



## D7.2 Communication and Dissemination Strategy

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# Project Consortium



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# Summary

This deliverable presents the Communication and Dissemination Strategy (CDS) for the OPTAIN project. The document has been updated several times during the project and this version represents the September 2024 update. The CDS is focusing on the whole spectrum of communication, dissemination and engagement aspects, starting with the communication of objectives of OPTAIN, going through target audiences, and tools and methods, all the way to internal communication and monitoring. This document will familiarize the partners with all information, needed for efficient set up of the communication and dissemination strategy and then instruct them on how to implement and track it.

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## Abbreviations

CLS	Case Study Leader
CDS	Communication and Dissemination Strategy
EC	European Commission
MARG	Multi-Actor Reference Group
NSWRM	Natural/Small Water Retention Measures
ORDP	Open Research Data Pilot
WP	Work Package
WS	Workshop

# 1. Introduction

## 1.1. About the Communication and Dissemination Strategy (CDS)

The OPTAIN project aims to increase knowledge, understanding, acceptance and better implementation of Natural/Small Water Retention Measures (NSWRM). The OPTAIN Communication and Dissemination Strategy (CSD) contains detailed activities (what, where, when, for whom) to be carried out to communicate and disseminate project results, to support overall the objective of the project and to achieve and strengthen the impact of the project.

The OPTAIN Communication and Dissemination Strategy (CDS) focuses on concepts about research results uptake and defines WHO the target stakeholders are, HOW we will engage with them, WHAT we want to communicate, and by WHICH methods and communication channels. The strategy defines communication and uptake activities to attract, inform, engage, and mobilize relevant audiences, not only to inform about the project but also to mainstream project results and increase inclusion of relevant results to individual stakeholders' daily operations. The elaboration of the operational CDS is done in collaboration with all consortium members and in accordance with EC guidelines for "Communicating Research and Innovation"<sup>1</sup>. Monitoring and evaluation of performance of the activities will be done at regular intervals, based on the indicators and impacts defined in CDS.

CDS is a living document and was planned to be revised, updated, and upgraded two times, in Month 24 (finalized in October 2023), and Month 48 (finalized in September 2024) during the OPTAIN project implementation. By allowing for upgrade of the CDS, the project OPTAIN will better address feedback from the public and stakeholder engagement, and also pay close attention to changing environments (policy changes, opportunities/challenges arising at local level in connection with pilot cases implementation).

Part of the CDS are two other documents available as annexes:

- **Visual Identity Guidelines**, which will enable users to get familiar with the visual identity of the project to present it in a unified and appealing form.
- **Social Media Strategy**, presenting the user with important aspects of project's communication and dissemination strategy throughout utilized social networks.

The communication and dissemination strategy process can be visualized in four stages along the originally planned project life cycle:

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<sup>1</sup>[https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)



1. **Strategy:** objectives, target audiences, channels, indicators (month 6 (M6))
2. **Execution:** alignment with all WP activities (starting from M6)
3. **Monitoring:** adapt strategy as appropriate (upgrading the Strategy M24, M48)
4. **Evaluation:** final report of communication and dissemination referring to indicators

## 1.2. About the OPTAIN Project

To have an efficient communication, we need to first identify clear answers to the two following questions:

### What does the project address?

OPTAIN aims to increase the knowledge and understanding of multiple benefits that spatially targeted combinations of Natural Small Water Retention Measures (NSWRM)<sup>2</sup> have on the management of small agriculture catchments across continental, Pannonian and boreal biogeographical regions of Europe, and on the conditions under which they perform most effectively.

OPTAIN aims to increase acceptance and better implementation of natural, small, and underutilized retention measures by showing under which weather/climate conditions, on which scale (field/catchment), on which location in the catchment and in combination with which other measures NSWRM perform best, considering environmental but also socio-economic indicators.

### Why is it so important?

NSWRMs can help to mitigate the conflicts between agricultural water uses (e.g. plant production, animals) and other human and environmental demands for water, including drinking water or maintaining environmental flow. This is crucial, since these conflicts will be probably exacerbated by an increasing number of extreme events such as droughts and heavy rainfall. A more careful management of head watersheds will significantly contribute to a more resilient agriculture and society. Despite a comprehensive set of techniques available to increase water retention on both catchment and farm levels, knowledge is still lacking on the conditions under which NSWRM perform best and how they are best combined with other measures. The OPTAIN approach will increase the acceptance and implementation of NSWRMs for an improved water and nutrient management, and a resilient agricultural production.

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<sup>2</sup> NSWRM are multi-functional measures using natural means for the management of water and nutrients in a river catchment. This also comprises small technical solutions and measures which positively affect water use efficiency of the agricultural production.

For each target group (see is chapter 3) different answers will be formulated since various groups will not all share the same awareness of the NSWORMs in agriculture and water management. Therefore, OPTAIN key messages will be prepared according to this but building on the objectives as described in the project description.

**The goals of OPTAIN are to:**

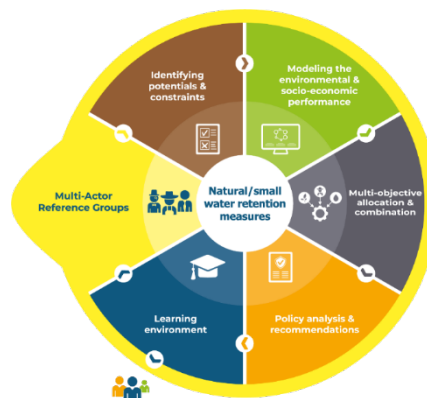
- a) identify efficient techniques for the retention and reuse of water and nutrients in small agricultural catchments across Continental, Pannonian, and Boreal biogeographical regions of Europe in close cooperation with local actors
- b) select NSWORMs at farm and catchment level and optimize their spatial allocation and combination, based on environmental and economic sustainability indicators.

**Specific objectives of OPTAIN:**

- 1) Analyzing current and future climate change-related conflicts in water and nutrient management.
- 2) Delivering an exhaustive catalogue of existing and further potentially relevant NSWORM and tailoring environmental and economic indicators for their (quantitative) assessment.
- 3) Analyzing ways of data collection for small catchment and farm-scale modelling and developing standardized guidelines for data compilation and storage, especially with respect to climate scenarios.
- 4) Setting up, enhancing, and applying models to evaluate the environmental and economic sustainability of NSWORM on the farm and catchment level.
- 5) Identifying most effective implementation schemes for NSWORM, including their combination and allocation, and illustrating trade-offs and synergies among multiple objectives.
- 6) Synthesizing project outcomes and formulating recommendations for actors and policy makers.
- 7) Building capacity and disseminating the project results via interactive learning environment and a variety of communication formats.

**The main focus of OPTAIN: use of water and nutrient retention measures in solving agricultural and environmental water management issues.**

### *Overall OPTAIN Core Elements*



### 1.2.1. OPTAIN Logframe and Impacts

With the update of the CSD 5.3, we wanted to better plan future communication and dissemination (C&D) activities. Because C&D activities help maximize the impact of the project, we first discussed with OPTAIN partners and develop the table below – the logframe. The logframe helps us describe and understand how a particular set of activities (WPs), results (deliverables), and outputs will lead to the desired impact of the project. This table provides a background for planning specific communication and dissemination activities presented in Chapter 6.

Work Packages	Deliverables	Outputs	IMPACTS	Overarching Impact
WP1	D1.1 Stakeholder mapping report, covering the case studies	O1A: Platform for a dialogue and knowledge co-creation on NSWORMs  (for MARGs opportunity for networking, exchanging experiences and increased collaboration between sectors; for: researchers / CSLs establishing trust, relevance and added value in order to achieve successful co-creation results)	<b>1) Increased knowledge and capacities of the farmers and agricultural community for implementation of NSWORMs (all outputs)</b>  <b>2) Increased capacity of the environmental experts focusing on water and nutrient retention or re-use, and professionals performing environmental assessments (catchment level) (O2, O3, O4)</b>	<b>Improved water and nutrient management and increased sustainability of the agricultural production</b>
	D1.2 Workshop and report on how to establish and nurture MARGs for constructive engagement in water - agriculture - environmental conflict related issues			
	D1.3 Report summarising on actor involvement, MARG activities and experiences			
WP2	D2.1 Coherent catalogue with a selection of most promising NSWORMs including results from MARG exchanges (to be used for modelling and optimization)	O2: Identified and documented past, present and novel NSWORMs in agriculture and water management with tailored indicators for their assessment	<b>1) Increased knowledge and capacities of the farmers and agricultural community for implementation of NSWORMs (all outputs)</b>  <b>2) Increased capacity of the environmental experts focusing on water and nutrient retention or re-use, and professionals performing environmental assessments (catchment level) (O2, O3, O4)</b>	<b>Improved water and nutrient management and increased sustainability of the agricultural production</b>
	D2.2 Tailored environmental and socio-economic performance indicators for selected measures			
	D2.3 Standardised guidelines for the parameterisation of NSWORM (for modelling purposes) and participatory scenarios			

Work Packages	Deliverables	Outputs	IMPACTS	Overarching Impact
WP3	D3.1 Climate scenarios for integrated modelling	O3: Environmental and socio-economic data and models to evaluate the performance of NSWRM on the farm and catchment level.	<p>3) Increased capacity of expert personnel and policy makers in their decision-making processes for implementation of NSWRM (including the design and effective incentive systems) (O4, O5)</p> <p>4) Increased cooperation between different levels of stakeholders and improved exchange of knowledge and experiences for better implementation of NSWRMs (all Outputs especially O1 and O6)</p>	
	D3.2 Solutions to overcome data scarcity			
	D3.3 Created data pre-processors successfully applied for input data restructuring			
WP4	D4.1 Assessment of local conditions important for NSWRM implementation			
	D4.2 Modelling protocols			
	D4.3 Assessment of on-site NSWRM effectiveness under current and future climate at the field and farm scale			
	D4.4 Assessment of NSWRM effectiveness under current and future climate at the catchment scale			
	D4.5 Attractiveness and socio-economic assessment of NSWRM			
WP5	D5.1 Common optimization protocol	O4: Multi-objective allocation, combination and effective implementation schemes for NSWRM		
	D5.2 Post-processing & interactive visualization of optimization results			
	D5.3 Results of stakeholder surveys			
WP6	D6.1 Common working environment with standardised metadata for the harmonised reporting of project outputs	O5: Policy analysis and recommendations for more efficient NSWRM implementation		
	D6.2 Legislative recommendations for future harmonisation of water and agricultural policy on local, regional, national and EU level			

Work Packages	Deliverables	Outputs	IMPACTS	Overarching Impact
	D6.3 Guidelines for optimal implementation of NSWRM and their combinations in the specific European biogeographic region of interest (Pannonian, Continental, Boreal) across various agro-ecosystems, terrain, soil, climatic conditions			
	D6.4 Report on the development of incentives for optimal NSWRM strategies in agricultural catchments based on Sustainable Development Goals			
WP7	D7.4 Learning Environment development strategy	O6: Interactive Learning Environment for supporting actors in their choices to implement NSWRM		
	D7.5 Training analysis identifying the needs and capacity of relevant target groups for tailoring the OPTAIN Learning Environment to their potential users' requirements			
	D7.6 Business model including exploitation plan for OPTAIN outcomes			
	D7.7 OPTAIN Learning Environment website final version			
	D7.8 Practice Abstracts (first set)			
	D7.9 Practice Abstracts (second)			

\*WP – Work package; *Deliverable* – task result; *Output* – product of the project (not officially listed in the proposal, but prepared for communication/dissemination purposes to have a clearer picture of what is being communicated/disseminated to our target audiences); *Impacts* - Immediate or short-term changes that will result from a planned activities (*What change do we expect to see after successful dissemination and exploitation of projects outputs?*); *Overarching impact* - Long-term or indirect changes that result from the outcomes

\*\*Following deliverables are not mentioned in above table: Internal Communication/Dissemination deliverables explained in other parts of the CSD: Launch of OPTAIN website and social media (D7.1); Communication and dissemination strategy (D7.2); Minutes of training event for project partners on knowledge transfer and dissemination (D7.3). Deliverables under WP8 and WP9.

## 2. Communication and Dissemination Objectives

### 2.1. Stages of Communication and Dissemination Activities

Communication is very closely linked to dissemination but there are differences in the target audience and methods/channels that we will use.

**Dissemination is about OPTAIN results.** Dissemination aims at maximizing the impact of OPTAIN research results. Target audience of dissemination activities are all potential users of the OPTAIN results: the scientific and academic community, stakeholders in the agrifood, water and environmental sector, technical experts (e.g., hydrologists, landscape planners, water engineers, etc.) and policy makers (you can check OPTAIN Target audiences in chapter 3 below).

**Communication is about the whole OPTAIN project.**

The communication activities go beyond dissemination; they do not only involve project results but also the project in general such as the challenges that OPTAIN is addressing and added value that OPTAIN is providing. Communication activities target a much wider audience, including the media and the general public. It is important to use less technical language so that a non-specialist audience can easily understand the goals and means of the project.

#### OPTAIN Communication approach:

- a) Raising awareness
- b) Reaching out

It is important to note that OPTAIN communication approach emphasizes substantially on “two-way communication”. Through Multi-Actor Reference Groups (MARG; chapter 4.2.4), case study activities, other OPTAIN events, and communication activities, we would like not just to communicate OPTAIN knowledge but evoke response and engage with stakeholders. For OPTAIN, it is important to get information and knowledge exchange with local actors, stakeholders to obtain actionable insights of the stakeholders’ needs, implement activities with their requirements and inputs, and design results in a way that will be a better understanding of their experience.

