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GoJelly

A gelatinous solution to plastic pollution

D9.4 **"Dissemination, Communication, Exploitation - update"**	
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WP	WP9 Dissemination and stakeholder communication
Task	T9.3
Project partner for deliverable	NIB
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0.5	v	v	v

Executive summary

The objective of the GoJelly project is to develop, test and promote a gelatinous solution to microplastic pollution by developing a TRL 5-6 prototype microplastics filter using jellyfish mucus as the raw material. In doing so, the consortium addresses two environmental issues - coastal pollution of both jellyfish and microplastics. This innovative approach will ultimately lead to less plastic in the ocean, higher demand (and thereby competitive prices) for jellyfish raw material to fill the "mucus-need" by filter developers, and in turn more jobs for commercial fishers in off-seasons. The byproducts of the GoJelly biomass have other uses as well, ensuring that GoJelly also delivers a green innovation, resulting in novel, valuable resource for the food and feed industry, in cosmetics as well as agro-biological fertilizer for organic farming. The GoJelly prototype products will be tested and demonstrated in three different European seas (Norwegian, Baltic and Mediterranean), by a range of stakeholders, including commercial fishers and industry partners. Tying it together, the project will also ensure the possibilities for broader European promotion and utilization of GoJelly at the local, regional and global level by delivering a socio-ecological methodological toolbox for forming and implementing policies. An interdisciplinary and international consortium consisting of technology developers, business analysts, fishing companies, research institutes, and both natural and social scientists will realize GoJelly, and will ensure the uptake of GoJelly products by industry and policy makers.

This document is a strategic reference guideline for activities that are planned during the project's lifetime, their timeline, the target audience and selected communication channels. The activities listed in the document will help maximize the project's impact. The success of the project will depend on the proactivity of individual partners. Hence, a thoroughly planned dissemination and outreach strategy will enable the partners to promote GoJelly's activities. This will, on the long term, enable the capitalization of the project by establishing new partnerships, seeking new financing mechanisms that will enable future research and innovation actions as well as finalization of Gojelly product development and eventually placing the developed GoJelly solutions on the market. Importantly, Task 9.3 within WP9 is devoted to monitoring of communication and dissemination activities. One of the important prerequisites for monitoring – measuring the key performance indicators of successful implementation of dissemination and communication activities is to identify the stakeholders to whom we will target our activities.

This document is built upon other GoJelly documents:

- **D9.2 Draft of the communication, dissemination and outreach activities** where we presented the general categorization of target audiences. In GoJelly, we will conduct general outreach and targeted outreach activities, the latter will be tailor-made. This document lists all the GoJelly dissemination and outreach activities as well as important target values for monitoring our achievement and efficiency. Moreover, the information on the templates, the logo and the graphical design is presented in D9.2 and will not be repeated in D9.4.
- **D9.3 Stakeholder's list** that is categorized into 2 dimensions: by *country* (GoJelly countries – Germany, Portugal, Slovenia, Norway, France, Italy, Israel, China and beyond) and by *category* (7 categories: scientific&adacemic, NGO, administrative,

past&current projects, media, SME&industry, other). Besides WP9, the list will serve for WP7 – identification of stakeholders that will be invited to attend stakeholder workshops that will be organized in the framework of this WP.

Importantly, this document will be **revised** at the end of the project in M46 in the Dissemination plan final report. This report will include all the dissemination activities with relative descriptive statistics: number of website visits, number of short video views, number of papers published, number of conferences and fairs attended and number of stakeholders that attended the events organized by GoJelly. Nevertheless, in the frame of T9.3 we will constantly monitor the project activities and the target values as defined in the proposal. The monitoring reports will be sent to project partners and presented at the project meetings. Moreover, the reports will also be published on the project website.

The complete timeline, content and target groups of GoJelly's activities for the whole period of the project duration is presented in **Annex 3 of this document**.

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Scope of the document

The dissemination, communication and exploitation update is a strategic document to promote GoJelly activities in all coastal regions in Europe. It was revised and negotiated among the consortium partners at project start and serves as guideline. It includes a description of the dissemination activities, selection of communication channels and the planed timeline of the activities. The exploitation of innovative products developed will continue after the project's completion. The project will setup multichannel communication to different target groups (e.g. press/media, fishery industry, marine operators, food and agricultural industry, business and finance institutions) and build partnership with their key stakeholders (D7.2).

Specifically, this document aims to:

- Define dissemination objectives within WP9
- Identify target groups for all communication activities
- Establish a protocol for successful dissemination and communication within target groups to reach a broad audience
- Define the monitoring strategy of all planned activities
- Present the timeline of planned activities and identify the involvement of individual partners

General objective

The general objective of dissemination activities is to raise awareness about the project and promote the project's activities and its outcomes with the targeted groups, in due time using appropriate methods and tools to address the community. On the long run, the dissemination and outreach activities will establish contacts within the scientific, academic, industrial, governmental and general public communities. These contacts will enable the exploitation of results, created within GoJelly as well as establish recommendations for future improvements on research and innovation activities for using jellyfish for developing new products and technological solutions – like our biofilter for plastic particles adsorption that is made from jellyfish mucus.

Organization of the document

When planning outreach activities, we used the 5W+H formula (see inlet on the right):

WHAT? Description of activity

WHO? Project partner in charge for organizing the activity and target audience

WHY? Background information on the importance of the activity

WHEN? Timeline

WHERE? Location

HOW? Presentation of communication channels

GoJelly partners have carefully revised the activities as planned in the project proposal and in D9.2 (Dissemination, Communication, Exploitation – plan) and in *Annex 3* we present the *complete dissemination and communication plan*, confirmed by project partners. When presenting individual activities, we have taken into consideration the 5W+H formula and included target values that will be assessed for monitoring purposes.

Target groups (stakeholders) identification

By addressing target groups with tailor-made activities, we will enable the formation of new collaborative circles that will enable the project exploitation and future joint activities. We have defined two categories of target groups:

The *general public* is being heavily considered in current research financing mechanisms. The European Commission is giving significant importance to public consultations where the opinions of individuals might be of crucial relevance in the content, budget and strategies of research and innovation calls. Moreover, there is an increasing trend of including the general public into project executions, either by involving them in citizen science activities or by targeting them in dissemination and outreach activities with the final scope of awareness raising, opinion-making or similar. That is why the inclusion and awareness rising of the general public will be given a high value in GoJelly. We will involve the general public using the following communication channels:

- **Multimedia communication channels**, such as the website, social networks (Facebook and Twitter). Project partners are invited to regularly share their development of the project activities by sending pictures, short news and results that will be uploaded to social media account and the website. Finally, we will produce four video tutorials that will serve as a quick capacity building reference material and the final GoJelly documentary that will summarize all the project activities, work done, BLUEMED strategy and blue growth. The video tutorials

and the final documentary will be promoted through GoJelly's social media and through a direct contact with journalists.

- **Written communication channels** such as posters and roll-ups that will enable a quick and informative insight into GoJelly, our objectives, activities and relevant contacts. To reach the whole range of stakeholders and start educating from an early age, we will publish a children's book.
- **Oral communication channels** through organization of events like showcooking events or open doors days.

