



# FLORES

Offshore Renewable Energies  
partnership in the Pact for Skills

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## D6.1: Dissemination and Exploitation Plan

March 2025



Co-funded by  
the European Union

## About this Report

Forward Looking at the Offshore Renewables is promoting the core activity of the Large-scale partnership launching the Pact for Skills in the Offshore Renewable Energies (ORE) sector. FLORES support the most committed stakeholders in the ORE, underpinning the success of the offshore renewable energy strategy with the stimulation of dedicated training offers. The partnership promotes the skilling process for the new jobs expected in the sector, estimated to account for 124.000 new workers in the EU by 2030 and contribute to improve upskilling opportunities in the field of the actual ORE workforce.

Project duration: January 2023 – March 2025 (27 months)

[www.oreskills.eu](http://www.oreskills.eu)

Document information	
Short description	The Dissemination and Exploitation Plan developed for the FLORES project outlines strategic and tangible actions related to external communication, dissemination and exploitation activities which will be ongoing throughout the project
Next steps	This document will be provided to the FLORES partners to coordinate the dissemination and exploitation activities. The document will be updated during the project life.
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## Summary

The FLORES Dissemination and Exploitation Plan (DEP) describes the activities to be performed and the channels to be used to promote and disseminate the project and its outputs, and to exploit the project results. The DEP and the processes described within will help ensure that appropriate activities are carried out to reach different audiences for specific purposes.

The DEP contains a set of protocols to ensure that all relevant knowledge emerging from FLORES is carefully managed. The protocols are set up for:

- Dissemination – to raise awareness of the project, its objectives, the partnership, project progress and success.
- Knowledge Transfer and Exploitation – to ensure the timely identification and collection of Knowledge Outputs generated by FLORES to inform dissemination and exploitation activities; to effectively and pro-actively transfer knowledge, resulting in uptake and exploitation by different end-users which will provide measurable impacts for FLORES.

The DEP has been constructed using the WHY, WHAT, WHO, HOW, WHEN principles which will be used in conjunction with the Knowledge Management methodology derived from the H2020-funded COLUMBUS project.

FLORES will develop and make use of the latest tools, resources and communication channels resulting in cost effectiveness and maximum impact.

The DEP has been developed by CETMAR and ASIME, based on the DEP of the MATES blueprint project<sup>1</sup>. However, all the FLORES project partners are involved in dissemination and exploitation to foster awareness and generate impact, especially in their own countries and regional networks.

Team involved in deliverable writing: CETMAR, ASIME

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<sup>1</sup> AquaTT, 2018, MATES project Dissemination and Exploitation Plan, Results of the MATES project ([www.projectmates.eu](http://www.projectmates.eu)).

## 1 Introduction

FLORES is the first joint proposal issued from the Large-Scale Partnership launching the Pact for Skills in the Offshore Renewable Energies (P4S-ORE). FLORES activities, research and tools address the strengthening of skills development in the ORE industrial ecosystem.

FLORES' objective is to support the most committed stakeholders in the ORE to actively promote the skilling process for the new jobs expected in the sector and to contribute to improve up-skilling opportunities in the field of the actual ORE workforce.

With this aim, FLORES will develop skills intelligence research; identify innovative capacity-building solutions; promote the uptake of those solutions in new settings; support transnational cooperation and mutual learning on forward-looking issues for the ORE capacity building processes.

Four regional pilot actions in the Atlantic, the Baltic and Mediterranean will enable a bottom-up approach to be set up to test solutions for current and future challenges in the ORE. These actions will be aimed at creating future mirror working groups (WGs) in the large-scale partnership launching the Pact for Skills in the ORE, with a view to kick-starting sustainable and systemic impacts.

The FLORES proposal was conceived to feed the activity of the P4S-ORE Working Groups with innovative solutions with the potential to be mainstreamed in the sector and its value chain, including maritime sectors such as shipbuilding or maritime transport. The use of the FLORES results by the P4S-ORE members in their capacity building activities and their role as ambassadors of an innovative approach to the ORE upskilling and reskilling processes at EU level will ensure the sustainable exploitation of its main outputs as well as their transferability to different contexts and audiences.

Dissemination and exploitation of the project and its results is key to achieving these goals and is also a contractual obligation of participation in initiatives supported under the European Union's Erasmus+ Program. The Erasmus+ Program (<https://erasmus-plus.ec.europa.eu/document/erasmus-programme-guide-2022-version-2>) clearly distinguishes between dissemination and exploitation:

- Dissemination is a planned process of providing information on the results and initiatives to key actors. It occurs as and when the result and initiatives become available and involves spreading the word about the project successes and outcomes as far as possible.
- Exploitation is a) a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on the one hand, and b) a planned process of convincing individual end-users to adopt and/or apply

the results of programmes and initiatives, on the other hand – i.e. results are used beyond the lifetime of the project.

For the purposes of this DEP, we will consider exploitation as part of Knowledge Transfer.

The Dissemination and Exploitation Plan (DEP) (D6.1), contained herein, will help ensure effective dissemination and Knowledge Transfer during the FLORES project and beyond. The DEP will be reviewed and updated periodically throughout the project lifetime to ensure that it remains fit-for-purpose.

ASIME as leader of WP6, together with all project partners, will carry out efficient and effective dissemination, exploitation, knowledge transfer and outreach. This will ensure that any valuable knowledge generated in the project is identified and not only made accessible but also transferred to potential end-users. WP6 exploits and reinforces existing networks to foster market uptake, encouraging positive evolution of legislation and social acceptability and helping to achieve a measurable impact.

The DEP has been constructed using the WHY, WHAT, WHO, HOW, WHEN principles which will be used in conjunction with the Knowledge Management methodology derived from the COLUMBUS H2020 project.