The OPTAIN Communication and Dissemination Strategy will synchronize all approaches and implement these in three phases:

- Phase 1: **Communicating ambition and evoking response** (Informing relevant stakeholders and target groups about OPTAIN’s ambition, receiving feedback to better plan implementation, establishment and engagement with the Multi-Actor Reference Group)
- Phase 2: **Communicating results** (Delivering information on progress by means of results or objectives achieved; co-creation (with stakeholders) of the Learning environment)

- Phase 3: **Communicating impact and mainstreaming** (Delivering evidence about the change OPTAIN delivered and its implications; functioning interactive Learning Environment)

All three phases coincide with project time plan for implementation and are running parallel throughout the duration of project. All tools should be used in all phases, with messages suited to support every phase.

## 2.2. Communication and Dissemination Objectives

OPTAIN Communication and Dissemination activities are set up to support project objectives and achieve expected results. Due to project complexity and a wide range of stakeholders addressed and involved, there are several **specific communication and dissemination objectives**, related to each phase of the CDS:

### COMMUNICATION OBJECTIVES:

- Reach out and inform target groups about the project topic, challenges and obstacles for change
- Transfer information and right messages to involved parties and encourage them to produce feedback (2-way communication)
- Attract the largest possible number of persons and bodies that are interested and involved in water and nutrient management
- Exchange and engage through different communication channels with the target groups
- Contribute to the change of behavior and situations created by persuading farmers and other end users to take an action in line with OPTAIN

### DISSEMINATION OBJECTIVES

- Increase awareness of stakeholders concerning the role of NSWRMS in solving agricultural and environmental water management issues
- Make the outcomes developed through the OPTAIN project available to the different audiences that may use the results in their own work
- Provide concrete resources (data, tools, models) to specific target groups, like the scientific community, commercial actors and professional organizations
- Enhance OPTAIN results exploitation potential
- Ensure that the outputs will be sustained after the end of the project lifetime

## 2.3. Communication Messages

Driven by OPTAINs primary goals, specific communication messages (defined in Chapter 2.3) will be underpinned by **several main concepts**:

1. Increase the public **awareness** on the challenges in water management of agricultural catchments and the potential of combinations of Natural Small Water Retention Measures for improving water and nutrient management, and a resilient agricultural production.

2. Create the opportunity to **broadcast the needs, challenges, and perceptions of measures** of target group communities in water, agriculture and environment related sectors that retain or re-use water and/or nutrients (local, national and EU level).
3. Understand the conditions under which NSWRM perform the best (finding the optimal combination of measures) as the key towards filling the knowledge **gaps derived from the end user needs**.
4. **Enable the end users to uptake or implement the measures** by increasing their understanding about the relationship between agriculture systems, different landscape characteristics and specific NSWRM.
5. OPTAIN outcomes can be adopted as a valid reference for the **definition and implementation of forthcoming policy frameworks or strategic plans** at national or European level.

### Overall Communication Message:

“Optimal strategies to retain and re-use water and nutrients.”

While the communication messages will have to be adapted to each target and also to the local narratives, two notions will be central. The first is the idea of identifying efficient techniques for the retention and reuse of water and nutrients in small agricultural catchments across different regions in cooperation with local actors. The second aspect is optimization of NSWRMs (spatial allocation and combinations) to encourage the implementation of sustainable, effective, and underutilized techniques of agricultural water management at catchment and farm level. A result of the positively combined energies of the consortium partners brought together under the influence of the European Commission.

### Targeted Communication Messages:

<p><b>Stakeholders in the agri-food and environmental sector</b></p> <p>Measures/Solutions for better water and nutrient management can have major benefits at the local level and beyond. Suitable NSWRM can only be identified and co-developed by people that are implementers or directly influenced by these measures.</p> <p>Your participation, local knowledge and vision of the area is a vital part of OPTAIN and crucial for efficiently planned solutions. With the combination of this information, we will have more insight, and therefore make informed decisions about how to implement OPTAINs research approach and to provide knowledge on the efficiency of various Natural/Small Water Retention Measures in nutrient and water retention at different spatial scales.</p>
<p><b>Scientific and academic communities &amp; technical experts</b></p> <p>The advantages and new opportunities of OPTAIN's approach to evaluate and explore NSWRM effectiveness will contribute towards openly shared knowledge, backed by case study sites across Europe to support learning, understanding and applying related procedures.</p> <p>OPTAIN develops ground-breaking innovations in the design of NSWRM implementation schemes, building on state-of-the art technologies and methods in agriculture and water sectors. OPTAINs scientific outcomes will not only be provided</p>

in form of scientific papers, but also as guidelines, public datasets and scripts, seminars and others, which will expand the pool of widely available information and help to create precise decisions for better water-governance.

Co-creation within and outside of OPTAIN project will strengthen the scientific and expert communities and enhance their innovation capacity for finding synergetic solutions.

#### Decision influencers

OPTAIN addresses specific local issues in the water and nutrient management of 14 case study areas across the Pannonian, boreal and continental areas in Europe. Here, OPTAIN is influencing a considerable base of stakeholders on various levels, supporting sustainable water governance solutions and contributing to several water and agriculture related EU policies. With its MARG approach OPTAIN fosters networking, discussion and co-creation and supports authorities, agencies and organizations in the planning and design of sustainable development strategies.

#### National policy makers

An increased Europe-wide implementation of the technologies, developed and tested within OPTAIN, will increase water and nutrient availability and use efficiency, safeguard agricultural ecosystems and incomes, and strengthen rural areas in the long term. Proven technologies can then support new sustainability-focused policies and state-of-the-art approaches for similarly conditioned areas within a given country.

#### General public

Natural/Small Water Retention Measures (NSWRM), as environmentally friendly and sustainable tools and methods used in agricultural catchments, can improve water and nutrient management and increase the sustainability of the agricultural production.

## 3. Target Audiences

The more defined the target audience description, the more precise and effective our communication will be. OPTAIN targeted audiences have been clustered in the following categories:

### 1. Stakeholders in the agri-food and environmental sector

- Farmers and landowners
- Agricultural chambers/agriculture advisors
- Agricultural & Environmental SMEs
- NGOs, associations, civil society organizations)

### 2. Scientific and academic communities

- Water and agricultural research institutes, disaster recovery experts
- Higher education and research
- Modelling community
- Hydrologists, landscape planners, water engineers, etc.

### 3. Decision influencers

- National Public Authorities - decision-makers and policy makers (e.g., national agricultural and water administrations; relevant ministries of the countries, local/regional governance institutions, communities, local councils, and municipalities, etc.)
- Sectoral agencies (local or regional development agency, environmental agency, etc.)
- International and intergovernmental organizations (EU and global level)

### 4. Other stakeholders

- Media
- General Public
- Citizen scientists

Segmentation and identification of target audiences helps to set up communication objectives, messages, and stage of involvement for target audiences. This is a basis for detailed planning of communication tools for each target audience.

## 3.1. Multi Actor Reference Group (MARG)

OPTAIN aims at a Joint Fact Finding, where the project researchers, and stakeholders create a joint knowledge base (D1.1). The arena for creating and communicating this joint knowledge base is the Multi Actor Reference Groups (MARG), established in 14 different case studies in 12 European countries during the first year of the project.

Each MARG includes stakeholders with high interest and influence within the stakeholder groups identified above. WP1 coordinates the MARG activities in OPTAINs 14 case studies and is using slightly different vocabulary and distribution of the Target Groups (please see table below).

### Target groups vocabulary for WP1 and WP7 monitoring

WP7	WP1	Comments
<b>Stakeholders in the agrifood and environmental sector</b> <ul style="list-style-type: none"> <li>• Farmers and landowners;</li> <li>• Agricultural chambers/agriculture advisors</li> <li>• Agricultural &amp; Environmental SMEs)</li> <li>• NGOs, associations, civil society organizations)</li> </ul>	Farmers specify prevalent farm production	WP1 has more detailed distribution of the main target group since majority of stakeholders from local level/MARGs will belong to these groups. For WP7 all four groups from WP1 are in one group.
	Agri-advisor	
	Private company	
	NGOs incl. representatives farmer organizations , land owners	

<b>Scientific and Academic Communities</b> <ul style="list-style-type: none"> <li>• water research institutes, disaster recovery experts</li> <li>• higher education and research</li> <li>• modelling community</li> <li>• hydrologists, landscape planners, water engineers</li> </ul>	Scientific / academic experts (community)	
<b>Decision influencers</b> <ul style="list-style-type: none"> <li>• National Public Authorities - decision-makers and policy makers (e.g., national agricultural and water administrations; relevant ministries of the countries, local/regional governance institutions, communities, local councils, and municipalities, etc.)</li> <li>• Sectoral agencies (local or regional development agency, environmental agency, etc.)</li> <li>• International and intergovernmental organizations (EU and global level)</li> </ul>	Authority /policy maker (definition: An authority is an official organization or government department that has the power to make decisions, i.e. a policy maker)  Politicians	For WPI it's important to distinguish between politician (decision influencer) or authority (decision-maker). For general WP7 monitoring both, decision influencers and policy makers can be in one group.
<b>Other stakeholders</b> (Media; general public; Citizen scientists)	N/A	

The MARG include actors who have both high interest and high influence within the identified stakeholder categories, i.e. farmers, advisors and policy makers within the agriculture, water and nature environment sectors, experts, private companies, NGOs / farmer associations. This is a project strategy to gain access to data, to enable co-creation processes, and to increase the likelihood that stakeholders and actors will want to communicate about the project results and outcomes, e.g. with other farmers and advisors etc. outside the MARG.

Project results will be presented to MARG members in workshops. Although MARG members do not have a mandate to serve as a channel for dissemination of project outputs, it can be anticipated that the MARG, given a situation of ownership to project results, recognize the added value of contributing to communication and dissemination of project results. Based on a co-creation process, the OPTAIN researchers and Case Study Leaders (CSL) will be able to inquire about possibilities to disseminate project results.

MARG members are consulted during the process of preparing policy briefs and fact sheets to increase the relevance of produced materials. This co-creation strategy is expected to maximise the uptake of project results by MARG members as the knowledge exchange increases stakeholders' trust in the results and legitimacy of project outputs.

## 4. Communication Dissemination and Engagement Tools and Channels

For effective communication, planning and selecting appropriate tools is essential. Selection of tools is prepared according to communication objectives, target audiences and level of their involvement.

The tools for communication and dissemination of the OPTAIN activities and results were carefully selected and verified by all partners. These tools will not only help convey the messages across, they will also analyze the outcomes and impacts and allow for correct adjusting. Is agreed with partners to start a series of Webinars as one additional CDS 5.4 channel of communication, dissemination, and engagement.

The use of the tools is monitored as defined in Chapters 6 and 7 of the Strategy (see following table).

Tools and activities	Communication	Dissemination	Engagement
<i>Channels</i>			
Website	✓	✓	
Social media Networks and online platforms	✓	✓	✓
Webinars	✓	✓	✓
Learning Environment		✓	✓
MARGs events/workshops	✓	✓	✓
<i>Materials</i>			
Factsheets on outputs		✓	
Newsletter	✓	✓	
Press releases	✓	✓	
Policy briefs		✓	
Videos	✓	✓	
Poster/leaflet	✓		
Scientific publications and articles		✓	
EIP – AGRI practice abstracts	✓	✓	
Public project deliverables	✓	✓	
<i>Events &amp; Networking</i>			

Regional events/dialogues	✓	✓	✓
OPTAIN Summer School	✓	✓	✓
Presentations at external events/scientific conferences		✓	
Networking events	✓	✓	✓

#### 4.1. OPTAIN Visual Identity

OPTAIN Visual Identity Guidelines (Annex) is an imperative document that comprises the basic layout, approach towards the overall visual aspect of the communication, as well as the way of thinking of the OPTAIN project. It consists of the OPTAIN logo, fonts, colors, basic beliefs, and other features that serve as an identity compass for each and every communication effort.





#### 4.1.1. Dissemination Templates

OPTAIN partners will use unified templates for dissemination purposes that were created at the beginning of the project life cycle. The templates and promotional creatives can be accessed via the links below. The links will take the user to OPTAIN's digital storage that is reserved for OPTAIN partners only. Users from outside the OPTAIN consortium will be required to contact WP7 representatives to gain access to these templates.

[Deliverable template](#) serves as the main document for OPTAIN partners to report to the EU Commission.

[PPT Template](#) is a general Microsoft PowerPoint document that will be used as the foundation for any future OPTAIN PowerPoint presentation.

[Letterhead](#) will be used to support the uniqueness of OPTAIN documentation.

[OPTAIN Visuals](#) contain all graphic features and creatives that will be used throughout the entire OPTAIN project lifecycle, to enforce the visual identity of the project.

[Article Templates](#) were created to guide the project partners on how to structure any and all content produced by them for the purposes of populating the project website with the latest updates on the progress.

## 4.2. Communication and Dissemination Channels

### 4.2.1. OPTAIN website

The OPTAIN website [www.optain.eu](http://www.optain.eu) will be the foundation of the project's online communication. It will serve as a primary point of contact with stakeholders. As explained in the OPTAIN Description of Actions, based on the recent change of practice around websites that tend to be partially overtaken by social media, the OPTAIN website will provide basic information on the project and redirect to social media for the live information for the direct engagement with interested target groups. The OPTAIN website will also redirect to the OPTAIN Learning Environment (that will be on-line at month 24, August 2022). Both will be maintained during the project and for five years after the end of OPTAIN.

All partners will be requested to deliver content for the website. The working language of the website is English, but it is the ambition to have the parts related to the Case Studies accessible for non-English speakers (especially MARGs) and therefore have it translated into national languages.