A *targeted outreach* towards predefined stakeholders is important for establishing a connection during the project and build a collaborative foundation that will enable the capitalization of GoJelly outputs and engagement in future scientific and innovation activities. This way we will maximize the project's impact. Our targeted outreach was planned as a 3-step process:

1. **Definition of a target group** by identifying stakeholders of interest. GoJelly's stakeholders are scientific and academic organizations, NGOs, media representatives, industry, administrative and public bodies. We will also target students, industry representatives and reach out to the representatives of current or finalized projects that tackle the issue of marine pollution. A detailed presentation of target groups is a part of D9.3.
2. **Outreach strategy plan** with the proposed activities and the timeline of events. The original dissemination plan is presented in Annex 1, while the confirmed engagement of partners and the timeline of events is shown in the remainder of this document. We will organize 12 capacity building workshops, three summerschools and inform the scientific community about the project and its activities on scientific conferences, fairs and other events that will give opportunity for a direct interaction.
3. **Monitoring and reporting** of the activities. We have identified the Key Performance Indicators (KPIs) for each activity. We will constantly monitor the KPIs which will be an estimate of the performance of the targeted outreach and basis for mitigation measures, if needed. Internal performance reports will be sent internally to the consortium members as well as place on https://gojelly.eu website. An example of the Monitoring of dissemination activities is attached in Annex 2, while the timeline of activities, the responsible partners, target groups, KPIs table that will be used throughout the project for monitoring the activities and their success is in Annex 3.

We will conduct the targeted outreach using the following communication channels:

- **Multimedia communication channels** where we will use the same tools as for the general public outreach. Facebook, Twitter, GoJelly's website and video channels will also be used to forward important achievements targeting the stakeholders.
- **Written communication channels** through open access articles. We will target scientific journals and specialized literature (e.g. agronomy bulletins, public newspapers, magazines) in order to cover the widest array of target groups (from scientists to professionals from the industrial area and policy makers).
- **Oral communication channels** by organizing three summerschools targeting local MSc and PhD students with the overall aim of promoting applied research and innovation for making

environmentally friendly solutions. We will also organize 12 stakeholders' capacity building workshops targeting governmental and industrial (from ports and fisheries) authorities, as well as tourism-related stakeholders. Finally, GoJelly scientists will disseminate the project activities and results through conferences and fairs.

Dissemination tools and corporate design

LOGO SELECTION AND DESIGN

We prepared a logo for GoJelly project in order to ease its identification. The logo graphic was designed in accordance with project coordinator and it was spread via email to all project partners. The logo design was inspired from project main issues: jellyfish and microplastics. In Figure 1, 6 logo variations are shown:

- Coloured logo without and without dots representing microplastics
- Black and white logo without and with dots
- Black logo without and with dots

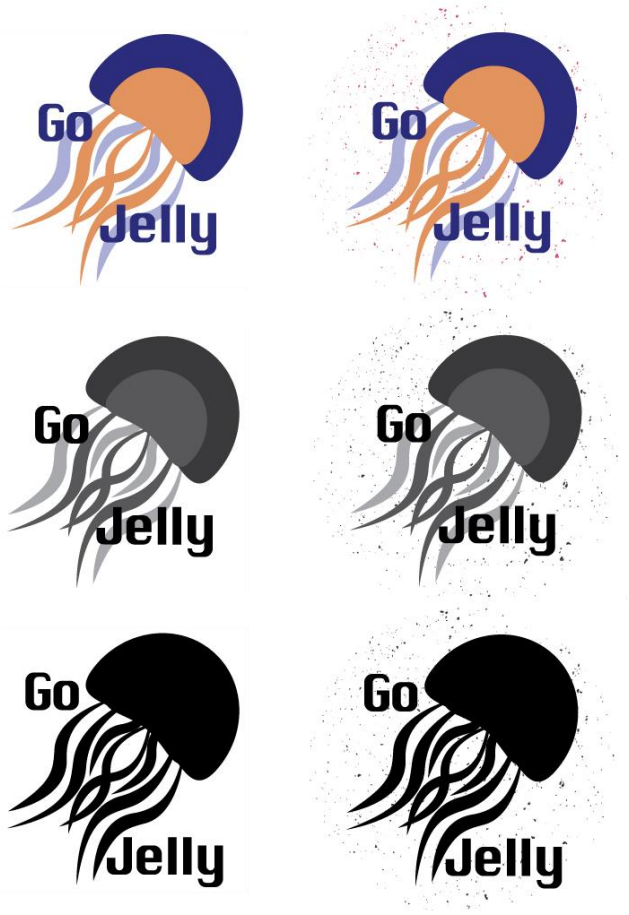


Figure 1: Logo design

The logo color palette is shown in Figure 2 below:

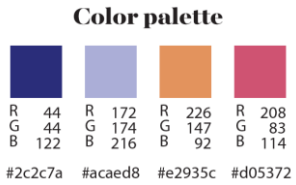


Figure 2: Logo color palette

PROJECT DOCUMENT GRAPHICAL LAYOUT

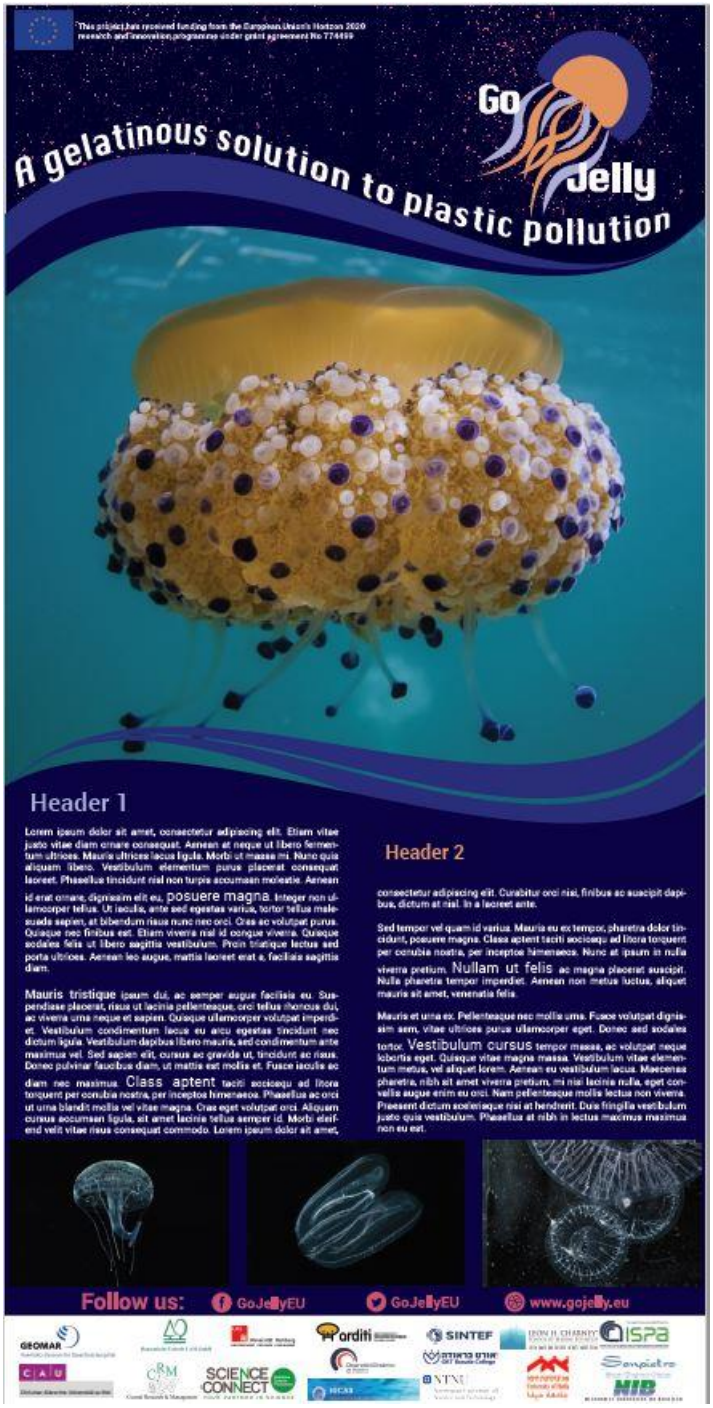
A set of graphically sophisticated templates has been already prepared to achieve a better organisation and to get a more effective communication.

