



Offshore Low-trophic Aquaculture in Multi-Use Scenario Realisation

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Project DEP and plan for communication infrastructure completed (M6)

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European Aquaculture Technology & Innovation Platform (EATiP)



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30/06/23	1	David Bassett	EATiP	david@eatip.eu



Executive Summary

Deliverable 8.1 of the OLAMUR provides a summary of the establishment of the project communication infrastructure.

This infrastructure (comprising website and social media tools, with a suite of templates for use by project partners – e.g. PPT, poster, letterheads etc.) supports the identified communication pathways (Deliverable 8.7 – 28 February 2023), the project consortium, stakeholders and colleagues in the EU Mission Baltic and North Sea Lighthouse and relevant interest groups to develop and inform on OLAMUR activities and to support the Communication, Dissemination and Exploitation Plan (DEP).

The DEP will continue to be regularly reviewed at project meetings to ensure it remains a dynamic document accommodating those engaging with the Baltic and North Sea Mission Lighthouse development process.

Communication tools completed for this Deliverable comprise the project website (due M6) and project social media channels (due M8).

As per the Grant Agreement, subject to a tendering process, a third party (KODE 88) was subcontracted to undertake the technical construction of the website.

Project partner EATiP successfully recruited a member of the EATiP Platform to assist with Communication activities and provide support to the project consortium.

Active engagement with the EU Mission Ocean framework has been maintained and expanded to include engagement with CSA [BlueMissionBanos](#) and [Prep4Blue](#).

This Deliverable will remain live throughout the project lifetime, with review being undertaken on a regular basis.



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Introduction and Aims:

The Deliverable title is to “Provide the communications infrastructure for the consortium in consultation with the WP leaders”.

The process was guided by EATiP (European Aquaculture Technology & Innovation Platform), leader of Work Package 8, in association with the Project Coordinator and in consultation with the management group of Work Package leaders.

Deliverable 8.1 is designed to deliver the following objectives:

- Provide a project website (subcontracted and subject to tendering process)
- Provide a suite of social media channels.
- Provide communication templates and materials.

In addition the Deliverable seeks to network the communication pathways (Deliverable 8.7 – 28 February 2023) highlighted by the project consortium, stakeholders and colleagues in the EU Mission Baltic and North Sea Lighthouse, to inform on OLAMUR activities and to support the Communication, Dissemination and Exploitation Plan (DEP).

The DEP will continue to be regularly reviewed at project meetings to ensure it remains a dynamic document accommodating those engaging with the Baltic Lighthouse development process.

Methodology:

In order to complete the delivery, the following steps were undertaken:

1. A subcontracting and tendering process as agreed in the GA.
2. Recruitment of part time Communications officer to EATiP.
3. Consultation with the OLAMUR project management and consortium partners as to needs and expectations of the project communication tools.
4. Reference to the mapping exercise undertaken in the delivery of D. 8.7.
5. Cross referencing and linking to the Lighthouse CSA Mission Blue Banos.
6. Cross referencing and linking to the Prep4Blue project¹.

Website Description

This report provides a description of the OLAMUR project’s public website and its structure. The project website is an important dissemination tool, being one of the main channels to present OLAMUR to the project stakeholders and extended audience. It is an informative

¹ Prep4Blue concerns developing the co-creation and co-implentation Research and Innovation modalities required to achieve the Mission objecitves and preparing the ground for inspiring and engaging citizens and stakeholders. Prep4Blue is designed to deliver a series of tools, guidelines, methodologies and recommendations tested through pilots which will interlink, leverage and optimise activities among the projects funded under the Mission. See: <https://prep4blue.eu>



website that presents the main project information to the general public, such as the results, objectives and work structure, that allows interested audience and stakeholder groups to acquire a high level understanding of the challenges the project proposes to address and the solution that will be implemented to achieve this goal.

- Branding



The image of the website has the OLAMUR's project's logo as its main element. The OLAMUR logo is visible in the website at all times, in its full version, in the website's top menu bar. Moreover, it is also present at the bottom of the website's page, alongside the acknowledgement to the European Commission.