#### Partners' websites

To ensure maximum exposure and impact, OPTAIN partners will be asked to incorporate a microsite/section/mention about the project within their institutional website.

A short description, together with a direct link to OPTAIN main website is an important measure with the possibility to attract more stakeholders and spreading the information about the project.

There is already a [Hungarian standalone version](#) of OPTAIN website, borrowing the content from it, as well as creating its own, focusing more on Hungarian case study areas.

#### Update October 2023:

With the progress of the OPTAIN project, the website became populated with various and constantly growing publicly accessible content. The two most active subpages of the website are the [news section](#) and the [media center](#). All content is also distributed via social media and newsletters.

The material stored in the media center is also categorized to make it more accessible. It now contains many useful entries, especially in the deliverables section.

Some changes have also been made to the overall design to accommodate new features such as the new OPTAIN promo video.

#### Update September 2024:

The website is regularly updated with articles and various content. The structure of the website has been changed slightly, with the addition of new sections under the "[Media center](#)" subpage. This now includes the section for the "Webinars" listed below, as well as the section "Videos", which serves as a visual tool to promote the work of each of the 14 case studies.

#### 4.2.2. OPTAIN social media networks and online platforms

For the purposes of this project, we have decided to use primarily Facebook and Twitter/X social networks, within which we will create dedicated OPTAIN profiles. These will serve for communication and distribution of various information regarding the OPTAIN project. The profiles will be managed and monitored (see chapter 6.1) by GWP CEE.

OPTAIN will also use ZENODO and the WOCAT SLM database for the dissemination of different outputs. Zenodo is a general-purpose open repository, developed under the European OpenAIRE program and operated by CERN. WOCAT SLM is a global network on Sustainable Land Management.

Facebook: <https://www.facebook.com/H2020OPTAIN/>

X (formerly Twitter): [https://x.com/i/flow/login?redirect\\_after\\_login=%2FH2020\\_OPTAIN](https://x.com/i/flow/login?redirect_after_login=%2FH2020_OPTAIN)

OPTAIN public repository on [Zenodo](#)

OPTAIN catalogue on NSWRM in [WOCAT](#) (all measures have been documented in the OPTAIN case studies)

OPTAIN YouTube channel: *all OPTAIN video materials will be uploaded to the GWP CEE YouTube channel to leverage GWP CEE subscriber base as an initial boost.*

Please refer to **Annex: Social Media Strategy Guide** for more information.

##### **Update October 2023:**

OPTAIN is now well established on multiple social networks and the number of its followers is constantly rising. In addition to its own Facebook and X profiles, GWP CEE also publishes OPTAIN news on its LinkedIn profile.

The content shared remains popular and is frequently shared by the OPTAIN partner organizations as well as supporters and other stakeholders.

As of 31 March 2023, ResearchGate retired the Projects feature and removed all projects from the site. This is not an issue, as OPTAIN keeps sharing all relevant content via Zenodo and WOCAT platforms.

- There have been 26 items (data, software, guidelines, reports) already published at OPTAIN Zenodo Repository.
- On WOCAT we have about 30 measures documented so far.

OPTAIN is also working on establishing a new communication channel using the WikiFarmer platform. However, there are content licensing issues that need to be solved first in order to continue this cooperation.

##### **Update September 2024:**

By further expanding OPTAIN's social media profile, we have been able to increase of the number of followers while continuing the same social media channels. In addition to OPTAIN's Facebook and X profiles, GWP CEE continues to host OPTAIN news on its

LinkedIn profile. The OPTAIN LinkedIn profile has the most followers/views and seems to be by far the best social media channel to promote the project.

Posts about OPTAIN meetings, including MARG meetings, newly published papers, etc. are continuously shared through social media.

#### 4.2.3. OPTAIN Webinars

As part of the CDS 5.4 update, we wanted to provide a more dynamic and interactive platform and have therefore started a series of webinars to effectively disseminate project results while engaging with our target audiences (agri-food and environmental stakeholders, the wider scientific community, policy-makers, and the general public). The goal is to improve knowledge exchange across diverse and geographically dispersed audiences. By creating more dissemination opportunities, we are also increasing the visibility and impact of key project results. In addition, webinars provide the opportunity to record and use video material and further increase the sustainability of the project's dissemination efforts.

#### 4.2.4. OPTAIN Learning Environment

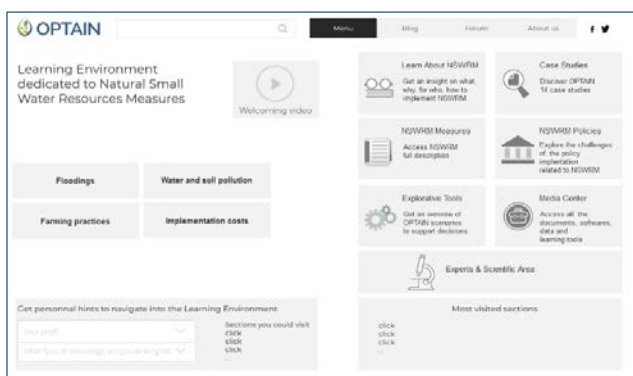
The Learning Environment will disseminate OPTAIN knowledge to a wide audience consisting of practitioners, regional planners, decision-makers, researchers, graduate and post-graduate students, and anyone else interested in NSW RM. Depending on the main target group of a specific element of the Learning Environment, the scientific level of the content will differ. All components will be developed with virtual example data (i.e., to design the tools), which will be later replaced with meaningful case studies and synthesis results. Through several multi-actor workshops and training events (e.g., summer school, regional dialogues), OPTAIN will request feedback for each of the components of the Learning Environment, thus creating an environment for “learning” how to best prepare, analyse, visualise, and present our project results to the public.

In month 24, the Learning Environment is opened, but first, the strategy is defined to decide which components are to be developed (month 12).

### Update October 2023:

Strategy development for the Learning Environment (D7.4) is an iterative process that began at the start of the project (September 2020). Two updates of the strategy (Month 36 and 48) are planned over the course of the project.

The first update of the Deliverable 7.4 was published in October 2023. The starting point of the first update is LE frame agreed with the partners, which guided the development of the first mock-up (graph a) then the development the first on-line version (graph b). The overall development benefited from regular exchanges with the partners, case studies stakeholders through the MARG as well as with external stakeholders through interviews made for D7.5<sup>3</sup> to set OPTAIN training analysis.



Graph a: OPTAIN LE first mock-up



Graph b: OPTAIN LE first on-line version

OPTAIN Learning Environment on-line version #1 is available at: <https://optainle.dev.oieau.fr>. Please contact [p.lanceleur@oieau.fr](mailto:p.lanceleur@oieau.fr) for the identification and password.

### Update September 2024:

The last update of the Learning Environment development strategy (D7.4) will be shared with the lead partner to collect first inputs in M48 and should be finalised by end of 2024. It is currently being created as part of the epAlpha3 version.

The contributions of the partners (case study leaders and WP leaders) to the LE platform will be collected during the next OPTAIN General Assembly consortium planned in Klaipeda, Lithuania, from 24-27 September 2024. It is planned to present the following sections of the LE: “Learn About”, “Catalogue”, “Case Studies” and “NSWRM Policy”. Contributions will also be collected for the revision of the content gathered, as well as considerations for the development of further sections (“Explorative Tools” and “Experts&Scientific Area”).

<sup>3</sup> D7.5 Training analysis - Identifying the needs and capacity of relevant target groups for tailoring the OPTAIN Learning Environment to their potential users' requirements (August 2022)



*Graph a: OPTAIN LE online version – to be updated during Consortium meeting*

**OPTAIN Learning Environment on-line version #2 is available at:** <https://optainle.dev.oieau.fr>. Please contact [p.lanceleur@oieau.fr](mailto:p.lanceleur@oieau.fr) for the identification and password.

#### 4.2.5. Multi-Actor Reference Groups

OPTAIN has the high ambition to closely work with actors in 14 case studies. This requires a strong facilitation/communication mechanism to engage with the stakeholders, gather data, and raise awareness on NWRMs issues, while liaising with the water management and agricultural authorities.

OPTAIN aims to tackle this challenge with the establishment of Multi-Actor Reference Groups (MARG) in each of the 14 case studies to provide communication techniques to encourage active stakeholder engagement for the lifetime of OPTAIN. For each case study, MARGs are the core for providing information about the local context, practices, hydrology, perceptions of agro-environmental policies. In addition, MARGs function as platform for building trust among stakeholders, exchange knowledge and experience and reflect on various issues throughout the lifetime of the project and hopefully beyond.

The multi-level stakeholder approach will cover different levels of decision-making, from local closely engaged (involve, collaborate, educate) interest groups to higher administrative authorities at national and European level (inform, consult).

There are a series of MARGs workshops where OPTAIN engages with the local stakeholders and authorities throughout the project. The benefits of this mechanism are wider. As the MARGs work as an entry point to the case studies, the flow of exchange, engagement and work will be efficiently tuned between the case studies stakeholders and the other activities of projects. WP1 is specifically dedicated to the case studies and harmonised multi-actor approach.

Further information can be found in a "[Stakeholder mapping report](#)" and in a short report on the "Workshop on how to establish and nurture MARG for constructive engagement in water agriculture" as well as in the newsletter article "[Meaningful engagement is important for effective co-creation of knowledge](#)".

For more information on MARGs and their contribution to the overall dissemination and communication activities, see chapter 7.1.1.

#### Update October 2023

Two workshops have already been organized in each case study, involving around 90 different stakeholders.

According to the Activity logging from 2022 (the monitoring tool that WP1 uses to monitor activities in MARGs), there were more than 200 different interactions within the MARGs, mainly in the form of bi-lateral meetings.

To promote regular communication and harmonisation between all 14 case studies and with the work package and task leaders, an InterVision structure was set up to hold dedicated InterVision meetings every six weeks (previously 10).

#### Update September 2024

As part of the 2024 update of the CDS the third round of MARG workshops has started from December 2023 and six have already been held. The guidelines for the 3<sup>rd</sup> Multi-Actor Reference Group (MARG) workshops have been prepared in collaboration between WP1, WP4 and WP5 to support the case studies and to provide a harmonised approach to conducting the workshops to facilitate co-creation with stakeholders while obtaining feedback on the modelling results.

The case study leaders were provided with a PowerPoint template and specific questions for the MARG participants in order to ensure a harmonised approach in soliciting stakeholders feedback on the modeling results within each case study. The guidelines provide flexibility for case study leaders to adapt them to their specific contexts, taking into account the differences between case studies at multiple levels (policy, management, included measures, etc.).

According to the 2023 Activity logging, a total of 106 interactions were logged in the 14 case studies. The number of interactions decreased, partly due to the fact that no MARG workshops took place outside the Slovenian case studies in 2023. The reason for this was that the modelling work was slightly behind the planned schedule. Nevertheless, quite a number of interactions were logged, as the number of interactions with scientific experts, private companies, and NGOs was higher and we could observe an increasing trend.

In order to maintain the harmonized approach and communicate effectively at project level, we continue to hold InterVision meetings every 6 weeks. A total of 25 meetings took place during the entire project period. At each intervision meeting between 20-26 project partner participants attend.

## 4.3. Communication and Dissemination Materials

### 4.3.1. Fact Sheets on outputs

Fact Sheets will contain simplified explanations of the OPTAIN deliverables/outputs. OPTAIN output fact sheets (short introductory text of important deliverables to better understand and clearly emphasize the impacts of the NSWRM).

**Update September 2024:**

By the end of the project, it is planned to produce fact sheets that clearly and simply present what has been done and what results have been achieved within the project work packages. It was agreed with the work package leaders to produce a fact sheet on modelling and optimization (WP3, WP4, WP5), a fact sheet on NSWRM (WP2), a fact sheet on the results from the MARG engagement (WP1), fact sheet focusing on policy guidelines for the agricultural advisors and the policy level (WP6) and the fact sheet on the Learning Environment (WP7).

#### 4.3.2. OPTAIN newsletter

Regular newsletters (2x per year) will inform about the progress of the project and milestones reached.

The newsletter will be distributed via the website and a dedicated marketing software using a list of registered members.

The content of each newsletter will reflect the current progress of the project and the features in the newsletter will allow for interactive engagement (i.e. recipients will be able to access links that will take them to various parts of the main website, social network profiles, etc.).

**Update October 2023:**

5 issued newsletters available [here](#)

**Update September 2024:**

7 issued newsletters available [here](#)

#### 4.3.3. Press releases

Press releases focused on the project launch, the progress made, or when the project reaches specific milestones, will be released to national and EU media. Press releases will be uploaded on the project website and shared on social media.

These press releases will employ a specific form that will be easily consumable for targeted stakeholders and their audiences. The form of the releases will focus on quality, rather than quantity, meaning, they will be eloquent, with only the important information, accompanied by a link to more ample source.

Press releases will be issued also by partners during the project coinciding with important milestones like local or European events, launch of call for proposals or publication releases. They will be targeted at key players (e.g., SME's, OPTAIN stakeholders, relevant local authority departments, local and national media, service providers, Managing Authorities, and other funders). Communication team will actively follow up the releases to assure maximum coverage.

#### 4.3.4. Policy briefs

These will explain main outcomes of the project in “policy” language. They will present recommendations for changes in legislation (on cooperation with WP6) for better uptake of NSWRM, to explain the potential and impacts of NSWRM in agriculture and water management and to address gaps in funding and implementation.