DELIVERABLE TEMPLATE

PRESENTATION TEMPLATE

ROLL-UP TEMPLATE

All project partners can prepare and print their own roll-up for demonstration at project's workshop, children's event, conference, etc…



PRESS RELEASE TEMPLATE

A press release template and already two press releases have been launched, one after GoJelly project Grant and Consortium agreement have been signed and the second after the kick-off meeting. Both press releases were written in English and distributed to all partners to translate into their mother tongue (see Annex 1 and 2). All press releases will be structured in the same way:

- Title
- Bolded text highlighting the most important message

- Core text with essential information
- Relevant contacts
- Links for more information (social media, website)

PROJECT WEBSITE

A project website under domain www.gojelly.eu had be set up until end of M3. A modern webpage structure has been prepared as shown on Figure 3. The maximum webpage depth is three, meaning that all the pages are reachable from the home tab using two clicks maximum (depth 3).

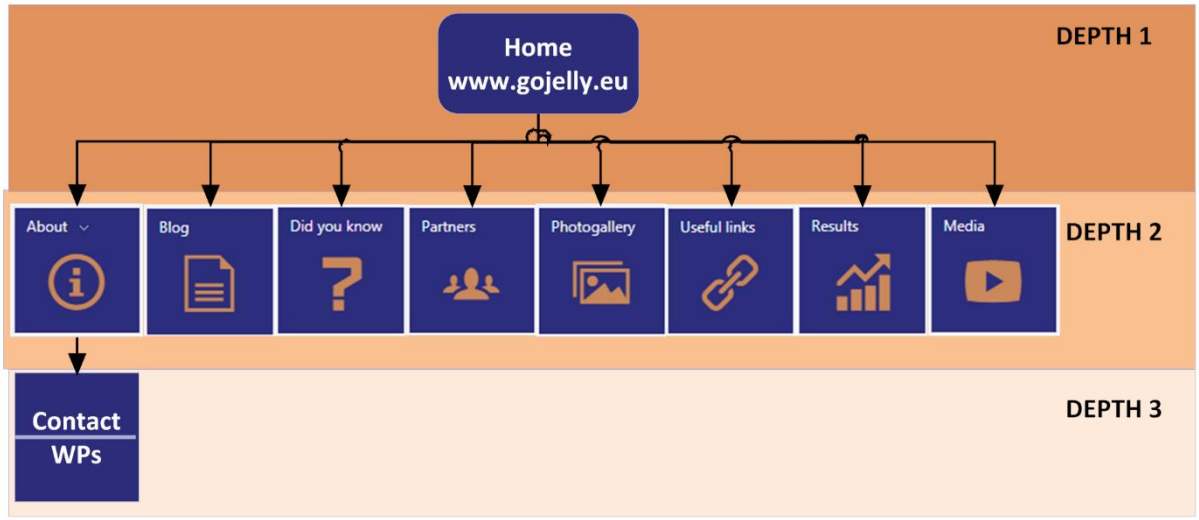


Figure 3: GoJelly webpage structure and depth.

Next, we present the content of each depth.

DEPTH 1 (HOMEPAGE)

The layout of the homepage is presented in Figure 7. There are only 4 elements in the homepage layout, making the homepage more intuitive and easy to navigate. The header is composed of the GoJelly logo and links to depth 2 (see Figure 3). This is followed by a slider with overlaying text with general information about jellyfish blooms and the problematic of plastics and microplastics pollution in the sea. Below we will place direct links to the blog section, i.e. news about project activities, like sampling and other scientific events, meetings and workshops. Third is the direct feed from the Twitter and Facebook profiles. Finally, the webpage footer provides a general information about the project with relevant contacts. Some website screenshots are provided in Figure 4 (partner description), Figure 6 (blog example) and Figure 5 (WP presentation).

Project partner #1

NAME OF THE ORGANIZATION: GEOMAR Helmholtz Centre for Ocean Research Kiel

MAIN CONTACT FOR GoJELLY: Dr. Jamileh Javidpour, jjavid@geomar.de

ADDRESS: Duesternbrooker Weg 20, 24105- Kiel, Germany

WEBSITE and other links:
www.geomar.de
https://twitter.com/geomar_en
https://www.facebook.com/geomar.kiel

GENERAL DESCRIPTION OF THE ORGANIZATION

GEOMAR is among the largest non-university research institutions in the field of marine sciences in Germany (950 staff), and a member of the Helmholtz Association, Germany's largest non-university scientific organisation. The centre's mandate is the inter-and multidisciplinary investigation of all relevant aspects of modern marine sciences, from sea floor geology through physical, chemical and biological oceanography to marine meteorology. Research is conducted worldwide in all oceans. The main research topics are grouped in four divisions: Ocean Circulation and Climate Dynamics, Marine Biogeochemistry, Marine Ecology, and Dynamics of the Ocean Floor. GEOMAR cooperates closely with national and international research institutions and with a number of SMEs active in marine technology and science. Within the research division Marine Ecology the core activities are to understand species interactions under climate change, how biodiversity- ecosystem function and what are novel marine resources in terms of genomic/ marine organism and substances that can be utilized for human application.

COMPETENCES AND INVOLVEMENT in GoJelly

- GEOMAR leading the project as coordinator
- Offers its mid-size research vessels (ALKOR or POSEIDON) for investigations of the Baltic Sea/North Sea over the course of the project
- Offers its unique analytical facilities suitable for research on jellyfish, such as simultaneous delta N-15, delta C-13 and delta S-34 measurements of low-biomass samples, fatty acid analysis, flow cytrometery and stoichiometrical measurements.
- Providing the innovative cage »Flow2Vortex« for the purpose of jellyfish cultures
- Providing excellent network, being ranked among the five leading marine research institutions world wide

Edit Edit with Visual Composer

Team members

Jamileh Javidpour, PhD, Marine Ecology
https://www.geomar.de/en/mitarbeiter/fb3/eoe/eoe-n/jjavid/jellyfish-ecology/

I am interested in marine food webs where jellyfish take over the top predator position or build a bloom. Particularly my group is after evidences to find out how jellyfish manage to get around the oceans very successfully.

Jan Dierking, PhD, Marine Ecology
https://www.geomar.de/mitarbeiter/fb3/ev/jdierking/

I am interested in the ecology and population genetics of marine (fish) species, and the integration of the resulting biological datasets with environmental data to improve our understanding of the drivers of spatio-temporal patterns observed in the sea. In this context, one focus area is the use of stable isotope ecology to better understand marine foodwebs and their components, including jellyfish. I have been leading and coordinating research cruises on the Baltic Sea system for the past 6 years.

Juan Carlos Molinero, PhD, Marine Ecology
https://www.geomar.de/index.php?id=jmolinero

My research interests are broadly on the ecology of pelagic ecosystems, from individuals to food web structure and ecosystem function. I use complementary approaches to answer general questions in plankton ecology under changing environments and to quantify the impact synergies of climate and human disturbances have on plankton production and pelagic networks. Also, I am particularly interested in across system analyses, non-linear dynamics of biological systems and general laws in ecosystem functioning.

Figure 4: Example for partner description on the gojelly.eu homepage.