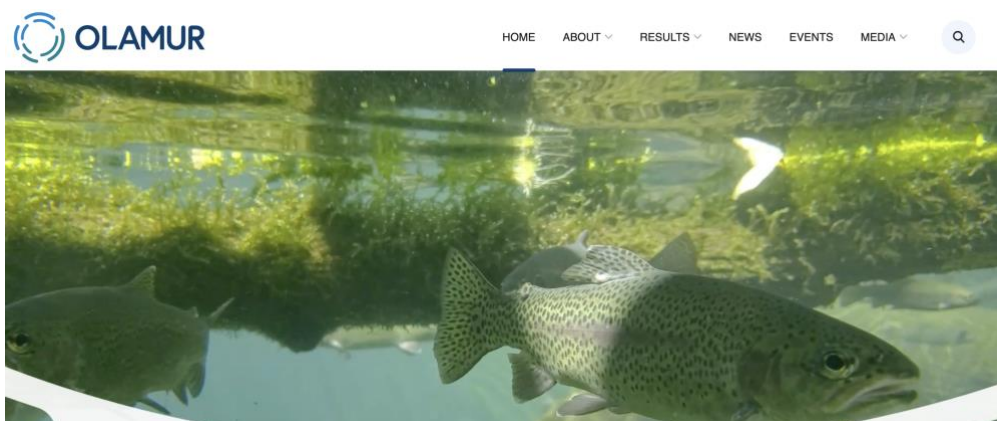
- Development

The website layout was developed using the WordPress platform, which is an open-source Content Management System (CMS) for the development of different types of online content. It was registered under the domain olamur.eu, and it is hosted in the servers of Kode88. The website is accessible and usable from any web browser and any platform, including mobile devices. Although it has been developed with WordPress, the OLAMUR public website is configured in such a way that it has a greater level of security against potential cyber-attacks.

- Website Structure and Contents

The main page of the website presents, in a few words, the overarching objective of the project and the main pillars of the concept. On top of the page there is the menu bar of the website, with the project logo, which allows users to navigate through all the website's sections and also presents the links to the project's social media channels. The OLAMUR website's home page, as seen when accessed through a computer, is presented in the image below





All remaining sections of the website are accessible from the menu bar, which is always visible on the top of the page at any given moment. The sections in which the website is structured are the following:

- About
 - Project Overview
 - Partners
 - Workplan
- Results
 - Case Studies
 - Publications
 - Deliverables
- News
- Events
- Media
 - Newsletter
 - Videos
 - Photo Gallery

The following subsections present the different tabs of the website and their contents:

Project Overview- Whereas the website home page presents the general idea behind the project concept, this section is where the website expands on this initial information, and provides the public with a more complete view on the project's goals. In this section, a short description of the project, its scope and its goals is presented, in such a way as to provide a high-level view of the proposed solution.



OLAMUR HOME ABOUT RESULTS NEWS EVENTS MEDIA

Project Overview

Funded under the EU HORIZON Framework Programme, OLAMUR will contribute to the EU Mission Ocean by bringing together multi-use low trophic aquaculture (MULTA) related key sectors, to demonstrate sustainable commercial solutions for both the North and the Baltic Sea. OLAMUR will establish three pilot demonstration sites where seaweed and blue mussels will be grown either onshore or in the vicinity of a trout farm.

With a 2030 target, the EU Mission "Restore our Oceans and Waters" aims to protect and restore the health of our ocean and waters through research and innovation, citizen engagement and blue investments. The Mission's new approach will address the ocean and waters as one and play a key role in achieving climate neutrality and restoring nature.

Climate enabling actions will support this objective, in particular broad public mobilisation and engagement and a digital ocean and water knowledge system, known as Digital Twin Ocean.

The Mission supports regional engagement and cooperation through embedded "ighthouse" in major sea-use basins: Atlantic Arctic, Mediterranean, Sea, Baltic-North Sea, and Danube-Black Sea. Mission lighthouses are sites to pilot, demonstrate, develop and deploy the Mission activities across EU seas and river basins.