<p><b>Update October 2023:</b></p> <p>1<sup>st</sup> <a href="#">Policy brief</a> was prepared in cooperation with WP1 and WP6.</p>
<p><b>Update September 2024:</b></p> <p>Whilst no new policy briefs have been developed, it is planned to produce and publish two key briefs at the end of the project. One will focus on addressing funding and implementation gaps, and will complement report D6.4 on developing incentives for optimal NSWRM strategies in agricultural catchments based on the Sustainable Development Goals. The other, building on D6.3, will provide policy guidelines for the optimal implementation of NSWRM and their combinations across specific European biogeographic regions (Pannonian, Continental, Boreal) and various agro-ecosystems, terrain, soil, and climatic conditions.</p>

#### 4.3.5. OPTAIN videos

Two project videos are planned. The first video will be on explaining the goals and expected impact as on OPTAINs approach. This video will be prepared in the first two years of the project. The second one will explain the results and outcomes, being prepared towards the end of the project, and launched at the final event.

Beside the two videos, OPTAIN YouTube channel will be regularly updated with interesting video content shared by partners or short interviews (with OPTAIN experts, local stakeholders, policy makers, others) which will be used to raise the popularity among other decision-makers. Interviews will present NSWRM across countries, sectors and levels in Europe, presenting perspectives, challenges, and successes in an accessible manner.

<p><b>Update October 2023:</b></p> <p><a href="#">1<sup>st</sup> video</a> already produced.</p>
<p><b>Update September 2024:</b></p> <p>To further disseminate OPTAIN results and share knowledge, we worked with the case study leaders to create 14 case study videos, each highlighting specific aspects of the work undertaken. Each case study leader chose the focus of their short video (up to 3 minutes) from the following topics: Benefits of stakeholder involvement in modeling, Measures (NSWRM), Modeling and Optimization, or Policy and Advocacy. Five videos are currently nearing completion and all are expected to be finalized by early 2025. The plan is to disseminate the videos via the GWP CEE You Tube channel, OPTAIN website, social media and the Learning Environment. The aim of the videos is to support promotion of the project results until the end of the project and beyond to increase its impacts.</p>

#### 4.3.6. Poster/leaflet

The nature of the OPTAIN project requires direct physical contact with the partners and stakeholders who will participate in the project or be affected by the results of the project. At the beginning of the project, **posters and leaflets** will be produced to illustrate the aim and expected results of the project and to be used at events and selected conferences/seminars. The materials listed below will further support the communication and dissemination of the OPTAIN project.

**Update October 2023:**

Following materials were already prepared: [Poster](#), [Leaflet](#), [Roll-Up](#)

**Update September 2024:**

No new updates.

#### 4.3.7. Scientific publications and articles

Peer-reviewed publications in scientific journals are important dissemination channels for sharing OPTAINs outcomes to academic communities and technical experts. The project will thus create knowledge impact and will enable the target audience to use of OPTAINs results in their own work.

The development and submission of manuscripts will start when substantial scientific results emerge from the project. OPTAIN will define internal publication guidelines safeguarding good scientific practice. Open Access will be provided to all peer-reviewed scientific publications of the project results. Whenever possible journal articles will be published in a journal that allows gold open access. The published articles will be deposited in an institutional repository of the relevant project partner, not later than upon publication by the publisher. The articles published via 'green' access, will be deposited and become open access not later than 6 months after publication by the publisher. Each partner reserves a part of the project budget for necessary publication fees.

**Update September 2024:**

With the CDS update in 2024, we have in total 32 publications published and reported in the scope of the Dissemination Activity Report (DAR). Publications are also available online on [Zenodo](#).

#### 4.3.8. EIP – AGRI practice abstracts

The agricultural European Innovation Partnership (EIP-Agri) has developed a database which enables users to share innovative project ideas, practices, and project results, by filling in easy-to-use forms provided by the EIP-Agri website. The database provides short and concise practical information to practice-oriented end-users (e.g., farmers,

advisers) using a common format which is referred to as “practice abstracts”. A practice abstract is a short summary of around 1000-1500 characters which describes the main information/recommendation/practice that can serve the end-users in their daily practice. Guidance and templates for these practice abstracts are available on the EIP-AGRI website: <http://ec.europa.eu/eip/agriculture/en/content/eip-agri-common-format>.

Practice abstracts are a useful to disseminate the OPTAINs innovative knowledge to a broad audience. A full package of practice abstracts will be produced by the project, containing a selection of approaches, outcomes, and easily accessible end-user material from the project. More specifically OPTAIN will produce at least 12 practice abstracts following the EIP-AGRI common format. The practice abstracts will be developed in two batches. The first set is expected to be delivered in month 36, the second set in month 60 of the project. Partners involved in the particular tasks of interest will provide content. UFZ and WP7 will be responsible to adapt the abstracts in the EIP-AGRI format.

**Update October 2023:**

UFZ, together with UBERN and UL, contributed to the EIP-AGRI newsletter and to the EIP-AGRI project database with a set of 7 ‘Practice Abstracts’ (Deliverable D7.8). As of April 2023, the EIP-AGRI network has become part of the EU CAP network.

**Update September 2024:**

No new updates.

#### 4.3.9. Public project deliverables

Deliverables (available at: <https://www.optain.eu/deliverables#deliverables>) are common tools to determine and verify the progress and measure the outcome of a project. All deliverables of OPTAIN that are marked as public will be made available as downloads on the project website after they have been approved by the European Commission and OPTAINs internal processes. Thus, the project will share its knowledge and increase the visibility and the impact of its outcomes.

**Update September 2024:**

Project deliverables can also be found on [Cordis](#) and [Zenodo](#) (41 uploads: 32 publications, 7 software, and 2 datasets).

#### 4.3.10. Scientific/technical data and guidelines

OPTAIN takes part in the Open Research Data Pilot (ORDP) of the European Commission. The ORDP aims at enabling and improving access and reuse of research data generated by H2020 projects. According to the ORDP principles, the OPTAIN will do its best to ensure that its research data will be made findable, accessible, interoperable, and reusable (FAIR):

- Develop (and update) a Data Management Plan (Deliverable D8.1)
- Deposit the data produced in a research data repository

- Ensure that the third parties can freely access, mine, exploit, reproduce, and disseminate the data
- Provide related information and tools needed to use the raw data to validate OPTAIN research (metadata)

The ORDP applies primarily to the data needed to validate the results presented in scientific publications. OPTAIN partners will be encouraged to also provide open access to other research data, models, and –scripts voluntarily if it is not sensitive or subject to protection. This also includes best practice guidelines (e.g., for model set-up), which will support a wide audience of technical experts in their future work. Practice-oriented end-users will benefit from the enhancement of the European NWRM catalogue (<http://nwrn.eu/>) and the World Overview of Conservation Approaches and Technologies (WOCAT, [www.wocat.net](http://www.wocat.net)).

#### Update September 2024:

OPTAIN project deliverables can be found on [Zenodo](#) (41 uploads: 32 publications, 7 software, and 2 datasets).

## 4.4. Events

### 4.4.1. OPTAIN Events

During the project, events will be organized as follows:

**MARG Events/Workshops** are a pivotal type of event for the OPTAIN project (*see chapter 4.2.4*). Together, OPTAIN plans with a kick-off MARG meeting for each case study, and at least four additional MARG meetings (workshops or different formats). More information about the MARG workshops can be found in the WPI deliverable list.

Three **Regional Dialogues** (SVN, HUN, LTV) with a special focus on end users and policy stakeholders for each of the three “biogeographic regions” addressed in the project. The communication team will support the organization of these (invitations, program, special materials for participants, etc.)

**OPTAIN Summer School** will target students and young water/agriculture professionals. Summer School organization will follow GWP CEE well-set approach and will be one of the building stones for the validation of the Learning Environment. It will also bring great value in terms of dissemination of best practices developed within the project.

**Sessions/side events at the international conferences** are planned later towards the end of the project. OPTAIN will present/disseminate the results at dedicated sections of various international events (see the list of potential conferences in the chapter below).

**Networking Events** are special events, dedicated to creating connections between different H2020 projects such as WATERAGRI and OPTAIN. The goal is to expand the knowledge base as well as share experience between similarly focused projects. Additional value lies within the reduced cost for various activities and enforced promotion throughout previously untapped or difficult-to-reach networks. Network

Events are envisioned to expand beyond H2020 and also contact projects from initiatives like Interreg, LIFE, etc.

**Final Dissemination Event** will be organized at the end of the project. It will be a high-level international event focused on summarizing and discussion of the project outcomes in front of a wide international audience: EU officers, regional-national institutions, enterprises, research institutions, students, and citizens in general, encouraging dialogue and networking. The event program will include thematic workshops featuring operational teams and coordinated by experts. Specific promotional printed and electronic material will be produced for the final event.

#### **Update October 2023:**

Update on MARGs events is provided in chapter 4.2.5.

[OPTAIN Summer School](#) was organized from 2-8 July 2023 in Prague, Czech Republic.

**Networking events:** There were several exchanges made with WATERAGRI project. OPTAIN Summer school participants and lead partners presented the project and outcomes of the Summer School at a WATERAGRI webinar/summer school online on 09 October 2023. Moreover, two meetings (online) between OPTAIN (UFZ (M. Volk, F. Witing, M. Strauch), UGHENT (P. Goethals, M.A.E. Forio)) with partners of the MERLIN project (UGHENT (P. Goethals, M.A.E. Forio), Provincie Oost-Vlaanderen (P. Boets)) (October / November 2023).

#### **Update September 2024:**

##### **MARG Events/Workshops**

An update on MARGs events is provided in chapter 4.2.5. but since the last update eight events have been held (3<sup>rd</sup> round of MARG workshop (WS)).

##### **Three Regional Dialogues (SVN, HUN, LTV)**

The discussion about the regional dialogues has started with WP7 and WP1 leads for now. GWP CEE prepared the draft concept to be shared with the WP1, WP6 and WP7 leads, then with the LP to gather inputs before the General Assembly planned from 24<sup>th</sup>-27<sup>th</sup> September in Lithuania where insights from case study leads and other work package leads should be collected as well.

##### **Sessions/side events at the international conferences**

As we are getting closer to the project end more deliverables are being finalized and project results are being presented in major international conferences.

The OPTAIN project and the OPTAIN's approach to modelling was presented by UFZ and UBERN during the international conference [Catchment Science 2023](#) which was held in Wexford, Ireland from 07-09 November 2023.

The Swiss case study (CS2 Petit Glane) and modelling results were presented during the [Swiss Geoscience Meeting 2023](#) held from 17-18 November 2023 in Mendrisio, Switzerland by UBERN.

From 07-09 November during the [World Lake Conference](#) held in Balatonfüred, Hungary, the case study (CS3b Falso-Valicka) SWAT modelling results as well as remote sensing and ground-truth measurements for catchment based adaptation of vegetation indices were presented by ATK.

During the Seminar of the Polish Association of Geosciences, on 23<sup>rd</sup> November part of the OPTAIN modelling results were presented online by WULS.

One of the major international events in the scope of the modelling world, the [SWAT Modelling Conference](#), was held from 10-12 July 2024 in Strasbourg, France. A strong team of nine OPTAIN scientists (WULS, UFZ, ATK, UMIL) participated this year and many presented their work done in the scope of the OPTAIN project. The modelling report prepared by WULS, UFZ, KU and UMIL was presented ([Assessment of NSWRM effectiveness under current and future climate at the catchment scale](#)), which is a first of its kind model-based assessment of NSWRMs in Europe, including numerous innovations in the modelling workflow.

### Networking Events

One of the opportunities to strengthen the connections with other Horizon projects was the online SpongeScapes project workshop, where the OPTAIN modelling of NSWRM was presented by WULS on 14 December 2023. The OPTAIN coordinator Martin Volk (UFZ) presented OPTAIN at the WATERAGRI mini-conference on “Water and Agriculture” in Brussels on March 3, 2024 (participation via Zoom).

Martin Volk (UFZ) presented OPTAIN at the Kickoff meeting of the Horizon Europe project [SpongeBoost](#) (21. February 2024) and is also in the Advisory Board of the project.

### 4.4.2. Conferences

In terms of global dissemination, all partners will spend part of their resources in participating and disseminating at external events that are addressed to potential OPTAIN audience groups and aligned with OPTAIN objectives.

To plan and prepare for participation and presentation at external events (scientific conferences) an identification of relevant events is key. Afterward, we can better plan our presence and role there. Below is a list of list of key conferences. For more information, please refer to the Dissemination and Activity Report.