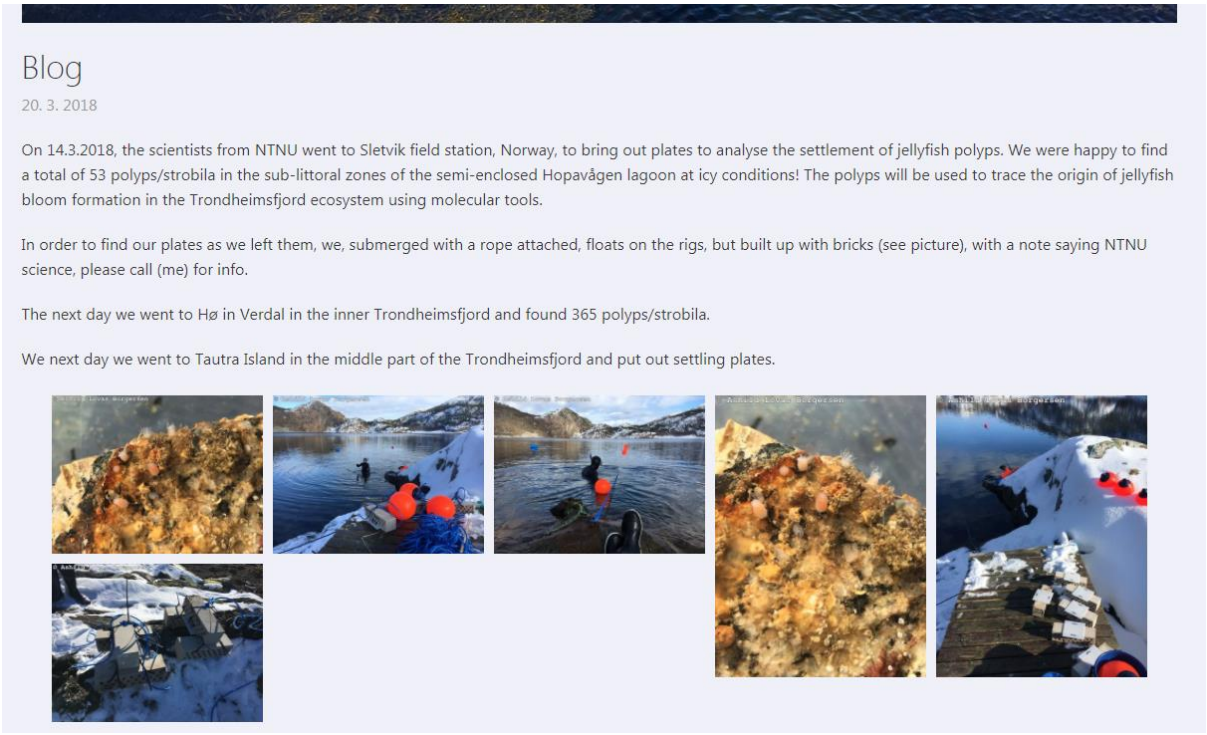


Figure 6: An example of a blog in gojelly.eu homepage.

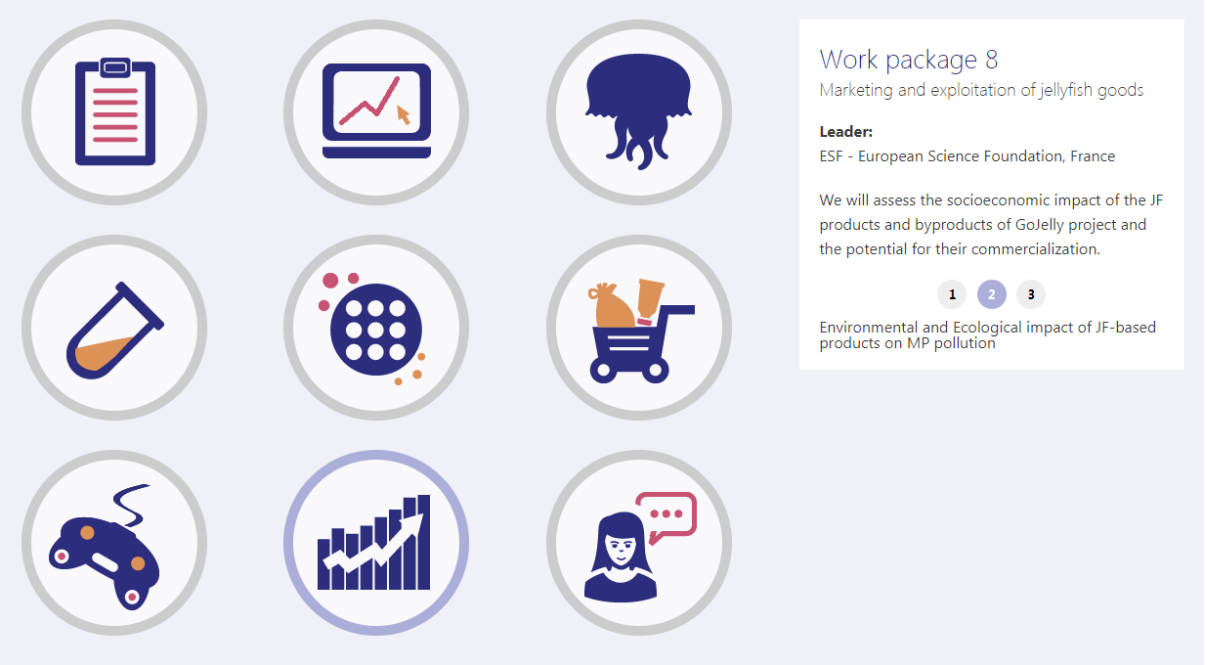


Figure 5: WP presentation in gojelly.eu.

DEPTH 2 (DIRECT LINKS FROM THE HOMEPAGE)

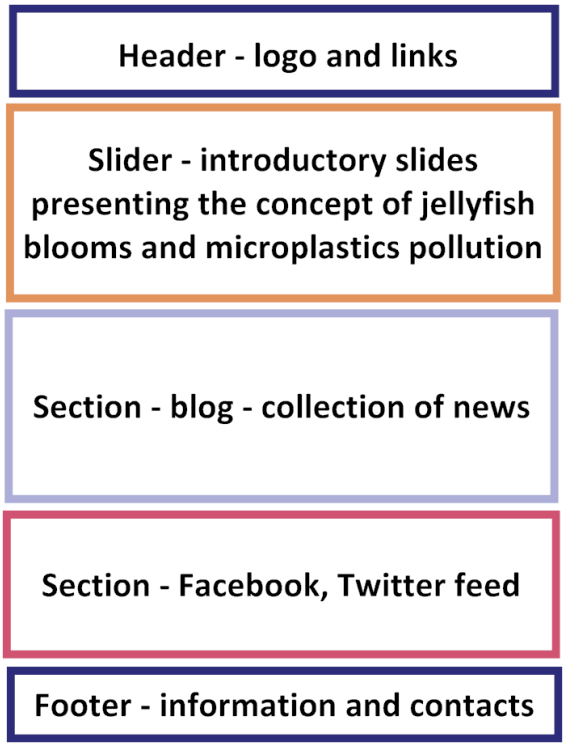


Figure 7: The layout of the GoJelly homepage.

This structure gathers all the essential information about the project and is accessible from the homepage header (Figure 7):

- About: shows general information and rationale behind GoJelly
- Blog: direct link to all the GoJelly news
- Did you know: a gallery of GoJelly memes representing short interesting pieces of information about jellyfish and plastic pollution. A snapshot of two representative memes is shown in Figure 8
- Partners: an introduction to every GoJelly partner institution with their respective contacts, relevant knowledge for the project and introduction to the core team working in GoJelly
- Photogallery: a collection all the GoJelly photos
- Useful links: projects, initiatives and organizations of interest with their contacts
- Results: a repository of project results (i.e. protocols, links to articles etc)
- Media: collection of all media appearances of the GoJelly team (and links, where available)

Figure 8: An example of GoJelly memes.