EU Mission Restore our Oceans & Waters

Mission Ocean

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OLAMUR

OLAMUR is a four-year EU-funded project aiming to bring together multi-use low trophic aquaculture (MULTA) related key sectors, to demonstrate sustainable commercial solutions for both the North and the Baltic Sea.

Contacts

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Partners- This section presents the list of partners that compose the OLAMUR consortium, with their logos and the links to their respective official websites. Image presents the layout of this section of the website.



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Partners

The OLAMUR consortium is coordinated by HAVFORSKNINGSINSTITUTTET (Norway) and brings together 24 partners from 7 different countries across Europe (Germany, Norway, Denmark, Estonia, Italy, Lithuania, Belgium).

The consortium consists of xxx Small to Medium Enterprises (SMEs), xxx Universities, xxx Research and Technology Organisations (RTOs), xxx Non Profit Organisation (NPO) and xxx large companies, encompassing a wide range of skills, including environmental science and policy, meteo, robotics, wind technology and aquaculture farms.

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Workplan- The third section of the website presents the work structure of the project. It presents the Objectives with a short description of how they contribute towards achieving the overall solution and impact of the project.



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Workplan



Fig 1 An offshore wind farm (OWF) is a possible multiuse host partner. Aquaculture installations with Low Tropic Aquaculture (LTA) organisms, like macroalgae and bivalves, are to be set up on the sites of the wind farm operator in a multiuse character.

Objectives

Our main objective is to bring together the existing state-of-the-art practices in MU-LTA related key sectors, to develop and demonstrate a sustainable solution for commercial MU-LTA in both low and high salinity, high eutrophic and high energetic offshore waters. The relevant data, information, products and standards for establishing, operating and evaluating such a solution will be monitored, simulated, stored and customized as an "OLAMUR digital MU-LTA farm service". This will provide a solid basis for MU-LTA upscaling in the next phase of the Ocean Mission (2025 -2026).

Specific Objectives

01 Establishment of 3 pilot demonstration sites where seaweed and bivalves will be farmed within an OWF (Germany/North Sea and Denmark/Baltic) or in combination with finfish aquaculture (Estonia/Baltic).

02 Identify suitable locations for multi-purpose uses of the marine space that can support the future development of low-impact and low-carbon uses in the North Sea and Baltic Sea.

03 Assessment of the suitability of multi-purpose use locations for the industrial production of low trophic species of economic interest in the North Sea and Baltic Sea.

04 Develop a robotics and model-based monitoring, forecasting and assessment capacity for enabling corresponding services for aquafarms and decision makers

05 Develop a data-based management support system enabling a market-wide monitoring and data analysis for aquaculture, offering services, including risk analysis, to aquaculture producers for monitoring, minimizing diseases and alien species, managing inputs, optimizing sustainable production and demand management.

06 Performing a Cradle-to-Cradle System level LCA and multi-actor TEA to ensure economic viability for all actors along the value chains as well as documenting system value of the circular resource management systems and their contribution to growth positive values beyond financial profits.

07 Co-create holistic multi-level governance solutions for innovations in offshore seaweed and shellfish farming within windmill farms by comparatively assessing the governance structures in the 3 pilot sites, at all relevant levels from local to global, and involving all relevant stakeholders from science, policy, industry, society.

08 Foster communication and interaction with the sector to properly warrant their needs, provide recommendations, and transfer the project outputs to both private and public stakeholders.

These specific objectives closely address the consortium's identified main barriers to be overcome, expand and commercialize offshore seaweed and bivalve farming within wind farms and in integrated concepts. OLAMUR deliverables include data, tools, information on governance and sustainability, insights and technologies that are needed by offshore LTA value chain stakeholders to overcome extant barriers for upscaling and commercialization. Furthermore, market opportunities, risk management strategies and training will be provided. In this way, OLAMUR will contribute to a robust development of offshore LTA within wind or fish farms, which could enhance European feed and food security whilst reducing the environmental footprints and contributing to the blue circular bioeconomy.