## 2 Specific objectives of the DEP (WHY)

Specific objectives of the DEP are to:

- Carry out a Dissemination strategy to raise awareness about the project, its progress and results.
- Carry out a Knowledge Transfer strategy to ensure efficient, targeted and impact-orientated exploitation of the project and its results.
- Carry out outreach and Ocean Literacy activities to promote the European maritime sector.
- Engage with stakeholders across Europe to facilitate interaction, involvement and support.
- Ensure transparency and openness with others working in the field to collaborate on common goals, promote complementarity and to avoid overlap.
- Promote the project activities and results beyond the consortium to the education community, industrial stakeholders, policy actors and society.
- Support the Dissemination and Exploitation of results of the Large-Scale Partnership launching the Pact for Skills in the Offshore Renewable Energies.

The foundation of the FLORES DEP is the Knowledge Management process. Knowledge Management is the process of creating, organizing, and capturing/sharing/distributing knowledge to ensure its availability for future users. This will inform both the dissemination activities as well as overall Knowledge Transfer and exploitation of project results. FLORES distinguishes between dissemination and Knowledge Transfer as follows:

- Dissemination is a form of Knowledge Transfer but is seen as one-way promotion and is effective in raising awareness and sharing information. A range of dissemination activities will take place particularly in the early phases of the project to raise awareness of the existence of the project, its objectives, partners and intended impacts. Activities used for dissemination purposes are for example the public website, press releases, publications, and attendance at events.
- Knowledge Transfer is a more advanced version of dissemination and requires several more crucial steps, such as identifying exploitation mechanisms, pathways, actors and activities, designing Knowledge Transfer Plans around the profiles of target users, to ensure impact and uptake of the results.

### 3 Messages and Results (WHAT)

The following section highlights some of what will be communicated and disseminated in terms of messages and results.

#### 3.1 Messages

There are several messages which FLORES wants to portray, and the message may vary depending on the particular audience being targeted. The message needs to be relevant to the audience and link back to the project's objectives. Some of the overall messages FLORES wants to communicate are:

- Offshore Renewable Energy (ORE) constitutes a clean and inexhaustible source of energy, and the EU has already set specific and ambitious targets for increasing its production until 2050.
- The ORE is a very diverse industrial ecosystem, with multiple technologies in different levels of maturity.
- ORE holds the potential to offer a major diversification opportunity for several EU companies and to absorb workers from sectors suffering higher impacts from this crisis, in particular from the maritime one.
- New jobs in the ORE sector are expected to reach 124,000 workers in the EU by 2030, highlighting the need for skilling initiatives and improved upskilling opportunities for the existing workforce.



- FLORES has a key role to play underpinning the skilling process for the new jobs expected in the Offshore Renewable Energies, and contributing to improve up-skilling opportunities in the field of the actual workforce.
- As an Erasmus+ funded European Forward-Looking project supporting the Pact for Skills, FLORES involves strategic cooperation between stakeholders, in particular between industry and the education and training sector, to tackle skill shortages.
- The maritime sector has a high-tech future.
- Ocean Literacy has a role to play in the sustainable development of the maritime industry.
- Careers in the maritime sector, particularly the offshore renewable energy sector, are attractive for young talent
- There is an opportunity for women to get involved in this booming sector, which offers career development and good working conditions within an innovative and sustainable environment.
- Blue economy is for all. A proper spatial planning will allow to integrate the offshore renewable energies with other blue activities, contributing to a greener future, and providing jobs to workers from other sectors, as well as for new talent and younger generations.
- Life-long learning is important to adequate industry's needs with the actual skills of our workforce, training and awareness-raising of ORE's potential is crucial.

## 3.2 Results

According to The Erasmus+ programme, results are classified as either outputs or outcomes.

- Output: a tangible product which is produced, and which may be quantified e.g. accessible products like curricula, studies, reports, materials, events or websites.
- Outcome: an intangible added value accomplished through the achievement of the project objectives and targets e.g. covering concrete events and actions such as training, training platforms, content or methodology, or more abstract consequences such as increased awareness, increased skills or improved abilities, knowledge and experience gained by participants, partners or other stakeholders involved in the project.

Both outputs and outcomes have been identified in the project description and additional Knowledge Outputs will be identified through a Knowledge Transfer strategy (Section 10).

## 4 FLORES Target Audience (WHO)

Participants from a variety of sectors are involved in the project, both as consortium partners and as external stakeholders.

FLORES's target audience includes:

- Policy makers: Public sector bodies, such as the European Commission, EU agencies, Member States, National governments, Regional and Local administrations.
- Standardisation bodies: International, National and regional standard organisations addressing capacity building, such as the Centre for the Development of Vocational Training (CEDEFOP), or the ESCO board (European Skills, Competences, Qualifications and Occupations)
- Social Partners and Professional Bodies: Trade Unions, Industrial associations, Clusters, Academic associations.
- Education and training providers: Universities, Higher Education Institutions, Vocational training (VET) organisations, online training providers.
- Employers: Large companies and SMEs, as well as organisations which require professionals, such as the Research community, Knowledge brokers and others.
- Potential work force and skilled workforce: Students and practitioners willing to work in the offshore renewable energies, together with staff acquiring new knowledge and capacities.
- General public
- Media: journalists, newspapers and specialised press.

Apart from targeting various sectors and disciplines, FLORES will aim to involve participants from the industry and the education and training communities involved in the ORE value chain. Set the basis to launch pilot actions in four areas of the Atlantic, the Baltic and the Mediterranean: in France, Italy and the Baltic sea. Furthermore, a detailed stakeholder database in the form of a *Community of users* digital directory will be developed by CETMAR and ASIME. The database will facilitate communication with all stakeholders involved in FLORES by centralizing their contact details and classifying them according to their level of engagement with the project. Depending on their level of engagement, different dissemination mechanisms will be employed.

The database aims to facilitate dialogue and relationship building between the FLORES consortium and other organizations involved or interested in the project. It will be maintained and updated throughout the duration of the project.