SOCIAL MEDIA ACCOUNTS

Two social media accounts have been created already at the start of the project in M1:

- On Facebook: https://www.facebook.com/GoJellyEU/
- On Twitter: https://twitter.com/GoJellyEU

Social media enable quick and direct communication with a broad target audience. Both accounts are active on a daily basis and have already reached over 300 followers until M4 of the project. All news related to the project topic, project news, events, results and activities are and will be posted on all social media at least twice per week.

Monitoring of dissemination and outreach activities

Since our goal is to advance in the field of scientific communication that will attract future collaborations and engage the general public as well as administrative authorities and help form new collaborations, we will constantly monitor the success of outreach activities. We have identified Key performance indicators (KPIs) which are presented in the table below.

ACTIVITY	*KPI*	*TARGET AUDIENCE*	*EXAMPLES*	*ACHIEVEMENTS BY M4 OF THE PROJECT*
Press releases	5 (2 in Y1 and once yearly from Y2-Y4), translated into GoJelly languages	Media representatives	national and international newspapers, innovation journals, science press, and media, consortium partners' sites	2 press releases translated into German, Slovene, Norwegian, 1 press release translated into Italian TARGET ACHIEVED FOR Y1
Newsletter	7	Scientific community		
Website	150 individual visits monthly at launch with the final target of 1000 individual visits monthly in Y4	General public	https://gojelly.eu	160 different active users in the first 2 weeks after website launch MONTHLY TARGET DOUBLED
Facebook, Twitter	100 new followers each year (overall 400 followers in Y4 for each platform)	General public	https://www.facebook.com/GoJellyEU/ https://twitter.com/gojellyeu	343 Facebook and 307 Twitter followers YEARLY TARGET VALUE TRIPLED IN M4
Media appearances	25 media appearances yearly (newspaper, TV, radio)	General public		27 newspaper/magazine interviews, 8 TV appearances, 6 radio appearances, 5 internet appearances TARGET ACHIEVED FOR Y1
Conference attendences	10	Scientific community, industry representatives	marine environmental fair events, EU-Marine and Oceanology conferences and joint organization of networking session and workshops in conjunction with congress fair; Aslo Ocean Sciences Meeting 2020, Jellyfish Bloom Symposium 2019, World Ocean Summit, The International Studies Association (ISA) conference, MARE conference, Novel Food Symposium, Marine Natural Product conferences	GoJelly featured at the opening of Ocean Plastics Lab - http://oceanplasticslab.net/ on 10.4.2018 and Scuderie Future Food Coolab of Bologna, on 10.11.2017
Scientific papers and guidelines	5	Scientific community	scientific papers, newsletter of CRM's sister company oceanBASIS	
Citizen science open lab: cruise / boat	5	Students, general public	sustainable aquaculture site and jellyfish excursions; a scientific cruise with our research ship from Kiel-Trondheim-Madeira providing workshops on board for PhD and Master students with jellyfish field sampling and processing courses	
Citizen science open lab: children's event	7	Middle school program	ocean summer event (“TAK – Tag am Kai”), international program “Journeys with Jellyfish” taking a multi-disciplinary approach to environmental marine and coastal education; "Kinder university" at CAU-Kiel	

ACTIVITY	*KPI*	*TARGET AUDIENCE*	*EXAMPLES*	*ACHIEVEMENTS BY M4 OF THE PROJECT*
Citizen science open lab: demonstrations	4	Students	beach walking tours to distinguish anthropogenic from natural debris washed ashore	
Citizen science open lab: public exhibitions	4	General public	Museum's night" at GEOMAR public aquarium; Kiel Week (www.kieler-woche.de)	
Summerschool	3	Students	"the jellyfish resource","oceans collecting our plastic" and "jellyfish as resource"	
Workshops for public authorities	6	Municipal representatives, port authorities	WS to stakeholders of WWTPs how they handle MPs – input to EU strategies / MSFD	
Workshops for fisheries	6	Industry representatives (fisheries, aquaculture) and restaurant owners, hotels, public beaches	JF-bloom and similar modelling	
Childrens book	1	Children		
Online game	1	General public		
Communication material (posters, reference cards)	2	potential lead users, innovators, private investors, stakeholders (fisher people, traders, nutrients/restaurants people, etc), fishermen, traders, general public	pictures of putatively edible species and their features; manual for land based jellyfish aquaculture	
Book of recipies using jellyfish	1	general public		
Video tutorials	4	Scientific community and general public	3-minute white board presentations; online lectures and specific JF webinars (MOOCS)	
Documentary	1	General public		
Showcooking	5	General public and accredited experts	accredited experts demonstrating the use of JF as raw material in the western style traditional or innovative cuisine; during Kiel week	
Database	1	General public	access database about chemical, biochemical composition of putatively edible jellyfish	

Project partners will be informed internally about the monitoring and visit statistics and the first monitoring report is attached in Annex 2. In case the target values are not achieved, we will increase the frequency of social media reporting and directly inform the stakeholders, inviting them to get involved in GoJelly dissemination events and follow our social media accounts.

Exploitation plan

In the last period of GoJelly project and two years after the ending the exploitation of innovative products in development was planned. The plan is listed in the table below:

WHAT: ACTIVITY	WHO: TARGET USERS	WHEN: YEAR3				YEAR4				YEAR+1				YEAR+2			
		Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4
Exploitation																	
Anti-microplastic filter development	– WWTP (waste water treatments) – Industrial and public water treatments – Plastic recycling																
App for prediction of jellyfish aggregations	– Fishery – Coast guard, – Environmental monitoring (NGO) – Ocean research – Divers, Sailors – Tourists – Event manager – Citizen science																
organic fertilizer pellets	– Agriculture – Bio-organic farmers – Stakeholders – Environmental agencies																
socio-economic game	– Citizen science – Stakeholders – Education – Students – Teachers & Pupils (secondary level)																
anti-aging collagen products	– B2B (Hotels&Spa, Beauticians, Retail Cosmetic/Trade) – B2C (Healthy conscious end consumers, Patients with dermatologic disease, psoriasis – Dermatologists																
medical and biotech tissue matrix	– B2B (beauticians, retail trade, fitness and sport studios) – B2C (health conscious end consumers)																
aquaculture feed supplement	– Aquaculture sector – Private fish keeping																
novel food development	– Citizen science – food sector – food producer – distributors – restaurants																

HOW: The project will setup multichannel (oral, written, multimedia) communication to different communities (e.g. press/media, fishery industry, marine operators, food and agricultural industry, business and finance institutions) and builds partnership with their key stakeholders (D7.2, D9.3) to guarantee a successful implementation.

