellite Imagery	Pavlo Henitsoi, Andrii Shelestov
#3	Dual Repurposing of End-of-Life BWRO Membranes: Ultrafiltration Membranes for Advanced Wastewater Treatment and Cation Exchange Membranes for Fungal Microbial Fuel Cells	Anissa Somrani, M. Shabani, A. Hannachi, N. Ghaffour, M. Pontié, Z. M., K. A., Salam S.A.
#4	Computational Multiscale Study of the Interaction Between the PDMS Polymer and Sunscreen-Related Pollutant Molecules	S. Armaković, Đ. Vujić, B. Brkić
#5	Aptasensors for the Detection of Environmental Contaminants of High Concern in Water Bodies: A Systematic Review	E. C. Reynoso, P. Sfragano, M. González-Perea, I. Palchetti, E. Torres
#6	Development of a Flow System for Decentralized Electrochemical Analysis of Heavy Metals Using Screen-Printed Electrodes: The Importance of Sensor Stability	Serena Laschi, Patrick Sfragano, F. Tadini-Buoninsegni, N. Guigues, I. Palchetti
#7	iMERMAID: Smart System to Safeguard the Mediterranean Sea	M. Permann-Doubkova, E. Armengaud, V. Uroševič, M. Pontié, E. Christoforou, L.

		Hadjioannou, N. Flourentzou, S. Barletta
#8	Sustainable Hybrid Nanocomposites of Au Nanoparticles Modified Carboxylated Nanographene Oxide: Electrochemical Characterisation and Estrone Detection	Patrick Severin Sfragano, Serena Laschi, Fabio Vischio, Maria Lucia Curri, Chiara Ingrosso, Ilaria Palchetti
#9	Improving Spatial Resolution of Chlorophyll-a in the Mediterranean Sea Based on Machine Learning	Bohdan Yailymov, Nataliia Kussul, Pavlo Henitsoi, Andrii Shelestov
#10	Single-Polarized SAR Image Preprocessing in Scope of Transfer Learning for Oil Spill Detection	Nataliia Kussul, Volodymyr Kuzin, Yevhenii Salii, Bohdan Yailymov, Andrii Shelestov
#11	Ultrasensitive Screen-Printed Electrodes for p-Aminophenol Analysis and Applications in Bioremediation and Photodegradation Processes	Jean-Philippe Théodore Silga, Serge Mbokou Foukmeniok, Yibor Fabrice Roland Bako, Assia Chaouch Ramdane, Maryam Nazerifar, Habibollah Younesi, Issa Tapsoba, Maxime Pontié
#12	Routes for Reuse of Aged Pressure-Driven Membranes: Current Status and Future Perspectives	Fábio Ivan Seibel, Vandré Barbosa Brião, Samarah Graciola, Maxime Pontié, Ahmed Hannachi, Mehri Shabani, Eby Mohamedou Alyoun, M. Hasan Shaheed
#13	Electrochemical Sensing of Perfluorooctanoic Acid in Wastewater: Characterization of a Molecularly Imprinted Polymer-Based Sensor	Ilaria Palchetti, Patrick Sfragano, Anna Emanuele, Serena Laschi, Giovanni Ferraro, Emiliano Fratini
#14	Development of a Flow Biocatalytic-Based Platform for Electrochemical Monitoring of Urea in Wastewater	Lorenzo Quadrini, Serena Orlandini, Serena Laschi, Claudio Ciccone, Filippo Catelani, Ilaria Palchetti
#15	MOFs and Nanozymes in Electrochemical Environmental (Bio)Sensing: Recent Advances and Field Translation	Ilaria Palchetti, Patrick Sfragano, Serena Laschi
#16	Development of In Situ Monitoring Sensor for Oil Spills in	Djordje Vujić, Milena Aleksić, Daria Ilić, Eleni Christoforou, Louis Hadjioannou, Boris Brkić

	the Mediterranean Sea Using Portable Mass Spectrometry	

Non-scientific publications: iMERMAID raised awareness, promoted uptake, and established a mutual understanding and interpretation of actions to prevent, minimise, and remediate chemical pollution in water among a broad audience. To this end, the project released and contributed to publications in articles, blog posts, position papers, and other non-scientific publications to reach a critical mass, targeting a less specialised audience.