Conference name	Time	Place or Organizer	Links, description, OPTAIN role
World Congress of Soil Science	08 March 2022	United Kingdom, Glasgow	<a href="https://22wcss.org/wp-content/uploads/2022/08/WCSS-Programme-04-Aug-2022-Working-Document.pdf">https://22wcss.org/wp-content/uploads/2022/08/WCSS-Programme-04-Aug-2022-Working-Document.pdf</a>
International SWAT conference	13 – 15 July, 2022	Prague, Czech Republic	<a href="https://swat.tamu.edu/conferences/">https://swat.tamu.edu/conferences/</a> Abstract submission or organization of a session/side event/workshop

International SWAT conference	28-30 June, 2023	Aarhus, Denmark	<a href="https://swat.tamu.edu/conferences/2023-aarhus/">https://swat.tamu.edu/conferences/2023-aarhus/</a> Abstract submission or organization of a session/side event/workshop
Catchment Science 2023	7-9 November, 2023	Wexford, Ireland	<a href="https://teagascacp.clr.events/event/133681:catchment-science-2023">https://teagascacp.clr.events/event/133681:catchment-science-2023</a> Abstract submission or organization of a session/side event/workshop
16th Global Forum for Food and Agriculture (GFFA)	17-20 January 2024	Federal Ministry of Food and Agriculture (BMEL) with the Berlin Senate and Messe Berlin GmbH	<a href="https://www.gffa-berlin.de/en/">https://www.gffa-berlin.de/en/</a>
LANDSCAPE 2024	06 March 2024	Brussels, Belgium	<a href="https://landscape2024.org/frontend/index.php">https://landscape2024.org/frontend/index.php</a> Participation in a panel discussion (Martin Volk)
EGU 2024	15 April 2024	Vienna, Austria	<a href="https://meetingorganizer.copernicus.org/EGU24/EGU24-8276.html">https://meetingorganizer.copernicus.org/EGU24/EGU24-8276.html</a>
12th International Congress on Environmental Modelling and Software	23-27 June, 2024	East Lansing, Michigan, USA	<a href="https://conference.iemss.org/">https://conference.iemss.org/</a> Abstract submission and organization of a session/side event/workshop
International SWAT conference	8-12 July 2024	Strasbourg, France	<a href="https://swat.tamu.edu/conferences/2024-france/">https://swat.tamu.edu/conferences/2024-france/</a> Nine OPTAIN researchers participated. One general presentation of the deliverable, three presentations and one poster about catchment-specific results, two presentations about new tools, and one about soil input data preparation where held.
Planned conferences			
European Geosciences Union General Assembly	27 April – 02 May 2025	Vienna, Austria	<a href="https://www.egu25.eu/">https://www.egu25.eu/</a>
Land Use and Water Quality International Conference	03-06 June 2025	Aarhus, Denmark	<a href="https://www.luwq2025.nl/">https://www.luwq2025.nl/</a>

SWAT Conference	23-27 June, 2025	Jeju Island, South Korea	<a href="https://swat.tamu.edu/conferences/">https://swat.tamu.edu/conferences/</a>
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**Update September 2024:**

A complete update of conferences is available in the scope of the full Dissemination Activity Report, which will be submitted together with the next periodic technical report..

## 4.5. Networking

The OPTAIN project endeavors to go beyond its communication and dissemination capacity. To this end, we will seek to join forces with similar organizations, projects, and initiatives that share the same interests or goals as OPTAIN. Creating a community of cooperating projects will be beneficial for all partners, as they will reduce costs for various joint events in the future, gain access to more data, speed up development, etc.

As the aim of networking with other projects is to disseminate project outputs directly to interested target groups (academia, policy, practitioners) and thus achieve direct uptake and impact, we have decided to focus more on projects where we see significant overlaps and/or where we can increase our impact through a harmonized exchange of experiences and joint steps.

The following table lists projects (including synergies and differences with OPTAIN) that are of particular interest to OPTAIN and where contact/collaboration has been established to create synergies:

Projects networking partners	Description	Potential synergies, benefits and specific collaboration activities (selection)	Differences to OPTAIN	OPTAIN contact person(s)
<b>SpongeBoost</b>	Horizon Europe project with similar scope, which aims to identify effective ways to enhance or restore landscapes' natural water retention capacity.	OPTAIN and SpongeBoost address similar topics. The collaboration is in its initial phase. Martin Volk joined the SpongeBoost Advisory Board and joined the kick-off meeting.	More focus on floodplains and wetlands	UFZ (Martin Volk, Felix Witing).

<b>WATERAGRI</b>	H2020 partner project with similar scope (NSWRM) and objectives	The collaboration with WATERAGRI was initiated at the very beginning of OPTAIN, and a collaboration plan was developed. This was accompanied by the establishment of joint interest groups made up of individual members of both projects. The collaboration also includes regular updates and exchanges at the plenary meetings of both projects, contributions to stakeholder workshops, PhD courses, summer schools and other joint communication activities (e.g. articles).	Focus on field scale, rather technical measures, little modelling	UFZ (Martin Volk, Felix Witing); GWP CEE (Jergus Semko); Joint interest groups (several partners of both projects)
<b>MERLIN</b>	H2020 project on the restoration of freshwater ecosystems, mainstreaming Nature-based Solutions.	The collaboration started with the establishment of a twin case study (Germany-Belgium), followed by a general cooperation in SWAT+ modelling work (exchange of methods).	MERLIN focuses more on best practice in freshwater (ecosystems) restoration. It builds on successful freshwater restoration projects across Europe transforming them into beacons of innovation.	UFZ (Martin Volk, Felix Witing, Michael Strauch, Christoph Schürz); UGENT (Maria Anne Eurie Forio, P. Goethals)
<b>FAIRWAY</b>	H2020 project (2017-2021) on innovative measures and governance approaches for the effective protection of drinking water in agricultural catchments.	Uptake of FAIRWAYS approaches into OPTAIN, particularly regarding stakeholder engagement and governance arrangements. Regarding engagement, the concept of meaningful engagement and important criteria for its achievement are reused in OPTAIN. Approaches analysing the coherence and consistency of EU directives and policies in OPTAIN are based on approaches developed with FAIRWAY.	The multi-actor platforms established in FAIRWAY have a long-term perspective for discussing water quality issues between different sectors and farmers. Governance approaches address effective drinking water protection.	NIVA (Ingrid Nesheim); UL (Rozalija Cvejić)
<b>NORDBALT-ECOSAFE</b>	HORIZON Europe project developing an innovative methodology to quantify nitrogen (N) and phosphorus (P) sources	Collaboration in SWAT+ related modelling work. NORDBALT-ECOSAFE will greatly benefit from the OPTAIN modelling	Focus on larger catchments and nutrient pollution from	WULS (Mikolaj Piniewski); SLU (Martyn

	and pathways and efficiently reduce nutrient emissions	protocol and from the SWATmeasR package.	different sources (not only agriculture)	Futter); NIBIO (Csilla Farkas)
<b>MARCHES</b>	Project within the EU-HEALTH program. Synergies related to the modelling of nitrate concentrations in river systems.	Uptake of OPTAINs methods/results in MARCHES, esp. related to the OPTAIN tools: Svatools (or SWATPrep), FarmR, DoctR, SoftCal.	The main focus of the project is on the health effects of air quality. One task is dedicated to the health effects of nitrate concentrations in drinking water sources.	NIBIO (Csilla Farkas)
<b>SpongeScapes</b>	HORIZON Europe project, which aims to consolidate, expand and disseminate scientific knowledge to improve the sponge function of landscapes, in order to improve the resilience of landscapes against floods and droughts and accelerate its appropriation by all stakeholders.	Similar topics. The collaboration is in its initial phase. The methodology used to develop the OPTAIN Learning Environment may be used to update the NWRM database.	Includes a strong monitoring component focusing on the sponge function of the landscape. Diverse models are planned to be applied.	WULS (Mikolaj Piniewski) OIEAU (Benoît Fribourg-Blanc)
<b>NATALIE</b>	HORIZON Europe project, which aims to apply Nature-based Solutions to address climate change in Europe	The collaboration is in its initial phase. The methodology used to develop the OPTAIN Learning Environment may be used in NATALIE.		OIEAU (Natacha Amorsi)
<b>WWF France</b>	The World Wide Fund for Nature (WWF) is an independent environmental protection organizations with an active network in more than 100 countries working to stop environmental degradation.	Joint presentations and workshop to initiate further collaboration on water and nutrient retention strategies and possible joint proposal.	(not applicable)	UFZ (Martin Volk)
<b>Wikifarmer</b>	Global education platform and marketplace for farmers	Collaboration established to promote dissemination of OPTAINs results. Will be particularly relevant in the final phase of OPTAIN.	(not applicable)	UFZ (Martin Volk) GWP CEE (Jergus Semko)
<b>European Innovation Partnership (EIP-AGRI)</b>	Fosters competitive and sustainable farming and forestry to contribute to the European Union's strategy 'Europe 2020' for smart, sustainable and inclusive growth.	Collaboration established to promote dissemination of OPTAINs results. Contribution to EIP-AGRI newsletters and submission of 7 practice abstracts to the EIP-AGRI project database.	(not applicable)	UFZ (Felix Witing, Martin Volk)

Additional networks, projects, or initiatives that deal with similar topics and could potentially increase the effectiveness of the OPTAIN project through cooperation:

- [BESTMAP](#) – Addressing the complexity of farmers decisions and policy design. Could be important for OPTAINs policy analysis and recommendations.
- [Shui](#) – works on technologies and tools to manage water scarcity in European and Chinese cropping systems
- [I2Connect](#) - Focus on stakeholder relationships and innovation processes in European agriculture and forestry.
- [Sufisa](#) - Searching for sustainable financing of agricultural sector.
- [AgriSpin](#) - Building and supporting a network of innovative stakeholders on farm level
- [EFFECT](#) - Focused on environmental performance contracts. Potential improvement of financial difficulties.
- [EURAKNOS](#) - Developing EU-wide open source agricultural knowledge innovation database.
- [SWAMP PROJECT](#) - IoT based smart water management in precision irrigation domain. Potential new point of view on our NBS.
- [HYDROUSA](#) - A finishing project with same goals in Mediterranean area. Possible knowledge exchange.

#### Updates October 2023

The OPTAIN partners have started working with a number of projects based on their focus, scope, existing network and compatibility with OPTAIN. These projects include WATERAGRI, MERLIN, NORDBALT-ECOSAFE, MARCHES, SpongeScape, NATALIE and FAIRWAY. The collaborations are at different stages of development, with WATERAGRI and MERLIN being the most advanced. Important points of collaboration concern environmental modelling (e.g. exchange of methods), policy advice and stakeholder engagement. Other types of networking include (early) collaboration with WikiFarmer, a global education platform and marketplace for farmers, and the EIP-AGRI network. Both collaborations aim to promote the dissemination of OPTAINs results.

Networking events with other projects attended in which the partners have participated are reported in DAR.

#### Updates September 2024

OPTAIN team started a collaboration with the [SpongeBoost](#) project. The collaboration with the WATERAGRI project is finalised and the UFZ was present at their final conference held in Brussels, Belgium. The OPTAIN team further on deepened other collaborations, in particular with MERLIN and NORDBALT-ECOSAFE.

## 4.6. Internal Communication and Dissemination

Well-set pathways for internal communication are important to ensure that throughout the project the collaboration between partners will be unhindered. The organizational bodies, management structure, and decision-making process of OPTAIN are detailed in

the project **grant agreement and consortium agreement**. This includes the mechanisms that will be used throughout the project in order to ensure the quality level of internal communication. UFZ will be responsible for coordinating the internal communication flow by setting up a system for the exchange of data, results, coordination decisions, and information material, and for reporting among partners primarily using email and the internet.

For document **sharing an internal cloud platform** on the servers of the UFZ has been established. All partners have been informed and guided on how to use the platform, and regular curation of the space will be ensured. Moreover, with the development and launch of the OPTAIN website an **internal section of the website** accessible only by the project partners. Most important documents and information will also be uploaded to this internal website.

A series of **mailing lists** will be used for communication among the project partners. The mailing lists will be maintained by UFZ and all partners will be encouraged to conduct all communication through one channel and in a way that all relevant partners are informed at once. For the communication with case studies, UFZ will closely collaborate with WP1. WP1 will set up a harmonized management and communication structure for the 14 case study sites to ensure a timely and uniform delivery of inputs of the cases to the different WPs.

To ensure a well-functioning flow of information between WP7 coordinators and other project partners a so-called “**OPTAIN Communication Team**” will be established at the beginning of the project. One person from each partner organization will be a focal point:

- sharing all the relevant information related to communication and dissemination from their partner institution;
- contribute to WP7 activities, deliverables;
- OPTAIN Communication Team will meet quarterly and each team member will provide regular updates on the progress within the Dissemination Activity Report (Chapter below).

## 4.6. Dissemination Activity Report (DAR)

The Dissemination Activity Report is a specific tool for partners' dissemination activity during the whole project. The report will be designed in an Excel sheet. When an OPTAIN partner releases or carries out a specific dissemination action (for example, organization of an event, publication on their website, attendance to a third-party workshop to promote OPTAIN, etc.) a new entry on this Excel report will be made, including some basic information about the action taken. Every 6 months (starting with M8), the communication coordinator will check the Report and refresh the progress of the specific KPIs (see table below) to make a close monitoring of dissemination efforts. Specific email reminders will be sent to all partners to remind them to complete the log every six months.

WP1 has prepared a similar Log for monitoring activities within MARGs. We are using more or less the same terminology for target groups with small differences, which are explained in Annex *Target Group WP1 & WP7 vocabulary*.

## 5. Monitoring

Communication activities will be monitored according to a set of quantitative and qualitative success indicators. Both will be measured using empirical data, expressing different ways and approaches of gathering it. As qualitative success indicators are more complex to gather and process, these will be measured by tools and methods like questionnaires, amount of interaction with OPTAIN’s communication channels and outcomes, and similar.

The evaluation of communication activities will determine the degree to which the communication objectives have been reached, and the relationship between the outcomes and the efforts made to reach the goals. This analysis will help the project to better understand the drivers and barriers of successful communication and will serve to refine the communication activities accordingly.

The monitoring of communication and dissemination activities will be carried out through:

- Analytical data from online communication channels, which can give insights into the quantitative (e.g. number of papers or followers on Twitter/X) and qualitative success (number of citations and repository downloads) of OPTAINs dissemination/communication
- Feedback from online followers,
- Discussions with OPTAIN consortium (especially feedback from the Communication team)
- Dissemination Activity Report Regular reports from partners on their dissemination and communication activities
- Annual MARG activity logging (WPI) to monitor OPTAIN’s direct stakeholder involvement
- Feedback forms from participants in OPTAIN events/workshops, esp.:
  - Stakeholder questionnaire after every MARG workshop to monitor and qualitatively assess the situation of meaningful engagement (WPI).
  - Feedback from participants of OPTAIN Summer School and training events

Based on these insights, regular evaluations will be made, and OPTAINs communication will be adapted accordingly.