Annexes

ANNEX 1: INITIAL GOJELLY DISSEMINATION AND EXPLOITATION PLAN

ACTIVITY	TARGETED AUDIENCE	PARTNER INVOLVED	YEAR1				YEAR2				YEAR3				YEAR4				YEAR+1				YEAR+2			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Dissemination																										
Press releases	Administrative and public bodies, Industry and SMEs, Scientific institutions and academia, NGOs, Media representatives, Past and current projects	1, 3, 4, 10	■			■				■				■				■								
Newsletter		2, 4, 10			■		■		■		■		■		■		■									
Workshops for fisheries		3, 4, 5, 11						■	■			■	■	■		■										
Documentary	Administrative and public bodies, Industry and SMEs, Scientific institutions and academia, NGOs, Media representatives, Past and current projects and general public	4															■									
Blog/Web articles		1, 2, 3, 4, 7, 10, 11, 14	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
Communication material (posters, reference cards)	Potential lead users, innovators, private investors and administrative and public bodies, Industry and SMEs, Scientific institutions and academia, NGOs, Media representatives, Past and current projects	3, 4, 11								■							■									
Showcooking	Administrative and public bodies, Industry and SMEs, Scientific institutions and academia, NGOs, Media representatives, Past and current projects	1, 3, 10, 11					■					■	■				■	■								
Workshops for public authorities, hotels, public beaches	Administrative and public bodies	2, 3, 4, 5, 9, 4, 14				■	■					■	■	■			■									
Conference attendences	Scientific community	1, 2, 4, 9, 10, 11	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Scientific papers and guidelines		1, 2, 3, 4, 5, 7, 9, 11, 13	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Video tutorials	Scientific community and general audience	9, 11		■				■				■					■									
Citizen science open lab: cruise / boat	Students, general public	1, 2, 4, 10, 11		■				■				■	■			■										
Citizen science open lab: children's event	Middle school	1, 4, 5, 10	■	■			■	■			■	■				■										
Citizen science open lab: demonstrations	Students	1, 13			■				■				■				■									
Summerschool		3, 11							■				■				■									
Childrens book	Children	1, 2, 3, 4, 7, 11, 13																■								
Citizen science open lab: public exhibitions	General public	1, 11			■				■				■				■									
Online game		7									■															
Book of recipies using jellyfish		2, 11												■												

Partners involved: 1 – GEOMAR, 2 – NTNU, 3 – ARDITI, 4 – NIB, 5 – UH, 6 – OBC, 7 – CAU, 8 – HU, 9 - SO, 10 – CRM, 11 – CNR-ISPA, 12 – SANP, 13 – UHAM, 14 – ESF, 15 - IOCAS

29.3.2018

Monitoring of dissemination activities #01

1. Facebook (https://www.facebook.com/GoJellyEU/)

- Launched 3.10.2017
- On 29.3.2018: 302 active followers
- Top 5 news

No	Date	Content	Feature
1	20.10.2017	#GoJelly in Croatian newspaper Slobodna Dalmacija	Picture of the article
2	10.10.2017	Kako zmanjšati število meduz v morjih – GoJelly team featured on the news on Slovene national TV	Link to the video clip
3	8.1.2018	President of Madeira his Excellency Miguel Albuquerque wellcomed #GoJelly consortium partners.	Group photo
4	7.10.2017	Jellyfish blooms linked to offshore gas platforms and wind farms	Link to article
5	23.10.2017	Accumulation of nanoparticles in "jellyfish" mucus: a bio-inspired route to decontamination of nano-waste	Link to article

2. Website (gojelly.eu)

- Launched 29.3.2018 (today)

29.3.2018

3. Twitter (https://twitter.com/GoJellyEU)

- Launched 3.10.2017
- On 29.2.2018: 285 followers, 835 following, 804 tweets, 1,055 likes
- Top 5 tweets:

#	Date	Content
1	1.2.2018	 **GoJelly** @GoJellyEU **#PlasticFreebruary** - what a cool initiative!!! Here's some tips: pic.twitter.com/eQIChjmJKa
2	8.1.2018	 **GoJelly** @GoJellyEU President of Madeira his Excellency Miguel Albuquerque wellcomed **#GoJelly** consortium partners. **@JamilehJavid @jcanningclode @GEOMAR_en #OOM #arditi** pic.twitter.com/Pz7B2EZqlO
3	8.1.2018	 **GoJelly** @GoJellyEU **#GoJelly** finally kicks off. Please stay tuned. pic.twitter.com/WQsPr3xR06
4	14.11.2017	 **GoJelly** @GoJellyEU Our partner from CNR, ISPA –Lecce promoted **#GoJelly** at the Scuderie Future Food Coolab of Bologna, on 10/11/2017. pic.twitter.com/pJ2mUzFxy4
5	3.10.2017	 **GoJelly** @GoJellyEU The **@GoJellyEU** project will officially be launched on January 1st 2018. Follow us for further details to keep up with all our initiatives. pic.twitter.com/W56npmVSJW

2

ANNEX 3: TIMELINE AND CHECKLIST OF GOJELLY ACTIVITIES

WHEN	WHAT	WHO: responsible	WHO: target	WHY	HOW: channel	KPI	Comment
ongoing	Conferences	all	scientists	Networking	Oral	30	Conferences targeted by GoJelly members with the aim of presenting the ongoing activities and establish contacts for future collaborations
ongoing	Social networks: Facebook, Twitter, website	all	General public, scientists	Awareness raising	Multimedia	1500	KPI: 400 Twitter, 400 Facebook and 100 monthly website visits
Y1Q2	Citizen science open lab: cruise / boat	CRM	General public	Demonstration of activities	Oral	20	citizen science open lab on board of the working boat of the Kiel mussel/algae farm, each year in June in connection to the yearly public event "TAK" (www.tag-am-kai.de)
Y1Q2	Citizen science open lab: children's event	NIB	Children, elementary schools	Awareness raising, education	Oral	20	Open doors day at NIB with a dedicated session about jellyfish, microplastic pollution and GoJelly project
Y1Q2	Workshop	SINTEF	fishers and industry and scientists	Education and feedback – public opinion	Oral	20	Inform about the project, and the concept of using jellyfish as a coagulant for water treatment in order to reduce the amount of microplastics that reaches the oceans
Y1Q2	Workshop	ARDITI	fishers and industry and scientists	Education and feedback – public opinion	Oral	20	Inform about the project, and the concept of using jellyfish as a coagulant for water treatment in order to reduce the amount of microplastics that reaches the oceans
Y1Q2	Video tutorials	SINTEF	General public	Awareness raising	Multimedia	150	The focus of the videos (2-3 in total) will be on identifying and discussing microplastic pollution and JF blooms, JF harvesting and presenting all case areas of the project, JF bloom forecasting and the solutions developed for further reuse of the JF biomass, as well as microplastic pollution solution. max 3 minutes
Y1Q3	Citizen science open lab: demonstrations	UHAM & GEOMAR	Students and marine biologists	Awareness raising	Oral	10	Organize beach walks with marine biologists and train marine biology students to get involved in beach walks to teach the interested public (tourists etc.) to distinguish anthropogenic from natural debris washed ashore
Y1Q3	Citizen science open lab: public exhibitions	GEOMAR	General public	Awareness raising	Oral	100	We will open a pavilion on GoJelly and techniques used to harvest and rear them in the "Museum's night" at GEOMAR public aquarium in August each year