6.3 Physical Interactive Dissemination

iMERMAID visual identity: The branding identity of iMERMAID was developed based on the existing logo. Building on the colours and shapes of the current logo adopted, a homogeneous and unified approach is followed that captures

From December 2024 to May 2026, iMERMAID partners implemented a wide range of physical and interactive dissemination activities aimed at presenting, discussing and promoting the project's results among key target audiences. The information reported in this section is based on the monthly monitoring process carried out with all project partners, through which the consortium collected and consolidated the dissemination activities implemented during the reporting period.

The activities reported reflect the strong commitment and active contribution of all iMERMAID partners to ensuring that project results were disseminated beyond the consortium and presented to relevant scientific, technical, policy, industrial and societal audiences. Through conferences, workshops, stakeholder meetings, exhibitions, training activities, summer schools, youth engagement initiatives and targeted sessions with public authorities and associated regions, the consortium created multiple opportunities to present iMERMAID outcomes, exchange knowledge and support the future uptake of project results.

For the period M19–M36, the iMERMAID Communication and Dissemination Monitoring Form recorded 61 physical interactive dissemination activities, directly engaging 4,472 stakeholders. A strong dissemination effort was dedicated to the participation of iMERMAID partners in external conferences, scientific events, stakeholder fora, exhibitions, workshops and targeted sessions, where project results were presented to specialised audiences and discussed with relevant stakeholders. These activities enabled the consortium to disseminate iMERMAID outcomes related to monitoring and remediation technologies, contaminants of emerging concern, wastewater management, policy recommendations, citizen science, societal engagement, capacity building and the replication potential of project solutions.

Examples of events in which iMERMAID partners participated during M19–M36 include the SETAC Europe 35th Annual Meeting, where project results were presented to the research community; Ocean Days 2026 and the Mission Ocean Forum, where iMERMAID outcomes and the schooling programme were showcased to EU Mission Ocean stakeholders; ECSA2026, where the project's societal engagement and

citizen science activities were presented; ECOMONDO 2025, where iMERMAID solutions were promoted to public authorities, industry representatives, researchers and innovation actors; and the Digital Transformation Summit 2026, where partners contributed to discussions on digital solutions and innovations for healthier, safer and more resilient waters and oceans. Other relevant examples include the Marine Micropollution event in Sitia, where iMERMAID results were presented to citizens, port officers, students and local stakeholders; the 1st Townhall Meeting of the European Water Academy, where capacity-building activities linked to iMERMAID were presented; and the Summer School in Banja Luka, which supported the dissemination of project knowledge through youth engagement, training and practical exchanges.

Workshops and targeted stakeholder sessions represented another key dissemination format during M19–M36. These activities enabled more direct and practical exchanges with specific audiences, including associated regions, public authorities, water utilities, technology providers, students, citizens and civil society organisations. In these formats, iMERMAID partners were able to present results in an accessible way, discuss their applicability in real contexts and support knowledge transfer towards stakeholders who may benefit from, replicate or further exploit the project's outputs.

Specific workshops were organised in relation to the iMERMAID Open Calls and the engagement of third parties and associated regions. These included sessions on Exploitation for FSTP, Use Case showcase for associated regions, Remediation Solutions Showcase Session, Monitoring Solutions – Session for Associated Regions, EU political landscape and iMERMAID recommendations, and Citizen Science for Public Authorities. These workshops contributed to ensuring that third parties and associated regions were properly informed about the project's solutions, policy messages and exploitation opportunities.