### 5.1. Measurable Impact Indicators

A number of measurable impact indicators have been defined to monitor the successful deployment in terms of the efficiency and effectiveness of dissemination activities.

Communication form	Indicators (in 5 years)	Reached in M1-M48
Online Communication	nr. of unique page visitors: 1500 nr. of newsletter subscribers: 80-100 nr. of published content (news/articles, videos, photos...): 40-50	nr. of unique page visitors: 3890 nr. of newsletter subscribers: 160 nr. of published content (news/articles, videos, albums...): 89

	nr. of Facebook followers: 250 nr. of Twitter followers: 420 Average Facebook reach <sup>4</sup> : 250	Current nr. of Facebook followers: 130 Current nr. of X followers: 319 Average Facebook reach: 581.25 Current LinkedIn followers: 2,722
	nr. of videos produced: 4 - 6 nr. of unique views on each video: 50 - 150	Nr. of videos produced: 7 Nr. of unique views on first video: 747 views
	Use of OPTAIN data, tools, and results Nr. of downloads from repositories: > 500 Nr. of citations within five years: > 150	Nr. of downloads from repositories: 3448 Nr. of views: 8275
	Scientific articles in international, peer reviewed Journals / Web of Science (Science Citation Index) entry: >30	Web of Science (Science Citation Index) entry: 32
Networking	Nr. of projects joining the network: 6	Nr. of projects joining the network: 8
	Nr. of national and local government agencies (combined throughout all case study areas and workshops) involved in MARG workshops: >30	Nr. of national and local government agencies (combined throughout all case study areas and workshops) involved in MARG workshops: 83 for 2023
	Nr. of farmers/land managers/agricultural advisors involved in MARG workshops (for all Case Studies): > 40	Nr. of farmers/land managers/agricultural advisors involved in MARG workshops: 174 for 2023
Events	Presentations of research results at major EU/world conferences; Verified by conference proceedings: >60	Presentations at conferences:42
	Number of MARG workshops held at each case study site: > 4 at each case study  Percentage of positive feedback from all workshops: 95%	Number of MARG workshops held at each case study site: 2 + 3 <sup>rd</sup> MARG workshop in 7 CS until Sept 2024
	Feedback from participants of OPTAIN Summer School and training events: > 50% expressing satisfaction / 80% expressing high satisfaction	Nr. Of SS participants: 21 (average satisfaction – 87.5%)

<sup>4</sup> Reach is the number of people who saw any content from your Page or about your Page. This metric is estimated.

	Total number of attendees to 3 OPTAIN regional workshops: > 60	Total number of attendees to 3 OPTAIN regional workshops: N/A
Industry Influence	Nr. of stakeholders approaching OPTAIN to establish a form of partnership: 6	Nr. of stakeholders approaching OPTAIN to establish a form of partnership: 3
Promotional Material	Nr. of newsletters: 10  Percentage of newsletter opens: 35%	Nr. of newsletters: 7  Percentage of newsletter opens: 6 <sup>th</sup> newsletter: 51% 7 <sup>th</sup> newsletter: 38,15% (however data from the week when published)
	Nr. of promotional creatives (leaflet, factsheet...) distributed to 1500 stakeholders	Nr. of promotional creatives (leaflet, factsheet...) distributed to 960 stakeholders
	Nr. of graphic creatives developed (roll-ups, leaflets, posters, ...): 6	Nr. of graphic creatives developed (roll-ups, leaflets, posters, ...): 9
	Nr. of EIP – AGRI practice abstracts (following the EIP-AGRI common format) submitted: 12 (1 <sup>st</sup> 6 by M36; 2 <sup>nd</sup> 6 by M60)	Nr. of EIP – AGRI practice abstracts (following the EIP-AGRI common format) submitted: 7
	Nr. of press releases: 3	Nr. of press releases: 1
Learning Environment	Usability of the Learning Environment  Feedback forms from participants in workshops, trainings, summer school and scientific experts (e.g. Science Advisory Board): >80% expressing high satisfaction	N/A
	Use of the OPTAIN Learning Environment, including a coherent catalogue of NSWRM (nr. of views): >2000	N/A
Expanding existing databases and platforms	Number of added or updated NSWRM in WOCAT and nwrms.eu: >20	Number of added or updated NSWRM in WOCAT and nwrms.eu: 35

## 6. Communication and Dissemination workplan

C&D workplan is focusing on Phase 2 (Communicating results) and Phase 3 (Communicating impact and mainstreaming) in the last two years of implementation. The following table presents target audiences, materials and communication channels.

Target Audience	Materials/Events	Channel
<b>Target group (in practice)</b> Farmers and landowners, Agricultural chambers / agriculture advisors, MARGs, Agricultural & Environmental SME's, etc.	<b>Materials</b>	
	Fact sheet (O2,3,4) - <i>TBC</i>	Webpage Social media Learning Environment MARGs Newsletters WOCAT catalogue documentations
	Fact sheet explaining the steps in the guidelines (related to D6.3) for agricultural advisors and policy level	
	Fact sheet related to LE (O6)	
	Interviews with stakeholders (O1, O4)	
	Video/tutorial on LE (O6)	
	<b>Events</b>	
MARGs workshop	n/a	
Regional dialogue		
National events/conferences		
<b>Target Group (in science)</b> Water and agricultural research institutes, Higher education and research, Modelling community, Hydrologists, landscape planners, water engineers, etc.	<b>Materials</b>	
	Scientific publication/articles (for every WP)	Webpage Social media Zenodo Scientific journals
	Data/software/guidelines	
	<b>Events</b>	
	Presentation at the conferences (for every WP)	n/a
	Networking events	
	Summer school (already organized) ..	
<b>Target group (in policy)</b> national agricultural and water administrations; relevant ministries of the countries, local/regional governance institutions, communities, local councils, and municipalities, local or regional development agency, environmental agency, etc.)	<b>Materials</b>	
	Policy brief on potential impacts of NSWRM in agriculture and water management (O2, O3, O4)	Webpage Social media Learning Environment MARGs Newsletters
	Policy brief on gaps in funding and implementation (linked with D6.4 and D4.5)	
	Fact sheet explaining the steps in the guidelines (related to D6.3) for agricultural advisors and policy level	

	Fact sheet related to LE (O6)	
	Press release (O5, O6)	
	EIP-AGRI Abstracts	
	<b>Events</b>	
	MARGs workshop Regional dialogues National events/conferences (attended by partners)	<i>n/a</i>

## 6.1. Detailed C&D work plan linked with project logframe

Output	Deliverables	Target groups (in practice)	Target groups (in science)	Target groups (in policy)
O1: Platform for a dialogue and knowledge co-creation on NSWORMs	D1.1 Stakeholder mapping report, covering the case studies	<i>Please see MARGs upcoming activities described in chapter 7.1.1.</i>		
	D1.2 Workshop and report on how to establish and nurture MARGs for constructive engagement in water - agriculture - environmental conflict related issues			
	D1.3 Report summarising on actor involvement, MARG activities and experiences		Article on addressing meaningful engagement, the co-creation in the project  Channel: website, newsletter, zenodo	
O2: Identified and documented past, present and novel NSWORMs in agriculture and water management with tailored indicators for their assessment	D2.1 Coherent catalogue with a selection of most promising NSWORMs including results from MARG exchanges (to be used for modelling and optimization)	Promo campaign of individual measures documented on WOCAT	Scientific article / presentation at conferences  Channel: website, newsletter, zenodo	Policy Brief (linked with performance indicators (D2.2.) and Policy Guidelines (D6.3) – <i>included under WP6</i> )  Channel: website, social media, newsletter, MARGs workshop, regional dialogues
	D2.2 Tailored environmental and socio-economic performance indicators for selected measures	Channel: WOCAT, MARGs, social media, website, newseltter		
	D2.3 Standardized guidelines for the parameterization of NSWORM (for modelling	/		/

	purposes) and participatory scenarios			
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**IMPACT 1: Increased knowledge and capacities of the farmers and agricultural community for implementation of NSWORMs**

**IMPACT 2: Increased capacity of the environmental experts focusing on water and nutrient retention or re-use, and professionals performing environmental assessments (catchment level)**

Output	Deliverables	Target groups (Practice)	Target groups (Science)	Target groups (Policy)
O3: Environmental and socio-economic models to evaluate the performance of NSWORM on the farm and catchment level.	D3.1 Climate scenarios for integrated modelling	Campaign on Climate scenarios for integrated modelling??	Scientific article, presentation at the conference (disseminated to modelling and broader scientific community)	
	D3.2 Solutions to overcome data scarcity	/		/
	D3.3 Created data pre-processors successfully applied for input data restructuring	/	Channels: website, social media, networking. zenodo	/
	D4.1 Assessment of local conditions important for NSWORM implementation	/	Scientific article, presentation at the conference (disseminated to modelling and broader scientific community)	
	D4.2 Modelling protocols	/		
	D4.3 Assessment of on-site NSWORM effectiveness	<i>Series of videos on assessment of on-</i>		<i>TBA – dissemination of results</i>

	under current and future climate at the field and farm scale	<i>site NSWRM effectiveness under current and future climate at the catchment, field and farm scale</i>	Channels: website, social media, networking, zenodo	
	D4.4 Assessment of NSWRM effectiveness under current and future climate at the catchment scale			
	D4.5 Attractiveness and socio-economic assessment of NSWRM			<p>Policy brief on gaps in funding &amp; implementation <i>(in combination with D6.4)</i></p> <p>Channels: website, social media, regional dialogues, MARGs workshops</p>



**IMPACT 1:** Increased knowledge and capacities of the farmers and agricultural community for implementation of NSWRM

**IMPACT 3:** Increased capacity of the environmental experts focusing on water and nutrient retention or re-use, and professionals performing environmental assessments (catchment level)

Output	Deliverables	Target groups (Practice)	Target groups (Science)	Target groups (Policy)
O4: Multi-objective allocation, combination and effective implementation schemes for NSWRM	D5.1 Common optimization protocol	Fact sheet explaining the steps prepared for the agricultural advisors & policy level	Scientific article, presentation at the conference (disseminated to modelling and broader scientific community) Scientific data, guidelines, software	/
	D5.2 Post-processing & interactive visualization of optimization results		Channels: website, social media, networking. zenodo	/
	D5.3 Results of stakeholder surveys	Short interviews with local stakeholders? Channels: website. Social media, newsletter	/	Policy brief on gaps in funding & implementation <i>(in combination with D4.5, D6.4)</i>



**IMPACT 1:** Increased knowledge and capacities of the farmers and agricultural community for implementation of NSWRM

**IMPACT 2:** Increased capacity of the environmental experts focusing on water and nutrient retention or re-use, and professionals performing environmental assessments (catchment level)

**IMPACT 3:** Increased capacity of expert personnel and policy makers in their decision-making processes for implementation of NSWRM (including the design and effective incentive systems)

Output	Deliverables	Target groups (Practice)	Target groups (Science)	Target groups (Policy)
O5: Policy analysis and recommendations for more efficient NSWRM implementation	D6.1 Common working environment with standardised metadata for the harmonised reporting of project outputs	/	<i>Disseminated to OPTAIN partners</i>	/
	D6.2 Legislative recommendations for future harmonisation of water and agricultural policy on local, regional, national and EU level	Policy brief (for agricultural advisors and policy level)  Channel: website, social media, MARGs, LE	Scientific article, presentation at the conference	Policy brief  Channel: website, social media, MARGs, LE
	D6.3 Guidelines for optimal implementation of NSWRM and their combinations in the specific European biogeographic region of interest (Pannonian, Continental, Boreal) across various agro-ecosystems, terrain, soil, climatic conditions	Fact sheet explaining the steps prepared for the agricultural advisors & policy level  Implementation maps		Press release as part of the MARGs event  Fact sheet explaining the steps prepared for the agricultural advisors & policy level  Dissemination and discussion at the Regional dialogue
	D6.4 Report on the development of incentives for optimal NSWRM strategies in agricultural catchments based on Sustainable Development Goals	Policy brief on gaps in funding & implementation ( <i>in combination with D4.5</i> )		Policy brief on gaps in funding & implementation ( <i>in combination with D4.5</i> )



IMPACT 1: Increased knowledge and capacities of the farmers and agricultural community for implementation of NSWORMs

IMPACT 3: Increased capacity of expert personnel and policy makers in their decision-making processes for implementation of NSWORM (including the design and effective incentive systems)

Output	Deliverables	Target groups (Practice)	Target groups (Science)	Target groups (Policy)	
O6: Interactive Learning environment for supporting actors in their choices to implement NSWORM	D7.4 Learning Environment development strategy	/	Scientific article, presentation at the conference (dissemination of the method for LE development)	/	
	D7.5 Training analysis identifying the needs and capacity of relevant target groups for tailoring the OPTAIN Learning Environment to their potential users' requirements				
	D7.6 Business model including fact exploitation plan for OPTAIN outcomes	/			Fact sheet on Key Exploitable Results (KER)
	D7.7 OPTAIN Learning Environment website final version  <a href="https://optainle.dev.oieau.fr">https://optainle.dev.oieau.fr</a> user: optainle / pwd: 20optainle23	Video (tutorial or promo video showing key functionalities and how to orient around the LE for different target groups)  Fact Sheet  Channel: LE, website, MARGs, social media			Press release  Regional dialogue presentation/discussion
	D7.8 Practice Abstracts (first set)				

	D7.9 Practice Abstracts (second)			
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**IMPACT 1: Increased knowledge and capacities of the farmers and agricultural community for implementation of NSWORMs**

**IMPACT 4: Increased cooperation between different levels of stakeholders and improved exchange of knowledge and experiences for better implementation of NSWORMs**

*\*Several activities were already done; such as dissemination results from all WPs at the Summer School or MARGs events. These activities are reported in DAR (Dissemination Activity Report)*

## 6.2. Planned timeline of the C&D work plan

With CDS update in 2024, we are adding the timeline of the work plan until February 2026. The work plan/timeline has been developed in collaboration with the WP leads and the leading partner. However, it is considered a living document and can be adapted as needed, with its main aim being to communicate and disseminate the project outcomes and results. Through updates and detailed planning, we are incorporating online knowledge exchange (webinars), as this method of dissemination provides an opportunity to reach broader audiences and establish additional connections with other projects.