Y1Q3	Citizen science open lab: children's event	GEOMAR	Children	Education	Oral	30	provide lectures (once a year) for "Kinder university" at CAU-Kiel during kinder summer
Y1Q3	Workshop	NIB	Fishermen, fisheries authorities, tourism workers	Education and feedback – public opinion	Oral	20	Inform about the project, and the concept of using jellyfish as a coagulant for water treatment in order to reduce the amount of microplastics that reaches the oceans
Y2Q1	Showcooking	CNR-ISPA	General public	Demonstration	Oral	50	with accredited experts and stakeholders, demonstrating the use of jellyfish as raw material in the western style traditional or innovative cuisine
Y2Q1	Workshop	CNR-ISPA	Fishermen and others (restaurant owners)	Education and feedback – public opinion	Oral	50	Workshop with the aim of introducing jellyfish as food and as a possibility of additional sectorial activity (e.g. jellyfish harvesting for fishermen)
Y2Q1	Workshop	GEOMAR	Public authorities, hotels, public beaches, fisheries	Education and feedback – public opinion		20	Inform about the project, and the concept of using jellyfish as a coagulant for water treatment in order to reduce the amount of microplastics that reaches the oceans
Y2Q1	Workshop	UH	Public authorities, hotels, public beaches, fisheries	Education and feedback – public opinion	Oral	20	Workshops to include municipal (Haifa) stakeholders possibly within the framework of existing waste-management activities and beach management programs (the city participates in several eco-certification programs that dovetail well with GoJelly).
Y2Q2	Workshop	ARDITI	fishers and industry and scientists	Education and feedback – public opinion	Oral	20	Inform about the project, and the concept of using jellyfish as a coagulant for water treatment in order to reduce the amount of microplastics that reaches the oceans
Y2Q2	Citizen science open lab: cruise / boat + showcooking	CRM	General public, children	Demonstration of activities	Oral	20	Citizen science open lab on board of the working boat of the Kiel mussel/algae farm, each year in June in connection to the yearly public event "TAK" (www.tag-am-kai.de) and "TAK" for children, together with a showcooking event
Y2Q2	Citizen science open lab: cruise / boat	Hanse.U	General public	Demonstration	Oral	20	Study trips with interested citizen on harvesting jellyfish together with Baltic fishers
Y2Q2	Citizen science open lab: children's event	Hanse.U	Children	Education	Oral	20	Information on beach wrack collections of marine biomass with organized site visits
Y2Q2	Citizen science open lab: children's event	NIB	Children, elementary schools	Awareness raising, education	Oral	20	Open doors day at NIB with a dedicated session about jellyfish, microplastic pollution and GoJelly project

Y2Q3	Citizen science open lab: demonstrations	UHAM & GEOMAR	Students and marine biologists	Awareness raising	Oral	10	Organize beach walks with marine biologists and train marine biology students to get involved in beach walks to teach the interested public (tourists etc.) to distinguish anthropogenic from natural debris washed ashore
Y2Q3	Citizen science open lab: public exhibitions	GEOMAR	General public	Awareness raising	Oral	100	We will open a pavilion on GoJelly and techniques used to harvest and rear them in the "Museum's night" at GEOMAR public aquarium in August each year
Y2Q3	Citizen science open lab: cruise / boat	NTNU	General public, students, children	Education, demonstration	Oral	10	Research cruises to sample jellyfish with an 'open ship'-like lab to explain jellyfish-related issues to citizens. We will also use these cruises for students' education and have a shared cruise e.g. with students from Kiel and Trondheim university.
Y2Q3	Summerschool	CNR-ISPA	Students	Education	Oral	20	Training with students, summer schools about awareness of "oceans collecting our plastic" and "jellyfish as resource". Max 1 week for 20 people
Y2Q3	Workshop	UH	Public authorities, hotels, public beaches, fisheries	Education and feedback – public opinion	Oral	20	Workshops to include municipal (Haifa) stakeholders possibly within the framework of existing waste-management activities and beach management programs (the city participates in several eco-certification programs that dovetail well with GoJelly).
Y2Q4	Citizen science open lab: children's event	GEOMAR	Children	Education	Oral	30	provide lectures (once a year) for "Kinder university" at CAU-Kiel at the end of the year
Y2Q4	Communication material (reference cards)	CNR-ISPA, NIB, ARDITI, Hanse.U, NTNU	General public	Awareness raising	Written	500	Posters and dissemination sheets targeted to fishermen, traders, general public, etc, showing pictures of putatively edible species and their features and short information on new fertilizer products
Y3Q1	Citizen science open lab: children's event	UH	Children		Oral	25	Educational programming that includes results related to micro plastics in particular, plastic debris in general and jellyfish. GoJelly team members from UH are the scientific advisors of an ongoing middle school program called "Journeys with Jellyfish" that takes a multi-disciplinary approach to environmental marine and coastal education. This is a good platform for developing and implementing educational material based on the project. "Journeys with Jellyfish" also has links with schools in Greece and France and could serve as a base for outreach there as well
Y3Q2	Citizen science open lab: cruise	CRM	General public, children	Demonstration of activities	Oral	20	citizen science open lab on board of the working boat of the Kiel mussel/algae farm, each year in June in connection to the yearly public event

	/ boat + showcooking						"TAK" (www.tag-am-kai.de) and "TAK" for children, together with a showcooking event
Y3Q2	Citizen science open lab: cruise / boat	Hanse.U	General public	Demonstration	Oral	20	Study trips with interested citizen on harvesting jellyfish together with Baltic fishers
Y3Q3	Citizen science open lab: cruise / boat	NTNU & GEOMAR	General public, students, children	Education, demonstration	Oral	10	Research cruises to sample jellyfish with an 'open ship'-like lab to explain jellyfish-related issues to citizens. We will also use these cruises for students' education and have a shared cruise e.g. with students from Kiel and Trondheim university.
Y3Q2	Citizen science open lab: children's event	Hanse.U	Children	Education	Oral	20	Information on beach wrack collections of marine biomass with organized site visits
Y3Q2	Citizen science open lab: children's event	NIB	Children, elementary schools	Awareness raising, education	Oral	20	Open doors day at NIB with a dedicated session about jellyfish, microplastic pollution and GoJelly project
Y3Q2	Workshop	SINTEF	youth and others not covered round one (or iterative if interesting)	Education and feedback – public opinion	Oral	20	Inform about the project, and the concept of using jellyfish as a coagulant for water treatment in order to reduce the amount of microplastics that reaches the oceans
Y3Q2	Workshop	ARDITI	fishers and industry and scientists	Education and feedback – public opinion	Oral	20	Inform about the project, and the concept of using jellyfish as a coagulant for water treatment in order to reduce the amount of microplastics that reaches the oceans
Y3Q2	Showcooking	CNR-ISPA	General public	Demonstration	Oral	50	with accredited experts and stakeholders, demonstrating the use of jellyfish as raw material in the western style traditional or innovative cuisine
Y3Q2	Workshop	CNR-ISPA	Fishermen and others (restaurant owners)	Education and feedback – public opinion	Oral	50	Workshop with the aim of introducing jellyfish as food and as a possibility of additional sectorial activity (e.g. jellyfish harvesting for fishermen)
Y3Q2	Summerschool	CNR-ISPA	Students	Education	Oral	20	Training with students, summer schools about awareness of "oceans collecting our plastic" and "jellyfish as resource". Max 1 week for 20 people
Y3Q3	Summerschool	ARDITI	Students	Education	Oral	20	Training with students, summer schools about awareness of "oceans collecting our plastic" and "jellyfish as resource". Max 1 week for 20 people
Y3Q3	Citizen science open lab: cruise / boat	GEOMAR, NTNU	Students	Education, demonstration	Oral	20	Moving lab: a scientific cruise with the research ship from Kiel-Trondheim-Madeira providing workshops on board for PhD and Master students with field sampling and processing courses--> August-September 2020