## PROTOCOL – FLORES Community of users

All FLORES partners are expected to contribute by identifying relevant contacts and information to support the FLORES project. This information will be utilized for the FLORES Network of Users (D5.1), which is showcased in the "Community & Pilot Actions" section of the FLORES website: <https://oreskills.eu/community-pilot-actions/>.

## 5 FLORES Dissemination Channels (HOW)

There are multiple channels which the project partners can avail of:

- Stakeholder engagement through FLORES events: to involve them in the processes; provide best practice; to amplify FLORES messages to a broader audience.
- Stakeholder engagement through attendance to external events: to network with other stakeholders and try to engage them in FLORES; to bring awareness to the project; to disseminate results; to amplify FLORES messages to a broader audience.
- Development of links with relevant projects and key individuals/organisations: to keep them updated on the project's activities; involve them in the processes; provide best practice; to amplify FLORES messages to a broader audience.
- Project website: online dissemination of the project objectives, activities and results to a broad audience
- Social media (LinkedIn, Twitter and Youtube): online dissemination of the project objectives, activities and results to all interested stakeholders.
- Marine Training Portal ([www.marinetraining.eu](http://www.marinetraining.eu)): dissemination of the project workshops and Pilot Experiences to a broad marine training and education audience across Europe.
- Partners' own channels: to disseminate to a broader audience and try to engage them in FLORES to act as multipliers.
- TEAMS Forward Looking Group: Created by the EACEA, it allows all Forward Looking running projects (coordinators) to co-operate together and share experiences and information about projects results and events.
- Newsletter: A Mailchimp periodic newsletter gathering the latest news from the sector, materials developed within the project, meetings & workshops and any other information that might be relevant to the stakeholders and any audience interested in the ORE sector.
- Pact for Skills networking events: meetings and webinars promoted by the Pact for Skills supporting services.

## 5.1 FLORES Events

There are several FLORES events which will be held throughout the project, in particular FLORES side-events organised in the framework of the Galician Offshore international HUB and the WindEurope annual events of 2023 and 2024. These events provide opportunities for face-to-face communication with target audiences.

When organising and hosting events, partners are encouraged to distribute the project dissemination materials, such as project factsheets and promotional resources (pull-up banner, poster etc.) where relevant, and use the designed FLORES PowerPoint when giving presentations. ASIME can also provide further resources and these can be discussed and agreed upon as and when required throughout the project (e.g. agenda templates, specific posters etc.).

Quantitative statistics will be recorded for events (e.g. training courses and mobility activities), such as number of attendees, gender, type of organisation, as well as their origin in terms of country and sea basin. Quantitative and qualitative feedback will also be obtained from event participants to evaluate the efficacy of the event organisation as well as the quality of materials and means used.

### PROTOCOL – FLORES Events

- Contact ASIME ([lorena.riveiro@asime.es](mailto:lorena.riveiro@asime.es)) for specific design requests.
- Record all events in your own logs, and make sure you report on it at all reporting stages and in the Dissemination Log when circulated by ASIME.

## 5.2 External Events

The project results will be presented as oral presentations, posters, etc. at relevant external meetings and conferences. Details of events which were attended, and will be attended in the future, are tracked in the Dissemination Log maintained by ASIME. Such events are valuable forums to consult and network with FLORES target audiences face-to-face, so all partners are encouraged to actively attend external events.

When attending events, partners are encouraged to distribute project factsheets, use promotional resources (pull-up banner, poster etc.) where relevant, and use the designed FLORES PowerPoint when giving presentations. ASIME can also provide further resources and these can be discussed and agreed upon as and when required throughout the project (e.g. agenda templates, specific posters etc.).

#### PROTOCOL – External Events

In case a partner is attending an external event that is of relevance to FLORES:

- Inform ASIME ([lorena.riveiro@asime.es](mailto:lorena.riveiro@asime.es)) so that the event will be included in the website calendar, informing other partners about the event attendance.
- Contact ASIME ([lorena.riveiro@asime.es](mailto:lorena.riveiro@asime.es)) for specific design requests, if needed.
- Record all events in your own logs, and make sure you report on events at all reporting stages and in the Dissemination Log when circulated by ASIME.

### 5.3 Links with other projects and key individuals/organisations

FLORES endeavours to establish links with other relevant projects and initiatives to collaborate on common goals, promote complementarity and to avoid overlap. FLORES recognises the potential for knowledge sharing and will engage with international partners. FLORES will specifically interact with:

- Large-Scale partnership to promote the Pact for skills in the ORE. The partnership under the P4S-ORE recognises the need to optimise the efforts and maximise value-generation through the use of existing resources and initiatives for bridging the skills' gaps in the ORE. The FLORES results will directly be transferred to this group.
- [Marine Training Platform](#) started as one of the services of the European Marine Biological Resource Centre (EMBRC). FLORES will make use of the Marine Training Platform, connecting it with the FLORES repository of training offers, in order to retro-feed both databases when retrieving information in ORE training offers. This will help to ease any future updates of the P4S-ORE partnership.
- [ENCORE-2](#) Interreg 2 Seas project, which has developed eight online E-learning courses on various topics related to offshore renewable energy: Introduction, Technology Development, Testing, Certification, O&M, Environmental Impacts, Finance, Policy etc. FLORES will provide a framework for continued implementation actions on these materials that will serve as a basis to create learning itineraries adapted to the specific needs of the Atlantic and Mediterranean regions taking part in the pilot actions.
- [LEARNWIND](#) WindEurope Line of Action releases educational materials and promotes activities to raise awareness concerning renewable energy at primary and secondary schools. The FLORES project will contribute to the creation of new resources specifically addressing the offshore renewables, and will also promote their use by providing guides for educators.
- Skills2Power project in the EU electricity sectoral social dialogue committee