Case Studies- This section of the website will represent the Case Studies on the OLAMUR project. It is represented by an image and a short description of the case study and when clicked on the image will enlarge and link to presentations and other information resources links.



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Case Studies



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OLAMUR is a four-year EU-funded project aiming to bring together multi-use low-trophic aquaculture (MU-LTA) related key sectors, to demonstrate sustainable commercial solutions for both the North and the Baltic Sea.

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Deliverables- In this tab, the public will be able to access the *public* deliverables of the OLAMUR project (from D1.1-D9.4). This allows the public to get a better and more detailed view on the project and its achievements, while also providing an idea of the overall progress. The project deliverables will be presented as PDF files and will be able to be directly downloaded from the website (unless marked sensitive). Image presents this section of the website, with some example files for illustration purposes.

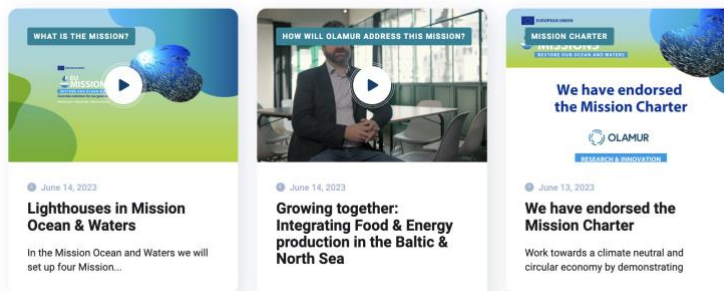
Deliverables

D1.1	Report of the validation criteria provided WP1	DOWNLOAD
D1.2	Guidelines for safe multi-use operations WP1	DOWNLOAD
D1.3	Data on site-specific LTA WP1	DOWNLOAD
D1.4	Data on site and systems specific WP1	DOWNLOAD
D2.1	A protocol for multi-use planning to stakeholders WP2.5	DOWNLOAD
D2.2	Report on micro-siting criteria and mapping of co-location scenarios within the pilots WP2	DOWNLOAD
D2.3	Report on the basin-scale siting potential for multi-use of LTA, aquaculture, OWFs, artificial reefs, and IMTA in the North Sea and Baltic Sea WP2	DOWNLOAD
D3.1	Data on farming productivity for different scenarios WP3	DOWNLOAD
D3.2	Report on assessment of carbon and nutrient uptake, and quantification of ecosystem services WP3	DOWNLOAD
D3.3	Report on protocols for disease and invasive species control WP3	DOWNLOAD
D3.4	Report on protocol for food and feed safety WP3	DOWNLOAD
D3.5	Report comparing biodiversity on different artificial reef structures WP3	DOWNLOAD



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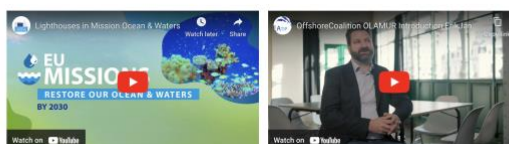
News- In this tab, the public will be able to view the latest news in forms of Videos, Articles etc. Once clicked on a block the news item will be displayed on their own page with more information.



Events- In this section, OLAMUR can inform the public of any upcoming events that are related to the project with detailed information about the specific event.