Capacity-building and education activities also played an important role in the dissemination of project results. Led by H2O People, iMERMAID results were integrated into training weeks, summer school activities, online lessons, workshops and youth-oriented initiatives. These activities helped communicate the project's work on contaminants of emerging concern, monitoring, remediation and societal engagement to young professionals, students, teachers, citizens and water-sector stakeholders. The iMERMAID capacity-building activities included the EJWP5&6 programme, running from September 2023 to May 2026, involving 10 training weeks, including a summer school, as well as five online trainings comprising 22 lessons, combining webinars and reading materials. These training activities were developed for an external public audience through the H2O People Learning Management System / Skills4Water platform and were later converted into a SCORM package and interactive learning format.

Several workshops and training activities further supported iMERMAID's societal impact and stakeholder engagement objectives. These included activities such as Collaboration towards empowerment of the Water Community, NEXUSNET Conference: creating new impact-driven opportunities, Collaborative knowledge sharing, Stakeholder Meeting Bridgewat as part of the summer school in Banja Luka, Student conference workshop: Materials without borders, Societal Impact, Personal Resilience, Lego Serious Play, Deep Democracy, intergenerational training on intercultural collaboration and personal leadership, and

the Capacity building and youth activities – Synergy building workshop with the FLOW project. In addition, the Lego Serious Play – Building your schooling project workshop at the Citizen Science for Water Conference in Delft in June 2025 contributed to external engagement with the citizen science community.

During M19–M36, iMERMAID also participated in clustering and cross-project activities that supported the dissemination of results and the creation of synergies with related EU-funded initiatives. These activities are further described in the dedicated "Marine Shield Cluster and other Clustering Activities" chapter of this deliverable. In the context of physical interactive dissemination, these actions contributed to presenting iMERMAID outcomes alongside complementary projects, identifying opportunities for collaboration and reinforcing the project's contribution to the EU Mission "Restore our Ocean and Waters".

Overall, the physical interactive dissemination activities implemented during M19–M36 generated clear outcomes for the project. They enabled the consortium to present iMERMAID results to 4,472 directly engaged stakeholders, strengthen dialogue with relevant target groups, support the exploitation and replication of project solutions, increase awareness of chemical pollution and contaminants of emerging concern, and connect the project's scientific and technical outputs with policy, industry, education and society. These actions ensured that iMERMAID results were not only communicated, but actively presented, discussed, contextualised and transferred to audiences capable of supporting their future use and impact.

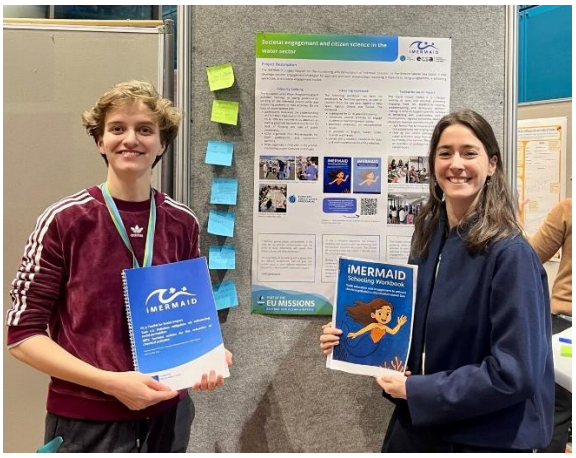

Figure 38: IMERMAID promoted at the ECSA2026 conference in Oulu, Finland.

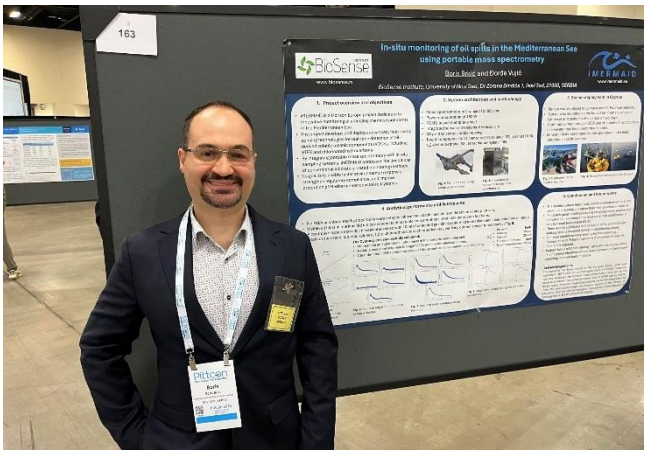

Figure 39: IMERMAID poster at the 77th annual Pittcon 2026 Conference in Texas, USA.