- [USWE](#) project in the EU shipbuilding sectoral social dialogue committee.
- [Navigando](#) is a project developed by MareFVG to bring students and citizens closer to the world of sea professions, through educational activities, interactive experiences, conferences and seminars, with the aim of highlighting the opportunities and potential associated with the maritime sector. FLORES will contribute by introducing activities to raise awareness of the ORE technologies and career opportunities.
- [SuperCluster Atlantic Wind](#) (SAW) This strategic alliance was born in 2021 with the aim of creating a shared strategy to position the north of Spain as an international benchmark for offshore wind energy. The agreement is made up of three of the main industrial clusters linked to offshore wind power in northern Spain: Sea of Innovation Cantabria Cluster (SICC), Galician Offshore Energy Group (GOE-ASIME) and the Asturias Energy Technology Consortium (AINER).
- The Science-Policy-Industry dialogue on wind energy and MPS created by numerous SUBMARINER Network projects in the Baltic Sea; working groups and initiatives will be brought to the next level and replicated in other EU sea basins as part of this project. These include the series of trainings and innovative hands-on events to build capacities of marine planners and developers and support a wider exchange of knowledge between the countries.
- M.Sc. in Marine Biological Resources (IMBRSea): this Master degree, coordinated by Ghent University, trains marine professionals to educate European citizens on ocean-related aspects.
- [Master Erasmus Mundus Sustainable Ship & Shipping 4.0](#) Student-centered program promoted by the UDC, addressing environmental and legal competencies, knowledge of the economic framework of green and sustainable economy, digitalization related to the newest needs in the fields of shipbuilding and maritime transport, including the design of offshore devices. Additionally, the UDC has one of its strategic lines of action the promotion of STEM among students in primary and secondary schools. Specific programs have been developed for high school students to approach research at the university, open days at the university and the development of workshops in the schools and institutes themselves.
- BluePrint projects – which aim to improve skills intelligence and address skills shortages in different economic sectors. A strong interaction will be promoted with the Consortium of the [MATES](#) blueprint project which has undertaken a collaborative approach to develop a [Maritime Technologies Skills Strategy](#) addressing the main drivers of change to the offshore renewable energy and shipbuilding industries. More interactions may occur with new wave projects.

Partners are encouraged to engage and network with key individuals and organizations of relevance to the project. Such individuals/organizations may not be directly involved in the project as stakeholders but may be important multipliers for raising further awareness of the project. Communication between the project partners and the European Commission (DG MARE, DG EMPL and the Education, Culture and Audiovisual Executive Agency) will be facilitated by dialogue through the project coordinator, and by the invitation of European Commission representatives to attend project meetings. This will be managed by the coordinator, CETMAR, through WPI.

## 5.4 FLORES Website

The FLORES website [www.oreskills.eu](http://www.oreskills.eu) plays multiple roles:

- As a communication resource to promote the project, its objectives, activities and partnership.
- As a communication resource to update interested parties on progress, results and events.
- As a repository for public deliverables
- As a repository for resources such as access to training materials, careers and awareness-raising; the reports and guidelines of the ORE skills observatory; the ORE stakeholder network, results of pilot actions or FAQs.

The website has been professionally designed to comply with usability, SEO and efficient communication. New resources will be uploaded to the website as they become available (e.g. infographics, videos, reports/deliverables to download, etc). Key features of the website include:

- News section and newsletter - regularly updated throughout the project's lifetime with news on the project (press releases, blog posts from project partners on FLORES results, articles on ORE sector trends, interviews, etc). This section will also include the dissemination templates/materials developed within the project (poster, factsheet, pull-up banner...) as they become available. It will include as well the newsletter subscription for any user who wants to receive a periodic email with all the latest news, events and results of the project and the ORE sector in broad terms.
- Events section - includes a calendar with all the events organised by the FLORES consortium which are open to stakeholders, as well as events where FLORES partners are going to be represented and any other events of interest to the partnership.
- ORE Skills Observatory – A repository of the reports and guidelines developed within the project, as they become available.
- ORE Skills & Careers – To display the repository of multilingual educational materials, as well as the careers awareness raising materials for scholars and teachers and the occupational profiles update.

- Community & Pilot Actions – It will host the map of the ORE stakeholders, the results of the pilot actions and related reports.
- FAQ - A section with expandable answers to frequently asked questions, as well as the helpdesk for any user who might need information on ORE skills and careers.

For internal communication among FLORES partners, the website will be complemented with a Sharepoint/TEAMS as an intranet.

#### PROTOCOL – Website

ASIME has set up and will manage the FLORES website. Any partners who wish to upload materials, news or events to the website should contact ASIME ([lorena.riveiro@asime.es](mailto:lorena.riveiro@asime.es)). Partners are requested to include a link to the FLORES website on their own institution websites.

CETMAR manages the FLORES sharepoint/teams as an intranet and any questions and queries should be directed to CETMAR ([farenaza@cetmar.org](mailto:farenaza@cetmar.org)).

## 5.5 Social Media

Social media, particularly LinkedIn, Twitter, and Youtube will enhance the visibility of the project by providing in-the-moment updates and will provide more of an online presence by reaching different audiences. ASIME has setup the following accounts to spread relevant information:

- Twitter (X): OREskills. Main channel for community building, especially for awareness-raising among all ages.
- LinkedIn: [OREskills](#). Main channel for community building, especially in the careers/training/partnership for having a more professional target audience.
- Youtube: [OREskills](#), it will be used more towards the final stages of the project, to upload a final video as well as training materials if needed within the deliverables.
- Instagram: OREskills, it is used with the aim of reaching a younger audience (teenagers, young adults, parents, and/or teachers of these children), especially for the dissemination of the card game, interview videos, etc.