We have decided to initiate a structured social media campaign to enhance the dissemination of OPTAIN outputs/deliverables and to support achieving impacts. This campaign will target different groups while promoting OPTAIN results and approaches. As part of this campaign, the case studies prepared video inputs, one per each of the 14 case studies (and a couple of CS two-three), and the video is then finalised by WP7. The goal is to increase knowledge, understanding, acceptance, and better implementation of Natural/Small Water Retention Measures (NSWRM). Videos will be published on OPTAIN YouTube, promoted via website, social media, and Learning Environment (LE).

Each case study has selected a topic to focus on in its video, although some also mention other topics. The focus topics include:

- **Stakeholder Involvement:** Increasing awareness of the benefits of stakeholder involvement, fostering cooperation between different levels of stakeholders, and improving the exchange of knowledge and experiences for more collaborative implementation of NSWRMs and more accurate modelling results.
- **NSWRM Measures:** Enhancing the capacity of environmental experts focused on water and nutrient retention or re-use, and increasing the implementation of NSWRM at the EU level.
- **Innovative Modelling and Optimization Process:** Raising awareness about SWAT+ modelling and the SWAT+ optimization process.
- **Policy:** Enhancing the acceptance of NSWRM and its benefits at the policy level (both nationally and at the EU level).

Through these social media campaigns, we will also promote the user-friendly online tool, LE to ensure its broader usage in the future planning and modelling of NSWRMs. The LE should become available publically by the end of 2024.

Month	Important deadlines/ dates for OPTAIN	News-letters published	Knowledge exchange events (webinars)		Social media campaign	Press campaign	Policy briefs/ Fact sheets
<b>2024</b>							
Aug	CDS report/ update				Preparation of case study videos is ongoing and min five is completed		
Sep	OPTAIN GA	News-letter 7	2 <sup>nd</sup> Webinar title: Modelling of water/nutrient retention in agricultural catchments in the scope of OPTAIN project Goal: disseminate SWAT+ modelling results and technical side of optimisation Date: 03 September		The CS social media campaign started and each video is being shared on more occasions to transfer different messages from videos. The videos are also being used as the “attention grabber/engagement booster” to also promote other project deliverables at the same time.		
Oct							
Nov							
Dec	Learning Environment online version			All case study videos are completed to be further used until end of the project.			
<b>2025</b>							
Jan			3 <sup>rd</sup> Webinar title: "Learnings from stakeholder engagement" - focusing on benefits of active involvement of	Continuation of the CS social media campaign where each case study is being promoted on more occasions and used strategically to promote	Sharing articles with journalists, also informing them about webinars (e.g. an article on the relation of different	Preparation of two policy briefs and fact sheets on outputs (more in 4.3.4.) with the WP leads started and promoted until	

			stakeholders/MARGs (WP1, CS leads) Date: not specified but planned in beginning of 2025	the project results and Learning Environment, to strengthen its acceptance by experts, agro-environment practitioners, authorities responsible for water management, etc.	ecosystem-based principles).	the project end (social media/website/LE).
Feb						
Mar	Regional Dialogues	News-letter 8	4 <sup>th</sup> Webinar title: "Supporting hand of policy" - focusing on policy dialogue (WP6, WP1) - around 22 March, World Water Day			
Apr						
May						
Jun			5th Webinar: "From knowledge to action" - focusing on LE (WP7) - around 05 June, World Environment Day			
Jul						

Aug						
Sep	OPTAIN GA	News-letter 9		Final project video prepared and shared via YouTube, website, social media and LE		
Oct				Promotion of the final project video and continuation of the CS social media campaign where each case study is being promoted on more occasions and used strategically to promote the project results and Learning Environment, to strengthen its acceptance by experts, agro-environment practitioners, authorities responsible for water management, etc.		
Nov						
Dec						
<b>2026</b>						
Jan				Promotion of the final project video and continuation of CS campaign in a similar manner while primarily focusing on project results and promotion of LE.		Promotion continues until the project end.
Feb		News-letter 10				

## 6.2.1. Upcoming MARG activities and link with project communication strategies

**Case study level fact sheets and policy briefs produced by the project and MARG members:** WP6 (policy analysis), in collaboration with case study leaders and supported by WP1 (engagement), will encourage the development of case study level targeted fact sheets and policy briefs. Such communication products can be derived from the work of collecting policy data for producing WP6 deliverables. The engagement of MARG members for further targeted communication products is encouraged. However, this is not a commitment of the project.

**The regional dialogues:** As part of the planning and organization of the regional dialogues, MARG members will be consulted on how best to target the dialogues for maximum relevance and impact, and who should be invited and how information about the dialogues should be disseminated.

**The final MARG workshop:** In each of the participating countries with a case study, a final event will be organised, promoting incentives, optimal strategies and sustainable technologies for water and nutrients retention and re-use in small agricultural catchments. The aim is to use these final events as arenas for disseminating project deliverables.

**Assessing engagement level:** MARG events and interactions with MARG members can be characterized and classified in relation to the different steps of the ladder of participation (Arnstein, 1968). The theory (Arnstein, 1968) suggests that the higher up on the ladder of participation a task is, the greater is its potential impact. The OPTAIN approach further recognizes that successful engagement is dependent on meaningful engagement, which is fostered by the existence of (i) relevance, (ii) trust and (iii) added value. WP1 has developed a questionnaire to monitor the MARG participants on meaningful engagement from a stakeholders' perspective. This monitoring occurs as part of each MARG workshop.

## 6.2.2. Challenges with implementing the C&D workplan

Deliverables, milestones, policy briefs and fact sheets are written in English, which limits their use by non-English speaking stakeholders. Even if the products are produced in simplified language for farmers and local stakeholders, the potential for use by non-English speaking stakeholders is still limited. The partnership should consider and decide which of the C&D products could be translated into local languages.

The language used in the deliverables and milestones is challenging for most stakeholders. It is more appropriate for scientists and experts and has limited potential for decision makers (especially at the local level) and other stakeholders (farmers, general public). Therefore, we should strive to create simplified fact sheets/policy briefs that explain key project outcomes in user-friendly language. OPTAIN's harmonised approach leads to shared ownership of many of the

project's datasets and results. This poses a particular challenge in terms of collaboration and communication for scientific publications. To avoid conflicts, clear rules on data ownership, authorship and good scientific practice have been established (e.g. in the Grant Agreement, Consortium Agreement, Data Management Plan, Knowledge Management Plan and Publication Guidelines).

## 7. EC Obligations in terms of Communication

### Information on EU funding — Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination material on any media must indicate that the project received funding from the European Union's H2020 programme.

In particular, it should display the European Union flag, and the acknowledgement of funding:



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No. 862756.

- *For communication activities:*

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 862756"

- *For infrastructure, equipment, and major results:*

"This [infrastructure][equipment] [insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 862756"

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

### Disclaimer excluding Agency and Commission responsibility

Any communication activity related to the action must indicate that it reflects only the author's view and that the Agency, and the Commission are not responsible for any use that may be made of the information it contains:

*“This communication/publication reflects only the author's view. It does not represent the view of the European Commission and the European Commission is not responsible for any use that may be made of the information it contains.”*

## 8. Annexes:

- Visual Identity Guidelines
- Social Media Strategy
- Dissemination Activity Report template

## 9.1 Visual Identity Guidelines

**OPTAIN**

— — — — —  
•  
Visual Identity



# Welcome to the **OPTAIN** Visual Identity

This document summarizes all our visual identity guidelines, providing an overview of the thinking behind our behavior and actions.

From basic elements to strong attributes, the communications that carry our name must be aligned and support our identity. OPTAIN Visual Identity organizes our brand messaging and imagery so you can better translate every aspect of it.

Together, we can effectively share our unique value with our stakeholders, reaffirming OPTAIN's global recognition, environmental importance, and scientific expertise.

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LOGO



## OPTAIN Logo

As a project committed to its purpose, OPTAIN's image must be clear. An exclusive logotype allows us to express ourselves in that way.



# OPTAIN

### Logo structure

The soft edges of OPTAIN's drop represent our ability to carefully handle a delicate issue.

The green and blue contours of the drop portray a harmony of water and earth, two main ingredients to ensure success of our cause.

The lush fields of green in the middle are the center of our efforts. To keep them in optimal condition we strive to retain the blue and green in a perfect balance.

The sharpness of the word OPTAIN symbolize our precision and expertise in everything what we do.

Combined, the boldness and serenity of the logo creates an unexchangeable identity of the project that aims to be recognized at each interaction with our stakeholders.

## Correct logo variations

The following examples illustrate the correct usage of the logo. The logotype must be always reproduced in our primary color (# 03597F). Other variations are high-contrast, black & white, and negative offset. The logo should appear in these forms only, and following the guidelines provided in this manual.



**OPTAIN**



**OPTAIN**



**OPTAIN**



**OPTAIN**

## Logo and motto alignment

To convey the project's mission in a way that audiences will remember and identify, OPTAIN logo plus motto can be used in two variations. These can be used during a first contact with a specific audience, or when there is a need for further clarification of the brand.



## Logo spacing

Free space should be left around the logo to allow legibility and maintain the integrity of the trademark. Respect the minimum spacing area using the center leaf to measure the distance.



## Logo minimum size

The application of OPTAIN logotype must follow a minimum size standard as shown by the image. The size may vary, depending on the method of reproduction being used or where it is being printed, etc.



## Do not...

This section explains what not to do when working with OPTAIN logo. These rules must be followed when using OPTAIN's identity features.



Do not use with busy background



Do not use with a low contrast background



Do not use graphical effects, e. g. shade, contour



Do not change the colors



Do not separate logo features to position them arbitrarily



Do not use gradient



Do not replace the O with the symbol



Do not angle



Do not warp



# TYPOGRAPHY

**Montserrat**  
**Tahoma**

1234

AaBb

## Primary typeface

This is Montserrat.

As shown by our logotype, OPTAIN Montserrat fosters its identity through the use of an exclusive typographic family.

The Montserrat is available for OPTAIN partners and third parties, and should be used in all institutional/promotional materials, titles, and body texts.

## Montserrat

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Secondary typeface

This is Tahoma.

Tahoma, a largely available font, can substitute our primary font, Montserrat. Tahoma closely resembles Montserrat in its shape and thickness. It is also a lightweight font, suitable for web purposes.

Tahoma can be used in situations where the user is distributing documents, presentations or creatives that will be further processed by the recipient who does not have Montserrat readily available.

## Tahoma

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9

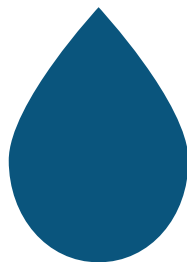
# COLORS

OPTAIN found inspiration in the environment, that it strives to influence, to create the palette of colors that it wishes to be associated with.

Use these primary and secondary colors in order to preserve the visual uniqueness and maintain the recognition of our identity.



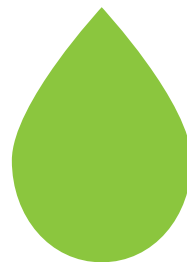
## Primary colors



River Blue

# 03597F

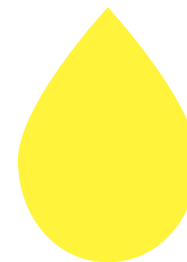
R: 3    C: 80  
G: 89   M: 30  
B: 127   Y: 0  
          K: 50



Lush Green

# 95C11F

R: 149   C: 50  
G: 193   M: 0  
B: 31    Y: 100  
          K: 0

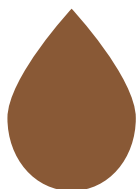


Lively Yellow

# FFEF2C

R: 255   C: 0  
G: 239   M: 0  
B: 44    Y: 85  
          K: 0

## Secondary colors



Fertile Brown

# 935D33

R: 147   C: 30  
G: 93    M: 60  
B: 51    Y: 80  
          K: 30



Vibrant Orange

# F7A600

R: 247   C: 0  
G: 166   M: 40  
B: 0     Y: 100  
          K: 0



Stone Grey

# 5C5B65

R: 92    C: 20  
G: 91    M: 20  
B: 101   Y: 0  
          K: 70



Sky Blue

# 83D0F5

R: 131   C: 50  
G: 208   M: 0  
B: 245   Y: 0  
          K: 0

# GRAPHIC ELEMENTS

Additional graphic elements have been created to support the visual identity recognition. OPTAIN focuses on retention and as such it needs to be represented with shapes and features that resemble ability to optimally retain their content.

## OPTAIN Graphic Elements

Smooth, elegant features, and drop-like curves unify the overall feeling of each representation of OPTAIN visuals.

### Shapes

Rain cloud, sun/sunflower, drop, crop, and leaves are combined as a pattern for background created from primary and secondary colors.



### Icons and Illustrations

A variety of original icons and illustrations have been created to support OPTAIN's visual identity.