7.0 Communication Tools & Stakeholders Matrix

In order to enhance the effectiveness of the aforementioned initiatives, the consortium has pinpointed appropriate communication and outreach channels aligned with the previously identified target groups.

To effectively engage with the intended audiences, we present Table 4 below, which summarizes the utilization of communication tools, extensively discussed in Chapter 1.0.

Table 4: Communication and stakeholders' matrix.

Communication Tools	Industrial Ecosystem	Use case sectors	Partnerships & Networks	Social Innovation Sector	Policy-makers	Society
Project identity	X	X	X	X	X	X
Website	X	X	X	X	X	X
Social media						x
Email campaigns			x	x		x
Press releases			x			
Slide decks						
Video	x	x	x		x	x
Leaflet and posters	X		X	X	X	X
Peer-reviewed publications	X		X	X		
Non-scientific publications		X		X	X	
Organisation of webinars		X				X
Organisation of workshops		X	X			
Organisation of trainings			X			X
Organisation of summer schools		X	X			
Participation in conferences	X		X	X	X	X

8.0 Division of Responsibilities

The success of an effective Communication and Dissemination Plan (CDP) relies on the collaborative efforts of the entire consortium. To this end, active involvement from all partners was expected to ensure the realization of the CDP. In relation to the Communication and Dissemination activities, a list of the tasks and deliverables under the WP6 is outlined below.

Table 5: Division of responsibilities.

Tasks and deliverables	ITCL	EDEN	WF	IRIS	HCMR	UA	VTT	CMMI	WE	ENIG	UNIFI	F6S	PN	SOCAMEX	ZEN	APCL	SMAT	HP	ESDAK	AIG	SOFTW	CUB	ECSA	OP	BIOS	MMDA
Project identity and materials									x																	
Project Website									X																	
Social media									X																	
Email campaigns									X																	
Policy briefs									x																	
Press releases									X																	
Video									X																	
Leaflet and posters									X																	
6.1 Communication and Dissemination plan																										
Develop CDP									x																	
Review the CDP	x	X	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Contribute to the activities for the realisation of the plan	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

9.0 Communication & Dissemination Timeline

Table 6 gives an overview of the timeline that was followed for the execution of the communication activities.

Table 6: Communication and dissemination timeline.

Tasks and Deliverables	Due date
Project identity and materials	M1-M36
Project website	M5
Social media	M2-M36
Policy Brief	M2
Press release	M2
Leaflets and posters	M6
6.1 Communication and Dissemination Plan	M6
Develop Communication and dissemination Plan	M6
Review the Communication and dissemination Plan	M18
Contribute to the activities for the realisation of the Plan	M30

10.0 Assessment Strategy and KPIs

During the project, all communication and dissemination efforts were monitored and evaluated using custom-tailored Key Performance Indicators (KPIs) designed for each channel and project phase. To collect all communication activities within the consortium, the monitoring forms were shared and distributed periodically among partners.

Table 7 provides an overview of the main communication and dissemination tools, along with their corresponding KPIs. The leader of WP6, in collaboration with the coordinator, consistently oversaw the execution of these activities and updated the relevant KPIs as the project progressed.

Table 7: C&D KPIs.