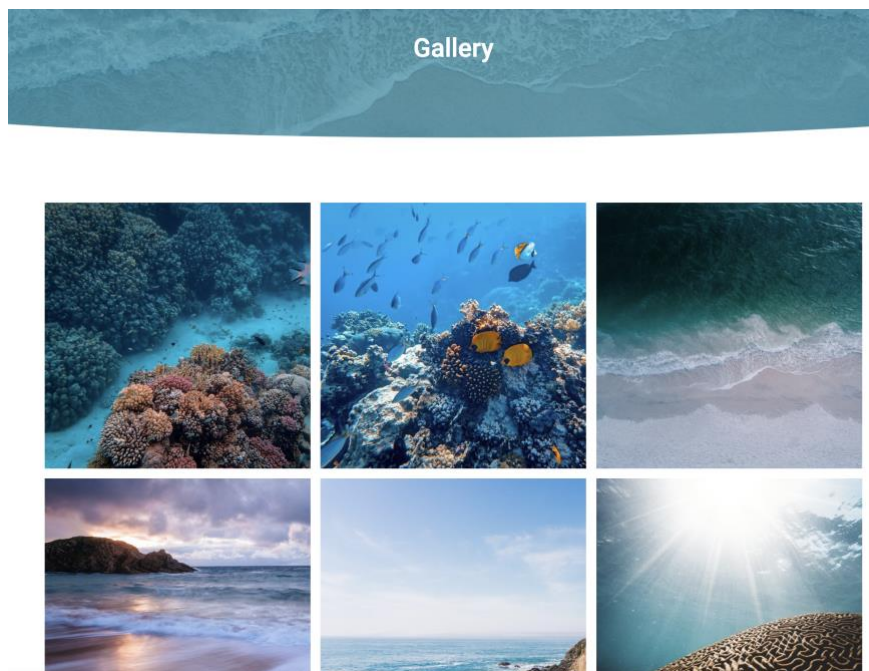
Newsletter- This is just an external link to the newsletter sign up services

Video- This section is a grid view of any Videos related to the project, when a user clicks on the video it will enlarge and play



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Photo Gallery -This section is a grid view of any Images related to the project and Mission Ocean when a user clicks on the image it will enlarge to the full image.



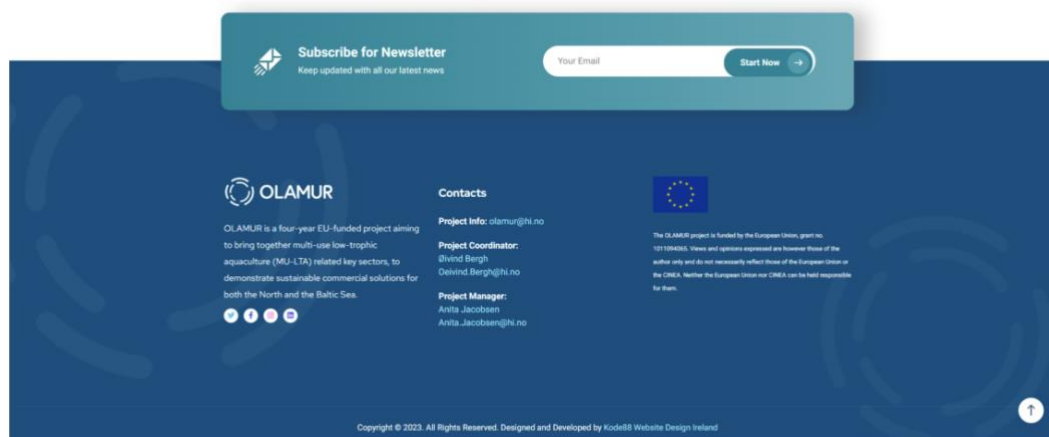
Social Media Summary

Whereas the public website is one of the most relevant dissemination and communication tools of the project, it is complemented by its links to the OLAMUR social media platforms². Such platforms are considered the most effective tools for profile building, news and updates, giving interested audiences and stakeholder groups, a real-time interactive experience that also opens up communications and feeds on ongoing discussions and upcoming events on the themes at the core of the Mission Ocean goals.

The social media icons are found at the footer of the Home page of the website, as seen below:

² See: Twitter: https://twitter.com/OLAMUR_EU
Linkedin: <https://www.linkedin.com/company/olamur/>





The social media feeds are updated on a daily basis through Twitter and LinkedIn with a soft launch underway for public focussed Facebook & Instagram accounts.



Conclusions

The project website has already been developed and is live (<http://olamur.eu>). The site was made available to the public in early May 2023. The project website will be periodically updated in order to upload the OLAMUR public deliverables, as they become available, as well as to update other content to include multi-media (project and events videos, photos and other relevant project outputs that can be shared across the web platform).

All social media platforms are established with two having been launched and actively running feeds for the public view and open engagement. The remaining two feeds will be promoted upon the publication of further content geared towards the general public.