The clickable icons to FLORES social media is accessible from every page on the FLORES website and it will help to create a community of users and stakeholders interested in ORE skills. The project has decided to focus mainly on twitter and linkedIn in order to build a relevant community and maintain good activity on those channels, instead of trying to be present in every social media networking regardless of its relevance for the project. All project partners will be asked and encouraged to share and spread the word about FLORES posts so that the community can be reinforced.



PROTOCOL – Social Media

Partners are invited to share, (re)tweet and forward relevant information. Information for posting can be sent to ASIME ([lorena.riveiro@asime.es](mailto:lorena.riveiro@asime.es)).

## 5.6 Marine Training Portal

The Marine training Portal ([www.marinetraining.eu](http://www.marinetraining.eu)) is an online platform for disseminating information related to marine and maritime training and education sectors across Europe. All workshops and Pilot Experiences will be disseminated through this portal by Ghent University as part of Task 6.2.

PROTOCOL – Marine Training Portal

Partners should send details of training offers to Claudia Delgado ([Claudia.Delgado@UGent.be](mailto:Claudia.Delgado@UGent.be)).

## 5.7 Partners own channels

All partners are encouraged to use their own channels and networks to actively communicate and disseminate project objectives, activities and results. Examples include:

- Social Media channels (Twitter, LinkedIn)
- Partners' websites
- Partners' networks through involvement in other relevant EC projects and initiatives
- Partners' contact databases

The table below shows the European committees and networks where partners are involved and which can be used as dissemination channels too.

Table 1: European committees and networks that partners are involved in

European committees/networks	Partner involved
European Skills, Competences, Qualifications and Occupations (ESCO)	Margaret Eleftheriou (AMC, until November 2024), and Lucía Fraga Lago (CETMAR) have been part of the reference group 'Agriculture, Forestry, Fishery'.

Expert Group on Skills for the Blue Economy	Margaret Eleftheriou (AMC, until November 2024), Lucía Fraga Lago (CETMAR).
Marine Renewable Energy working group of the EMB	Paula Kellet (EMB)
IndustriAll sectoral social dialogue committees on skills intelligence and VET	Sophie Grenade, Corinna Zierold (InsudriALL)
Technical Pole for Training in the Economy of Sea (PTP Eco MA)	Carlo Kraskovic <i>MareFVG</i> is regularly involved in the assessment of training and competences needs in the field of maritime technologies areas.
The Science-Policy-Industry dialogue on wind energy and MPS	Marko Kovaceric (Submariner)
Master Erasmus Mundus Sustainable Ship & Shipping 4.0 focuses on developing competencies in environmental and legal areas, understanding the economic framework of a green and sustainable economy, and addressing digitalization needs in shipbuilding and maritime transport. Additionally, the design of offshore devices and promotion of STEM education among primary and secondary school students. Ocean literacy	María López, Lucía Santiago and Vicente Díaz. (UDC)
<u><a href="#">LEARNWIND</a></u> : Line of Action releases educational materials and promotes activities to raise awareness concerning renewable energy at primary and secondary schools.	Claudia Delgado and Tim Knit (UGent)
SuperCluster Atlantic Wind (SAW) This strategic alliance was born in 2021 with the aim of creating a shared strategy to position the north of Spain as an international benchmark for offshore wind energy. The agreement is made up of three of the main industrial clusters linked to offshore wind power in northern Spain: Sea of Innovation	Nina Mavrogeorgou (WindEurope)  Nerea Urrutia, Lorena Riveiro and Noelia Liboreiro (ASIME)

Cantabria Cluster (SICC), Galician Offshore Energy Group (GOE-ASIME) and the Asturias Energy Technology Consortium (AINER).

## 6 FLORES Resources and Tools for Communication and Dissemination (HOW)

Several resources and tools will be used throughout the project for communication and dissemination purposes:

- FLORES Branding (Logo and visual identity manual)
- FLORES templates
  - Pull-up banner
  - Power point template
  - A4 document template
  - Social media banners
  - Poster
  - Report/Deliverable template
- FLORES Factsheet
- Press Releases
- FLORES website
- FLORES final video
- Other promotional material

### 6.1 FLORES Branding

FLORES logo

The branding is an integral part of the project visibility. The FLORES logo is constructed using a combination lettering and illustration. The illustration consists of three simple organic shapes in different shades of blue (turquoise, navy and sky blue) juxtaposed, suggesting the idea of sea, sky and seabed, crowned by a subtle circumference representing the sun., This represents the different sources of renewable energy that can be exploited in the ocean: wind-energy, waves, currents, and any form of energy from the water, geothermal energy and solar energy. . For the logotype and the claim, a simple and modern typography has been selected, with a high box and dry stick, to provide impact and timeliness, on which we have Worked to make the whole more unique. The whole generates a cheerful result that is easily linked to the theme of the project.

For the branding, we have worked on two versions of the logo. The primary one is with the FLORES title, followed by the slogan “Offshore renewable energies partnership in the Pact for Skills”. This will be the main logo used during the 2-year project, always together with the EU funding emblem. However, since this project is born with the objective to build and maintain a strong and long-lasting partnership within the pact for skills, we have already selected a domain and second logo that can be used in the aftermath of FLORES project. Thus, ORESkills

is the main branding/domain we have selected, so that, once the project is over, we can continue to use our icon/brand/logo but the ORESkills title, as keep using the oreskills.eu website as main hub/repository for all stakeholders engaged within the large-scale partnership in the Pact for Skills.

Brand Guidelines have been developed to provide partners with clear instructions on how to use the logo in any format, the recommended type face to use, the colour palette and best use of the logo on different backgrounds. The logo, in various formats, can be obtained by contacting ASIME or downloaded from the project intranet.

#### [FLORES PowerPoint Template](#)

A standard FLORES PowerPoint template was developed to use at internal and external events when presenting the FLORES project and/or its outcomes.

#### [FLORES Letterhead Template](#)

The A4 letterhead templates are suitable for more formal communication, both written and print.