Y3Q3	Citizen science open lab: public exhibitions	CNR-ISPA	Children	Education	Oral	50	Educating about jellyfish and their ecology and potential use in food industry
Y3Q3	Citizen science open lab: demonstrations	UHAM & GEOMAR	Students and marine biologists	Awareness raising	Oral	10	Organize beach walks with marine biologists and train marine biology students to get involved in beach walks to teach the interested public (tourists etc.) to distinguish anthropogenic from natural debris washed ashore
Y3Q3	Citizen science open lab: public exhibitions	GEOMAR	General public	Awareness raising	Oral	100	We will open a pavilion on GoJelly and techniques used to harvest and rear them in the "Museum's night" at GEOMAR public aquarium in August each year
Y3Q4	Book of recipes	CNR-ISPA, ARDITI, NTNU	General public	Education	Written	400	In English and Italian, recipes using jellyfish
Y4Q2	Communication material (reference cards)	CNR-ISPA, NIB, ARDITI, NTNU	General public	Awareness raising	Written	500	Posters and dissemination sheets targeted to fishermen, traders, general public, etc, showing pictures of putatively edible species and their features
Y4Q2	Documentary	NIB	General public	Awareness raising	Multimedia	100	Final documentary promoting GoJelly and the project's achievements
Y4Q2	Citizen science open lab: cruise & children's event	NIB	Children and general public	Awareness raising, education	Oral	20	Open doors day at NIB with a dedicated session about jellyfish and hands-on demonstration activities on the research vessel
Y4Q2	Showcooking	CNR-ISPA	General public	Demonstration	Oral	50	With accredited experts and stakeholders, demonstrating the use of jellyfish as raw material in the western style traditional or innovative cuisine
Y4Q2	Workshop	CNR-ISPA	Fishermen and others (restaurant owners)	Education and feedback – public opinion	Oral	50	Workshop with the aim of introducing jellyfish as food and as a possibility of additional sectorial activity (e.g. jellyfish harvesting for fishermen)
Y4Q2	Workshop	UH	Public authorities, hotels, public beaches, fisheries	Education and feedback – public opinion	Oral	20	Workshops to include municipal (Haifa) stakeholders possibly within the framework of existing waste-management activities and beach management programs (the city participates in several eco-certification programs that dovetail well with GoJelly).
Y4Q3	Citizen science open lab: demonstrations	UHAM & GEOMAR	Students and marine biologists	Awareness raising	Oral	10	Organize beach walks with marine biologists and train marine biology students to get involved in beach walks to teach the interested public (tourists etc.) to distinguish anthropogenic from natural debris washed ashore

Y4Q3	Citizen science open lab: public exhibitions	GEOMAR	General public	Awareness raising	Oral	100	We will open a pavilion on GoJelly and techniques used to harvest and rear them in the "Museum's night" at GEOMAR public aquarium in August each year
Y4Q3	Video tutorial	CNR-ISPA	General public	Promotion	Multimedia	400	Videos of Jellyfish processing and show cooking
Y4Q3	Showcooking	ARDITI	General public	Demonstration	Oral	50	Demonstrating the use of jellyfish as raw material in the western style traditional or innovative cuisine
Y4Q4	Children's book	CAU, CNR-ISPA, NTNU	Children	Education	Written	400	Introduce jellyfish as a solution to microplastic pollution in an entertaining and understandable way

ANNEX 4: TEMPATE FOR THE GOJELLY PRESS RELEASE NO. 1

Insert the logo of your institution

Press Release 1

Jellyfish: Disgusting? Useful!

Insert your institution's acronym participates in European research project on the use of jellyfish blooms as solutions for producing new products

***[xx.xx.2017/place]*. Global climate change and the human impact on marine ecosystems result in decreasing the number of fish in the ocean. Since overfishing decreases the numbers of jellyfish competitors, their blooms are in rise. They are regarded as annoying and even dangerous. The GoJelly project, coordinated by the GEOMAR Helmholtz Centre for Ocean Research, Germany, would like to change this perception and use jellyfish as source to produce microplastic filter, fertilizer or fish feed. The European Union now approved its funding of EUR 6 million.**

While some people might find these slimy creatures at the beach very exciting, a number of species are poisonous; some tropical species are even among the most toxic animals on earth. Even worse, rising water temperatures, ocean acidification and overfishing seem to favor the jellyfish blooms. More and more often, they appear in huge swarms, which have already destroyed whole fish farms on European coasts and blocked cooling systems of power stations near the coast. Can we find a solution to this emerging environmental threat?

A consortium of 15 scientific institutions from eight countries coordinated by the GEOMAR Helmholtz Centre for Ocean Research Kiel has an innovative idea. In the GoJelly project, funded by the European Union with six million euros over a four-year period, they want to sensibly use this perceived threat. "In Europe alone, the imported American comb jelly has a biomass of one billion tons. While we tend to ignore the jellyfish there must be other solutions," says Dr. Jamileh Javidpour of GEOMAR, initiator and coordinator of GoJelly.

First, there is still basic work to do for all partners. The life cycle of many jellyfish species is only scarcely explored. Therefore, it is almost impossible to predict when and why a large jellyfish bloom will occur. "This is what we want to change so that large jellyfish swarms can be caught before they reach the coasts," says Dr. Javidpour.

At the same time, the project partners will already be working on the second step and try to answer the question: What to do with the caught biomass? One idea is, for example, to use it against another, man-made threat. "Studies have shown that mucus of jellyfish can bind microplastic. Therefore, we want to test whether biofilters can be produced from jellyfish. These biofilters could then be used in sewage treatment plants or in factories where microplastic is produced," explain the researchers.

Jellyfish can also be used as fertilizers for agriculture or aquaculture feeds. "Fish in fish farms are currently fed with captured wild fish which does not reduce the problem of overfishing, but increases it. Jellyfish as feed would be much more sustainable and would protect the natural fish stocks," says the GoJelly team.

The researchers also think of food production for human consumption. "In some cultures, jellyfish are already on the menu. As long as the end product is no longer slimy, it could also gain greater

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774499

general acceptance," stresses Dr. Javidpour. Finally yet importantly, jellyfish contain collagen, a substance very much sought after in the cosmetics industry.

In the project, Dr. [insert your name] and her/his team will [expain in a few words your tasks].

"Jellyfish can be used for a many purposes. We see this as an opportunity to use the potential of the huge biomass drifting right before our front door," summarizes Dr. Javidpour the approach of the project.

Please notice:
The European Union is funding the GoJelly project as part of the Horizon2020 framework program.

Links:
[your institution's link and name - do not delete the link of GEOMAR below!]
www.geomar.de GEOMAR Helmholtz Centre for Ocean Research Kiel

Contact:
[Insert the name, title, telephone and email of the contact researcher for GoJelly]
[Insert the name, title, telephone and email of the partner's PR office]

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774499

ANNEX 5: TEMPATE FOR THE GOJELLY PRESS RELEASE NO. 2

Insert the logo of your institution

Press Release 2

GoJelly project officially kicks off!

Insert your institution's acronym representatives participated in the first project meeting on Madeira together with over 40 experts to discuss the first steps to develop sustainable Jellyfish products

***[xx.xx.2018/Funchal,place]*. While the number of fish in our oceans continues to decrease, changing environmental conditions seem to favour jellyfish. They occur more often in large blooms. So far, they are considered annoying, if not dangerous. The project GoJelly, which is coordinated at the GEOMAR Helmholtz Centre for Ocean Research Kiel, aims to change that perception and to investigate the suitability of the organisms as microplastic filters, fertilizers or fish feed.**

In 2017, the European Union approved the funding with a total of six million euros for the next four years. Last week, the project participants have met for the kick-off meeting in Funchal (Madeira, Portugal). Over forty representatives of 15 universities, scientific institutions and small and medium-sized enterprises from eight countries discussed during the 2-day conference the first steps and how the various sub-projects can cooperate as efficiently as possible.

A visit by the President of the Regional Government, His Excellency Miguel Albuquerque, showed the great interest even politics has in the project. "We hope that not only we will widen our knowledge about jellyfish and their lives, but also lay the groundwork for innovative and environmentally friendly new products that will eventually create new jobs," says Project Coordinator Dr. Jamileh Javidpour from GEOMAR.

Please note:
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774499.

Follow us:
Twitter: https://twitter.com/gojellyeu
Facebook: https://www.facebook.com/GoJellyEU/

Links:
[your institution's link and name - do not delete the link of GEOMAR below!]
www.geomar.de GEOMAR Helmholtz Centre for Ocean Research Kiel

Contact:
[Insert the name, title, telephone and email of the contact researcher for GoJelly]
[Insert the name, title, telephone and email of the partner's PR office]

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