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Communication Templates and Materials

The project website and social media platforms, have been shared with the project consortium as well as the Communications Working Group for the Mission Ocean Lighthouse Social Media network.

Together with this, communication templates and other resources have been shared for developing content for the social platforms and upcoming events that all share common goals towards the Mission Ocean. This templates will be used for making posters for conferences as well as other visual aids to maximise engagement and increase interest in the EU Mission goals and creating more awareness about the projects efforts towards a climate neutral and circular economy.

Samples of these templates include:



Fig 1 Letterhead



Fig 2 PowerPoint Template



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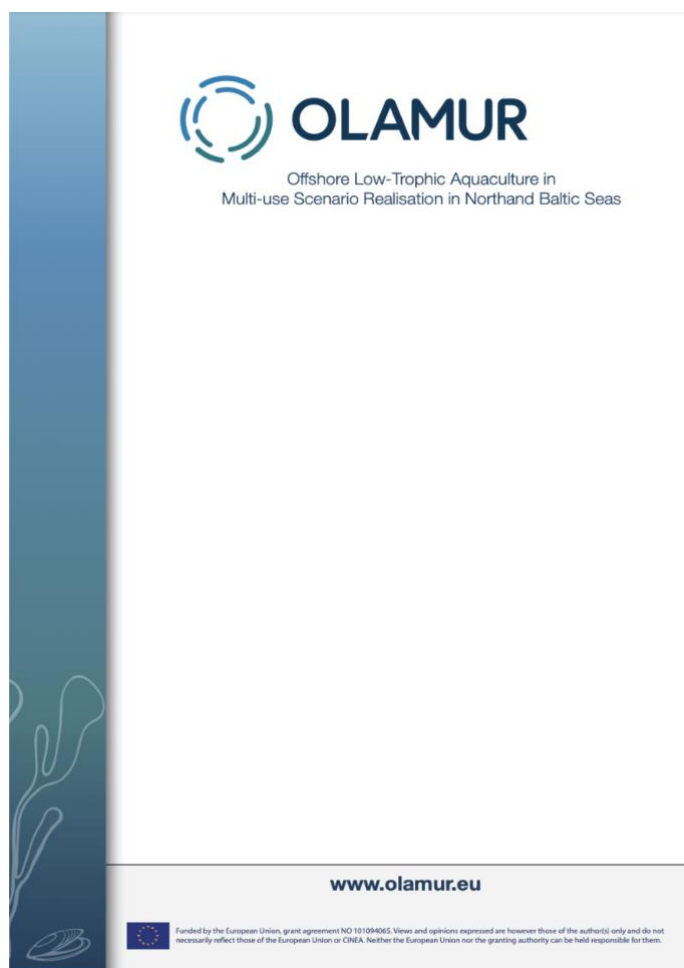
Figur 3 Logo-web/hard copy



Figur 5 PPT/Poster Template #2



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Figur 6 Poster Template

Next Steps & Deliverable Review

- Further to the completion of the mapping and interest group review within Deliverable 8.7, responses gathered will continue to be build into the project DEP and updated into the communications infrastructure.
The DEP will guide actions for all consortium parnters and be managed by WP 8 and Project Management (WP 9).
- A calender of events is being established – for both internal consortium member and external use – that will highlight key events at which OLAMUR will participate and individual events where consoritum members will also be able to promote OLAMUR objectives. This will be further reflected on the project website and in the communication log.
- Deliverable 8.1 will be reviewed during annual project meetings in addition to the WP leader meetings currently timetabled on a monthly basis. Efficacy and gap analysis of the interest group and stakeholder mapping will be reported in relation to D8.3 (Month 24) and D8.4 (Month 47) to ensure effective representation and engagement.



Annex 1 – Tendering Process.

A tendering process was undertaken by project partner EATiP to ensure transparency and subcontracting / tendering requirements were met, with three quotations being received and considered.

As individual tenders contain commercially sensitive information, further details are available upon request from the project management or Work Package 8 leader.