#### [FLORES Poster](#)

A generic poster (A4) has been created for promotional purposes at events. In addition, a blank template has been designed which can be easily completed and tailored for use. The generic poster is available on the project website and the intranet. The poster template is available through the intranet.

#### [FLORES Pull-up Banner](#)

The FLORES pull-up banner (100x20000mm) can be used for promotional purposes at events. It is available on the project website and the intranet.

#### [FLORES social media banners](#)

A set of 2-3 general banners will be developed for the project, especially to use them on social media or news/webs from the project partners. These can be adapted for specific purposes by ASIME.

#### [FLORES report/deliverable template](#)

A word template will be developed for all partners, so that they can prepare their reports on deliverables/results respecting the project's visual identity.

### PROTOCOL – FLORES branding

Partners should avail of the developed branding material when communicating in relation to FLORES. All material is available through the project intranet.

## 6.2 FLORES Factsheet

A two-sided A4 FLORES factsheet will be developed to raise general awareness of the project. It will be distributed over the course of the project. The factsheet describes the project, main objectives, methodology, partnership, funding and expected impact. Translated versions of the factsheet can be produced if partners provide the translated text to ASIME.

#### PROTOCOL – Factsheet

The factsheet is available for download from the project intranet and is publicly accessible from the project website. Partners are encouraged to distribute the factsheet (print and/or electronic version) through their networks, at FLORES events and workshops, and when attending external events.

Translated versions of the factsheet can be produced if partners provide the translated text to ASIME ([lorena.riveiro@asime.es](mailto:lorena.riveiro@asime.es)).

### 6.3 Press Releases/Articles

Project news will be disseminated regularly at key milestones, making use of a range of channels to ensure that target audiences and the wider community are aware of the project, its objectives and, later in the project, its outcomes. Distribution of press releases and articles will help ensure that there is publicity and media coverage at local, regional and European levels. ASIME will prepare the FLORES press releases at key milestones during the project, in English, to all partners. They are encouraged to translate them into their own languages and circulate them with their regional, national and international media databases, making use of their own communication networks and channels.

#### PROTOCOL – Press Releases/Articles

ASIME will take the lead in writing press releases and articles based on the project's activities. Once approved, they will be disseminated using the channels mentioned above, and any other relevant mean and will also be uploaded to the project website and posted through the project's social media networks. Partners are encouraged to distribute the press releases and articles through their own channels. Where necessary the partners can customise/translate the press releases and articles for their audience. Partners who publish should send a copy to the WP6 leader ([lorena.riveiro@asime.es](mailto:lorena.riveiro@asime.es)). Partners writing press releases and articles can contact ASIME, if they wish for support in writing/editing.

### 6.4 FLORES website

As detailed in section 5.4, the FLORES website [www.oreskills.eu](http://www.oreskills.eu) has been set up. The website plays multiple roles and can be used as a resource for further information.

### 6.5 FLORES videos

A section in the web will be addressed at describing ORE careers, including 16 short videos (1 min) with interviews to ORE careers “ambassadors”, covering a wide range of profiles. Those videos will be also shared through [Youtube](https://www.youtube.com) and other channels,

Complementing this, a final video of the project will be developed, summarizing the main results and outcomes. All videos will be uploaded to the project YouTube channel and linked through the website and social media.

## 6.6 Other Promotional Material

Other promotional material will be developed if, and when, required and depending on budget available.

### PROTOCOL – Other Promotional Material

ASIME will develop additional promotional material if needed. All promotional material will be uploaded to the intranet and also the project website if appropriate.

## 6.7 Publications

While no scientific publications were foreseen in the project application, if there are publications, they will be made accessible through the Green Open Access mode (freely available, digital and online).

## 7 Schedule of dissemination activities (WHEN)

It is important for partners to schedule dissemination activities at key stages of the project, particularly around results. The following table brings various elements of the DEP together. Currently the table includes tangible results/outputs (in line with results identified in the project application). As the project progresses, efforts will be made to identify intangible results (outcomes).

When is the result due? <i>Note: dissemination activities will be carried out before, during and after due dates where possible</i>	Work Package (WP)	What is the result?	Who is the target audience? e.g. <ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> <li>· Potential work force and skilled workforce</li> <li>· General public</li> <li>· Media: journalists, newspapers</li> </ul>	How will dissemination be carried out? e.g. channels: <ul style="list-style-type: none"> <li>- Stakeholder engagement through FLORES events</li> <li>- Stakeholder engagement through attendance at external events</li> <li>- Development of links with relevant projects and key individuals/organisations</li> <li>- Project website</li> <li>- Social media such as Twitter</li> <li>- Marine Training Portal</li> <li>- Partners own channels</li> </ul> e.g. resources and tools: <ul style="list-style-type: none"> <li>- FLORES Branding (logo, PowerPoint templates, letterhead templates, poster, pull-up banner)</li> <li>- FLORES Factsheet</li> <li>- Press Releases</li> <li>- FLORES website</li> </ul>

Month 1	WP1	Kick off Meeting	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> <li>· General public</li> <li>· Media: journalists, newspapers</li> </ul>	<ul style="list-style-type: none"> <li>- Other promotional material</li> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>
Month 3, 4, 15, 22	WP1	Meetings at the GOinterHUB and the Wind Europe Event	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> <li>· General public</li> <li>· Media: journalists, newspapers</li> </ul>	<ul style="list-style-type: none"> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>
Month 10	WP3	Guidelines to promote innovative approaches in LLL for the ORE (D3.1)	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> </ul>	<ul style="list-style-type: none"> <li>- Distributed to P4S-ORE partners/presented during events</li> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>