KPIs	Overall	Up to M18	*up to M36*
Website unique visits	*3000*	*1.285*	*6.259*
Email campaigns	*6*	*1*	*5+2* *Cluster newsletters*
Followers on social media	*1000*	*1.067*	*1.756*
Social media posts	*500*	*410*	*822*
Hard copy items	*1500*	*500*	*1950 + 1 rollup*
Nr of policy briefs	*3*	*1*	*3*
Nr of peer-reviewed scientific items in journals	*8*	*7*	*16*
Nr of peer-reviewed papers in conferences	*10*	*4*	*5*
Nr of non-scientific publications, online publications, posts	*20*	*1*	*101*
Workshops co-organised	*10*	*4*	*42*
Nr participants in the workshops	*500*	*228*	*710*
Internal workshop	*6*	*3*	*16*
Public events	*12*	*3*	*32*
Conferences where the project will be presented	*6*	*8*	*45*

11.0 Conclusions

The closure of the iMERMAID project marks the completion of a comprehensive communication and dissemination effort designed to support the visibility, uptake and long-term impact of the project's results. Over its 36-month implementation period, iMERMAID has developed and promoted innovative approaches for the prevention, monitoring and remediation of chemical pollution, with a particular focus on contaminants of emerging concern in the Mediterranean Sea basin. Within this framework, the Communication and Dissemination Plan has played a key role in ensuring that the project's objectives, progress, achievements and final outcomes were communicated effectively to the audiences most relevant to their future use.

At project closure, the Communication and Dissemination Plan demonstrates that iMERMAID established a consistent, recognisable and targeted outreach strategy. The project combined digital communication, scientific dissemination, policy-oriented outputs, stakeholder engagement, clustering activities, printed materials and physical events to address a broad range of audiences, including researchers, policymakers, public authorities, industry representatives, innovation actors, associated regions, young professionals and the wider public. This integrated approach ensured that iMERMAID was not only visible as a research and innovation project, but also positioned as an active contributor to European efforts addressing water pollution, ocean restoration and zero pollution objectives.

The implementation of the plan also confirms the importance of adapting communication tools to the needs of different stakeholder groups. The project website, newsletters, social media channels, press releases, videos and webinars enabled regular and accessible communication of project news and opportunities. At the same time, scientific publications, policy briefs, workshops, conferences and stakeholder meetings supported the transfer of more specialised knowledge to technical, scientific and policy audiences. By using these complementary channels, iMERMAID was able to communicate both the technical relevance of its solutions and their broader environmental, societal and policy value.

This strategic approach was particularly important during the final phase of the project, when communication and dissemination activities increasingly focused on results, lessons learned, uptake potential and legacy. The final months provided an opportunity to consolidate the project's achievements, showcase tested solutions, strengthen connections with associated regions and related EU-funded projects, and ensure that key outputs remained accessible beyond the end of the grant period. In this sense, communication and dissemination activities contributed directly to the sustainability of the project's impact.

The Mediterranean Sea and its surrounding regions support a diverse variety of essential socioeconomic activities. It is one of the highly exploited water ways and the influence of anthropogenic activities on its marine habitats and ecosystems has grown significantly since the industrial revolution. Because of this, the Mediterranean Sea basin is very vulnerable to chemical contamination and build-up. To safeguard the Mediterranean Sea basin from contaminants for emerging concerns (CoEC), iMERMAID will integrate, coordinate, and synergize innovative preventive, monitoring, and remediation solutions. iMERMAID will build an evidence-based multidimensional framework that will guide policymaking and transform societal perceptions to reduce CoEC usage, emissions, and pollution. Furthermore, next generation sensor and remediation solutions will be developed within iMERMAID to monitor and remove prioritized chemicals from its source while reducing upstream pollution. iMERMAID builds an ideal interdisciplinary team by bringing together prominent SMEs, researchers, regulators, and innovation professionals who have been essential in improving the knowledge and awareness of CoEC. Beyond state-of-the-art techniques, iMERMAID will strive to strengthen regulations against CoEC, expand economic possibilities and competitiveness, improve the standard of living for EU residents, while preventing the accumulation of chemical pollution in the Mediterranean Sea basin. iMERMAID will empower the efforts to create a zero pollution, contaminant free waters by enabling the Chemical Strategy's goals to become a practical reality.

iMERMAID

Funded by
the European Union