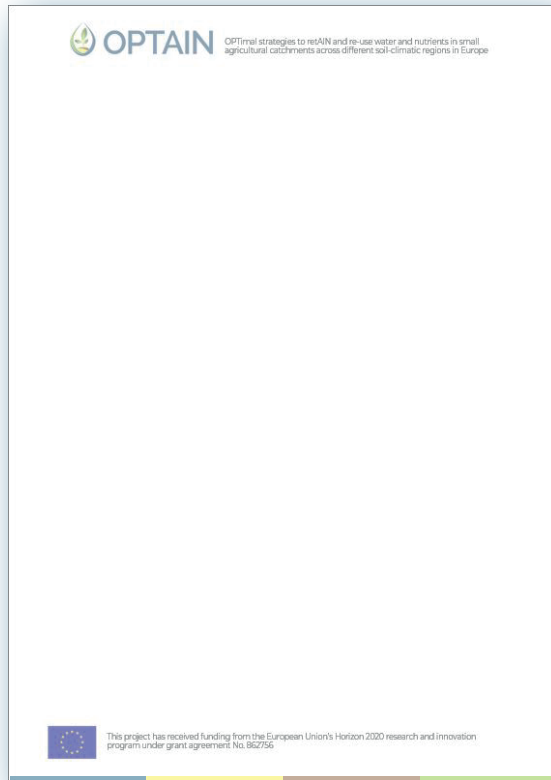


# VISUAL EXPRESSION

This section serves as the exhibition of the combination of all the features OPTAIN visual identity introduced so far.

The examples can be seen utilizing various logos, colors, and shapes, suited for a specific situation.

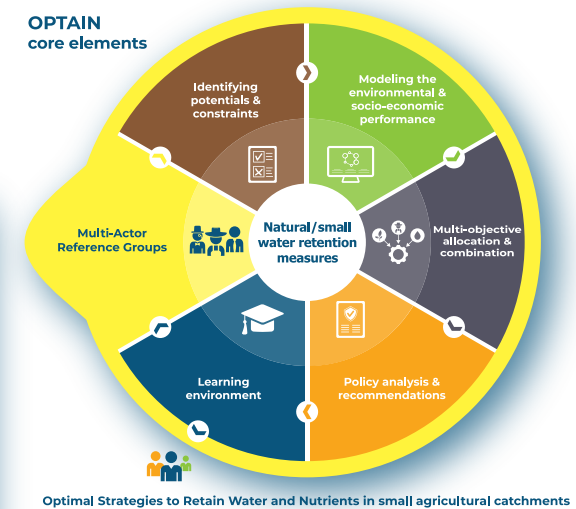
# Visual Examples



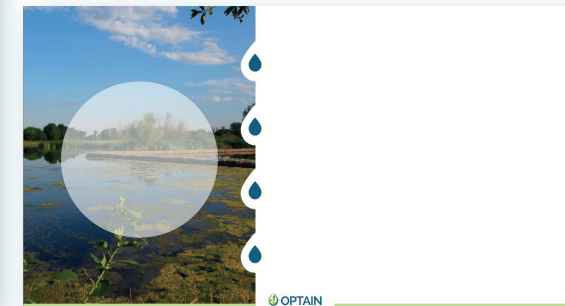
Letterhead



Deliverable Template



Scheme



PPT Template

Use four color bar in the footer with official documents.

# Visual Examples

### PROJECT INFO

- 21 partners from 15 countries across Europe
- 14 partners will contribute with their own case study
- 7 million Euro budget
- 5 years duration 2020-2025

Coordinator  
**Prof. Dr. Martin Volk**  
Helmholtz Centre for Environmental Research – UFZ

WWW.OPTAIN.EU

## OPTAIN

Optimal Strategies to Retain Water and Nutrients

### PARTNERS

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No. 862756.

### CASE STUDY INFORMATION

Location map

General info

### PROJECT INFO

Coordinator  
**Prof. Dr. Martin Volk**  
Helmholtz Centre for Environmental Research – UFZ

WWW.OPTAIN.EU

- 21 partners from 15 countries across Europe
- 14 partners will contribute with their own case study
- 7 million Euro budget
- 5 years duration 2020-2025

### PARTNERS

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No. 862756.

### ABOUT OPTAIN

OPTAIN (EU-funded research and innovation project) proposes a social and scientific journey towards the increasing and better understanding of the multiple benefits of Natural/Small Water Retention Measures (NSWRM).

OPTAIN focuses on better adaptation to extreme events that intensify conflicts between agricultural water uses and other human and environmental demands for water.

How to achieve this? The project will elaborate from the current state of knowledge, experience of stakeholders from 14 case studies involved in the project, and innovative scientific modeling and optimization approaches.

OPTAIN will identify efficient techniques for the retention and reuse of water and nutrients in small agricultural catchments across Continental, Pannonian and Boreal biogeographical regions of Europe in close cooperation with local actors.

### EXPECTED OUTCOMES

- Identify local conflicts:** Drawing on the expertise of a diverse range of actors, OPTAIN will identify current and future climate-change-related conflicts in water and nutrient management for a representative set of 14 case studies.
- Catalogue of measures:** OPTAIN will identify and document past, present, and novel NSWRM in agriculture and water management, and develop tailored indicators for their assessment.
- Environmental and economic models:** Using a large variety of datasets, OPTAIN will set-up models capable to evaluate the performance of NSWRM on the farm and catchment level.
- Implementation schemes for NSWRM:** OPTAIN will explore most effective implementation, multi-objective allocation, and combination of NSWRM. It will illustrate trade-offs and synergies among multiple objectives and identify optimal compromise solutions from actors' perspective.
- Policy analysis and recommendations:** OPTAIN will formulate regional and case study specific recommendations for actors, policy makers, and incentives to encourage a more efficient NSWRM implementation.
- Interactive Learning environment:** Platform (co-created together with stakeholders) to present OPTAIN improvements for supporting sectors in their choices to implement natural small water retention measures.

### OPTAIN core elements

Optimal Strategies to Retain Water and Nutrients in small agricultural catchments

### ABOUT OPTAIN

OPTAIN (EU-funded research and innovation project) proposes a social and scientific journey towards the increasing and better understanding of the multiple benefits of Natural/Small Water Retention Measures (NSWRM).

OPTAIN focuses on better adaptation to extreme events that intensify conflicts between agricultural water uses and other human and environmental demands for water.

How to achieve this? The project will elaborate from the current state of knowledge, experience of stakeholders from 14 case studies involved in the project, and innovative scientific modeling and optimization approaches.

OPTAIN will identify efficient techniques for the retention and reuse of water and nutrients in small agricultural catchments across Continental, Pannonian and Boreal biogeographical regions of Europe in close cooperation with local actors.

### MARGs ...

OPTAIN Co-creators

## Further Information

For more information on how to apply the OPTAIN brand design guidelines to various applications for your needs, please contact OPTAIN Communication & dissemination Work Package.

## 9.2 Social Media Strategy



# OPTAIN

Optimal Strategies to Retain Water and Nutrients

## Social Media Strategy Guide

This project has received funding from the European Union's  
Horizon 2020 research and innovation programme under  
Grant agreement No. 862756.



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# 1. Introduction

The EU guide states that excellent science needs effective communication and dissemination. And since OPTAIN project strives to do exactly that, Social Media Strategy Guide was created to streamline the communication and dissemination process via social networks.

Informing diverse stakeholders, ranging from non-scientific audiences and science enthusiasts all the way to policymakers, business partners and water specialists is a challenge that needs to be addressed with careful planning and execution.

*“Strategic communication and dissemination will help to explain the wider societal relevance of science, build support for future research and innovation funding, ensure uptake of results within the scientific community, and open-up potential business opportunities for novel products or services.”*

## 2. Social Networks

EU-funded projects mostly use Twitter, Facebook, LinkedIn, Google+, Instagram and Pinterest (with most preferring Twitter). OPTAIN project has chosen Twitter and Facebook as its most relevant and preferred social networks.

### 2.1. Twitter

**What to post?** The current text limit is 280 characters. Media attachments are not counted towards the character limit, just like quoted tweets. However, URL links are always included. No matter how long, URL's are always altered to 23 characters.

**How to use it?** Twitter is great for short and eloquent messages or announcements. The best tweets react to actual situations or important issues. The most effective tweet is crafted with utilizing of all Twitter features, like hashtags, links, graphical content and tags within the graphical content, to ensure the highest level of reach of the tweet.

### 2.2. Facebook

**What to post?** The text has no character limit, although it is advised to keep the text to a minimum. Just like with Twitter, it is possible to attach photos, GIFs, videos, links, etc.

**How to use it?** If Twitter is portrayed as more formal, news-like network, Facebook is its opposite. Use Facebook to communicate OPTAIN project in a more informal way.

The best option for communicating and disseminating OPTAIN project is via dedicated Facebook page. This represents the most convenient way to promote the project, allowing to post a variety of content including pictures, videos, event invitations and so on. A page has also the advantage to allow for several nominated users under different types of profiles (admin, editor, reviewer).

---

<sup>1</sup> [EU-IPR-Brochure-Boosting-Impact](#)

### 3. Measuring impact

Almost every social network offers a set of marketing and analytical tools, specific for the network. These tools greatly enhance the effectiveness of measuring the key performance indicators (KPI) like Engagement rate, Return of Investment, and many others. It is possible to assess each post in detail even months afterwards.

OPTAIN KPIs are presented in detail in the Communication and Dissemination Strategy. These KPIs are projected in the monitored metrics within the respective software. For Facebook, Facebook Insights is used to monitor and generate the data. And to collect the data from Twitter, Twitter Analytics is the best choice.

The overall monitoring of social media KPIs will be done each month to collect all data on one side, and not to overburden the administrators on the other. The collected information will then be included in the reports through the EU periodic reports.

### 4. Social media best practices

**To make the best out of the utilized social media**, connection with other EU-funded projects and the European Commission social media channels is being established. @EU\_H2020 and #H2020 tags are being used (among others) to maximize the visibility. The administrators compiled a list of partner social media accounts to use their well-established social media presence. To reach already existing audiences. Administrators will monitor and share the social media results in the deliverables and periodic reports. From the beginning, an editorial calendar/social media log was created to support the administrators in aspects like the post frequency planning.

In terms of **Twitter**, the project handle was created and is used consistently throughout the overall project implementation. Relevant handles and tags are used in OPTAIN tweets to maximize the visibility and recognition as well as to build a relationship with other entities and make them aware. Emojis are being included to make the message more appealing and to convey the desired emotion. The text messages are enriched with pictures, videos, GIFs, or data visualizations to spark interest.

EU Twitter handles: @EU\_H2020 @EU\_Agri @EUClimateAction @EU\_ENV

EU Twitter hashtag to use: #H2020

Follow [@H2020\\_OPTAIN](#) on Twitter

OPTAIN **Facebook** account applies almost the same best practices as Twitter but with slight changes. Hashtags in Facebook are not that developed yet. Instead, the account will vary the content (pictures, videos, polls, links...) and tag other entities in the posts, to gain bigger reach. Messages are also being adjusted for more information but kept below six lines to make sure the whole message is being displayed to the audience.

Facebook pages: EUScienceInnov; EU.Growth; EUAgri

Follow [@H2020OPTAIN](#) on Facebook

## 9.3 Dissemination Activity Report

## Events:

Please insert information about attended/organized events. If event is linked to MARGs activities, please report that in WP1 Activity Log.  
For more instructions, please check the notes in each cell title.

### OPTAIN Dissemination Activity Report (DAR) Period: M1-M12 (September 2020 - August 2021)



Partner	Specific Action	Event title	Place	Date	Description of Action	Type(s) of audience reached	No. of OPTAIN leaflets distributed	Link/URL
Helmholtz-Centre for Environmental Research	Participation and presentation at the workshop	2nd online WATERAGRI Workshop	Online	25.03.2021	Active participations and short presentation on OPTAIN project (general overview); number of participants: 30	Scientific and Academic Communities - 20 Other stakeholders - 10	only presentation and link to webpage due to online event	<a href="https://wateragri.eu/wp-content/uploads/2021/03/WATERAGRI-2nd-Workshop-FINAL-AGENDA-1.1.pdf">https://wateragri.eu/wp-content/uploads/2021/03/WATERAGRI-2nd-Workshop-FINAL-AGENDA-1.1.pdf</a>

## Scientific publications:

Please insert information about published scientific publication.

### OPTAIN Dissemination Activity Report (DAR) Period: M1-M12 (September 2020 - August 2021)



Partner	Type of scientific publication	Title of the scientific publication	DOI	ISSN or eSSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Year of publication	Relevant pages	Public / private	Peerreview	Open access?
Helmholtz-Centre for Environmental Research	Article in Journal	Constraints in multi-objective optimization of land use allocation—Repair or penalize?	<a href="https://doi.org/10.1016/j.envsoft.2019.05.003">https://doi.org/10.1016/j.envsoft.2019.05.003</a>		Michael Strauch, Anna F Cord, Carola Pätzold, Sven Lautenbach, Andrea Kaim, Christian Schweitzer, Ralf Seppelt, Martin Volk	Environmental Modelling & Software	Volume 118, August 2019	Elsevier	2019	Pages 241-251		yes	no

## Other D&C activities:

Please insert information about other Dissemination and communication activities directly linked to OPTAIN

### OPTAIN Dissemination Activity Report (DAR) Period: M1-M12 (September 2020 - August 2021)



Partner	Specific Action	Place	Date	Description of Action	Type(s) of audience reached	Link/URL
Helmholtz-Centre for Environmental Research	Article in newsletter	WATERAGRI Newsletter	October 2020	Short article on OPTAIN Kick-off and collaboration in WATERAGRI Newsletter	n/a	<a href="https://mailchi.mp/39687a84cace/wateragri-newsletter">https://mailchi.mp/39687a84cace/wateragri-newsletter</a>