Month 21	WP2	Report on ORE skills needs (D2.1)	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> </ul>	<ul style="list-style-type: none"> <li>- Marine Training online portal (<a href="http://www.marinetraining.eu/">http://www.marinetraining.eu/</a>)</li> <li>- Distributed to P4S-ORE partners/presented during events</li> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>
Month 22	WP2	Map of the ORE training offer (D2.2)	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> <li>· Potential work force and skilled workforce</li> </ul>	<ul style="list-style-type: none"> <li>- Marine Training online portal (<a href="http://www.marinetraining.eu/">http://www.marinetraining.eu/</a>)</li> <li>- Distributed to P4S-ORE partners/presented during events</li> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>
Month 27	WP2	Analysis of future trends in the ORE occupations (D2.3)	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> </ul>	<ul style="list-style-type: none"> <li>- Distributed to P4S-ORE partners/presented during events</li> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>

Month 25	WP3	Repository of training materials for the ORE (D3.2)	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> <li>· Potential work force and skilled workforce</li> </ul>	<ul style="list-style-type: none"> <li>- Distributed to P4S-ORE partners/presented during events</li> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> <li>- Marine Training online portal (<a href="http://www.marinetraining.eu/">http://www.marinetraining.eu/</a>)</li> </ul>
Month 22	WP4	Test of Educational materials (MS 3)	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> <li>· Potential work force and skilled workforce</li> <li>· General public</li> <li>· Media: journalists, newspapers</li> </ul>	<ul style="list-style-type: none"> <li>- Distributed to P4S-ORE partners/presented during events</li> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>
Month 23	WP4	ORE careers awareness raising materials (D4.1)	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> </ul>	<ul style="list-style-type: none"> <li>- Distributed to P4S-ORE partners/presented during events</li> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>

Month 23	WP4	Multilingual educational materials for the ORE (D4.2)	<ul style="list-style-type: none"> <li>· Employers</li> <li>· Potential work force and skilled workforce</li> <li>· General public</li> <li>· Media: journalists, newspapers</li> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> <li>· Potential work force and skilled workforce</li> <li>· General public</li> <li>· Media: journalists, newspapers</li> </ul>	<ul style="list-style-type: none"> <li>- Distributed to P4S-ORE partners/presented during events</li> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>
Month 27	WP5	Network of users (D5.1)	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> </ul>	<ul style="list-style-type: none"> <li>- Distributed to P4S-ORE partners/presented during events</li> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>
Month 27	WP4	ORE - Occupational Profiles Update (D4.3)	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> </ul>	<ul style="list-style-type: none"> <li>- Distributed to P4S-ORE partners/presented during events</li> </ul>

Month 22	WP6	Portfolio of communication resources and tools (D6.2) (website, templates etc.)	<ul style="list-style-type: none"> <li>· Education and training providers</li> <li>· Employers</li> <li>· Potential work force and skilled workforce</li> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> <li>· Potential work force and skilled workforce</li> <li>· General public</li> <li>· Media: journalists, newspapers</li> </ul>	<ul style="list-style-type: none"> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> <li>- Promotion on project website, social media</li> </ul>
Month 27	WP5	Re-skilling toolkit for the pilot areas (D5.2)	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> <li>· Potential work force and skilled workforce</li> </ul>	<ul style="list-style-type: none"> <li>- Distributed to P4S-ORE partners/presented during events</li> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>
Month 27	WP5	Overcoming barriers to the creation of	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> </ul>	<ul style="list-style-type: none"> <li>- Distributed to P4S-ORE partners/presented during events</li> </ul>

		<p>durable skills partnerships in the ORE (D5.3)</p>	<ul style="list-style-type: none"> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> </ul>	<ul style="list-style-type: none"> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>
Month 27	WP3	<p>Helpdesk – Log (D2.3)</p>	<ul style="list-style-type: none"> <li>· Policy makers</li> <li>· Standardisation bodies</li> <li>· Social Partners and Professional Bodies</li> <li>· Education and training providers</li> <li>· Employers</li> <li>· Potential work force and skilled workforce</li> <li>· General public</li> </ul>	<ul style="list-style-type: none"> <li>- Distributed to P4S-ORE partners/presented during events</li> <li>- Promotion on project website, social media</li> <li>- Mention in press releases</li> <li>- Partners own channels</li> </ul>

## 8 Reporting and Visibility of EU funding

### 8.1 Recording and reporting dissemination activities

All partners are required to record their dissemination activities. For reporting, ASIME has developed a Dissemination Log (Excel file). ASIME will distribute this to partners regularly, to record dissemination activities and also track planned upcoming activities. The log will also help determine statistics for reporting purposes.

PROTOCOL – Reporting on FLORES Dissemination Activities  
Partners should keep track of all their dissemination activities during project implementation as it is required for EC reporting.  
ASIME prepared a ‘Dissemination Log’ for completion by all partners. Going forward, ASIME will circulate the file for completion every six months for partners to update. ASIME will maintain a master version.

### 8.2 Visibility of EU funding

Any dissemination of results must display the FLORES logo, together with the EU emblem with the funding statement, and the disclaimer below:



1. Versions of this are available for download from the TEAMS/SharePoint, in the section 3. Work Packages/WP6 Communication

More information and disclaimers in all EU languages are available at <https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity->

[programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer\\_en](#)

## 9 Indicators of Dissemination Activities

Potential indicators for communication and dissemination activities include (but not limited to):

- Number of FLORES presentations given
- Number of factsheets distributed
- Number of stakeholders engaged
- Size of audience at events where FLORES was presented
- Number of synergies with other projects
- Website statistics; visits, downloads etc.
- Social media statistics
- Media coverage

PROTOCOL – Indicators of Dissemination Activities

Some of this information will be recorded in the Dissemination Log and ASIME will develop overall statistics based on the record.

Website statistics will be tracked by ASIME.

## 10 FLORES Knowledge Transfer and Exploitation

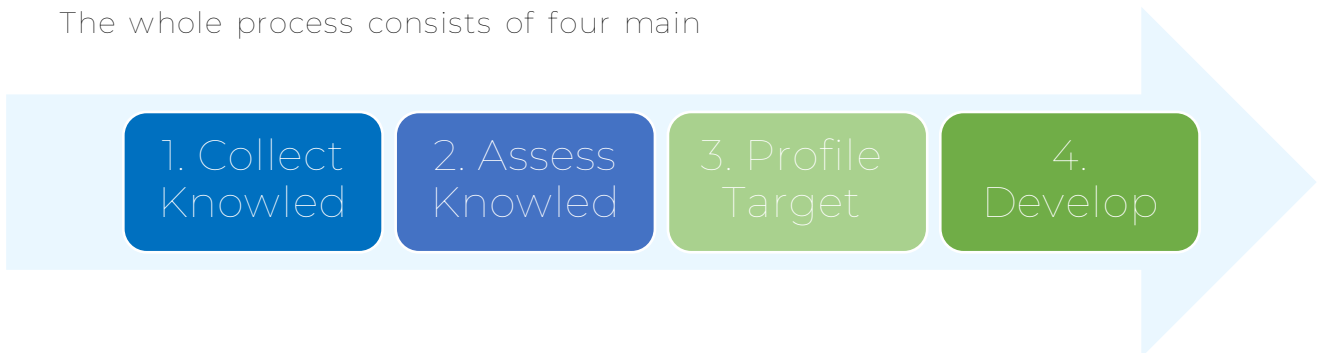
Using the Columbus project methodology for Knowledge Transfer (KT) and the KT Plans set out in the MATES project for similar materials, FLORES will develop a set of KT Plans utilising the most relevant results from WPs 2, 3, 4 and 5. Their implementation will boost the capitalization of results beyond the project life at national, regional and EU levels.

The methodology focuses on Knowledge Outputs, where a "Knowledge Output" is described as:

*"a unit of knowledge that has been generated out of a scientific project. It is not limited to de-novo or pioneering discoveries but may also include new methodologies/processes, adaptations, insights, alternative applications of prior know-how/knowledge"*

*(Definition developed by AquaTT in the context of Knowledge Management in the MarineTT project).*

The whole process consists of four main



**Collect Knowledge:** All FLORES KOs related to the Pilot Experiences and the project activities have been captured in an internal KO Table.

**Assess Knowledge:** The potential opportunities to exploit FLORES KOs to policy, industry, education and training providers and society have been identified with the contribution of the experts of the FLORES project Thematic Groups.

**Profile Target Users:** Potential end-users on a regional, national or international level have been identified and listed.

**Develop KT Plan:** A Knowledge Transfer Plan (KTP) has been designed for each KO, including proposed mediums and channels for transfer as well as indicators that can be used to measure impact.



PROTOCOL – Phase 1: Collect Knowledge

1. A draft Knowledge Output Table (KOT) will be developed by CETMAR.
2. Those partners involved in the development of the KO will be requested to review and complete all fields of the KOT.
3. If a partner thinks another partner is better placed to provide the requested information, then (s)he should send it to the relevant person(s).
4. First validation of the KOT will be carried out by CETMAR, whereby:
  - any typographical/editing errors will be corrected
  - it will be determined if the short title of the KO(s) is adequately informative;
  - it will be established if the knowledge description of the KO(s) is comprehensive enough to adequately understand the nature of the KO and to determine its possible application
  - potential end-users of the Knowledge Output will be identified and listed, as well as their potential application
  - it will be clarified if the Knowledge Output(s) is publicly available or is subject to issues of Intellectual Property (which would affect transfer potential)
5. If deemed necessary, CETMAR will contact the Knowledge Output owner to discuss the Knowledge Output and identify if there is anything missing or unclear.

Confidentiality: Each partner will treat information from other partners as confidential unless otherwise stated and not disclose it to third parties unless the information is publicly available.

PROTOCOL – Phase 2: Assess Knowledge

1. CETMAR will present all Knowledge Outputs to the Steering Board whose role it is to:
  - a. Highlight ethical issues and IPR needs for Knowledge Outputs;
  - b. Perform due diligence on the Knowledge Outputs – a thorough examination and evaluation of the Knowledge Outputs and its applicability and readiness for transfer;
  - c. Identify potential opportunities to exploit FLORES's Knowledge Outputs to policy, industry, science and society;

PROTOCOL – Phase 3 Profile Target users

1. CETMAR will draft initial Knowledge Output Pathways for each Knowledge Output: it will identify an eventual impact for each Knowledge Output, proposing a pathway to this eventual impact and the Target Users along this path identified and profiled.
2. The Steering Board should review and validate these initial Knowledge Output Pathways

## PROTOCOL – Phase 4 Develop a Knowledge Transfer Plan

1. Once the Knowledge Output Pathways are approved, draft Knowledge Transfer Plans will be designed by CETMAR. The Knowledge Transfer Plans will include proposed mediums and channels for transfer as well as indicators that can be used to measure impact. These will be passed to the Steering Board for approval. Whenever necessary, partners will be consulted to discuss the most appropriate way to transfer the Knowledge Outputs.

## 11 DEP Validation and Recommendations

As part of the revision process of the DEP, each subsequent version of this deliverable will be validated by the partnership. The current version will function as the operational manual and will be revised at regular intervals.

Date / version	Comments & Recommendations
V0 – 17.02.2023	DEP (D6.1) draft provided by CETMAR to ASIME
V0.1 – 22/02/2023	DEP (D6.1) draft provided by ASIME to CETMAR
V1 – 28/02/2023	DEP (D6.1) final draft CETMAR to ASIME and UGent
V1.1 – 08/03/2023	DEP (D6.1) provided by ASIME to CETMAR
V1.2 – 15/03/2023	DEP (D6.1) provided by UGent to CETMAR
V1.5 – 04/04/2024	DEP (6.1) provided by CETMAR
Final version - 28/03/2025	DEP (6.1) provided by CETMAR

