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Abbreviations

CA	consortium agreement
CC	Communication coordinator
EC	European Commission
ESR	Early stage researcher
GA	grant agreement
HE	Horizon Europe program of EC
NDA	non-disclosure agreement
PC	project coordinator
PH	project handbook
PST	Project Steering Team
PU	Public dissemination level
RMAU	Research management and administration unit
SEN	Sensitive dissemination level
WP	work package
WPL	work package leader

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1. Executive summary

This document is a deliverable of the TwINSol-CECs project, funded by the European Commission under its Horizon Europe (HE) Programme. It presents plan for dissemination, exploitation, and communication of the project results and achievements with expected impacts, ongoing and planned activities, target audience, and indicators to assess the dissemination plan. The Plan aims to outline the strategy for providing targeted information about TwINSol-CECs activities, research results, and other project outcomes to multiple audiences in effective manner and possibly engaging in a two-way exchange. After introductory part (Section 2) that describes the aims of the dissemination, exploitation, and communication within TwINSol-CECs, dissemination activities for making the project results public targeting the scientific audience are presented in Section 3. Exploitation measures and targets are explained in Section 4, while communication activities are presented in Section 5. The Plan is updatable document whenever it seems necessary in accordance to the procedure described in Section 6.

2. Introduction

Surveillance of contaminants of emerging concern (CECs) and improvement of the removal technologies have important role in protection of humans and the environmental resources. Such efforts follow the European Green Deal (EGD) commitment for transition of EU to zero-pollution, toxic free environment. In the focus of the project TwINSol-CECs are CECs, the advance methodologies for the wide-range screening of these contaminants in various environmental resources and innovative approaches of their removal primarily from water. Besides the research component, very important aspects of the project are activities for enhancement of the scientific competences and of strategic institutional capabilities of Faculty of Technology Novi Sad (TFNS). Thus, the project represents a coherent set of knowledge-, skills-, experience-, and awareness raising activities, dissemination, communication, networking, coordination, etc. for successful achieving of the project objectives.

The overall objective of TwINSol-CECs is to raise scientific and innovation excellence of TFNS in various aspects of the CECs research, integrate into broader EU networks of excellence, and contribute to national and regional scientific and economic growth and well-being. Specific TwINSol-CECs objectives are:

1. Stepping up the excellence of the TFNS scientific capacity and resources in the field of the wide-range CECs' surveillance and innovative removal technologies, contributing to the stronger R&I system in Serbia and WBs integrated with the EU networks of excellence,
2. Intensification of strategic networking activities of TFNS with 2 top-class leading research institutions at the EU level: Spanish National Research Council, Institute of Environmental Assessment and Water Research (CSIC), Spain, and NOVA University Lisbon, NOVA School of Science and Technology (UNL), Portugal,
3. Raising reputation, research profile and attractiveness of TFNS and its staff,
4. Strengthening the research management and administration skills of TFNS, and
5. Improving the TFNS creativity in new R&I approaches for the CECs' wide range surveillance and removal with the increasing mobility of qualified scientists.

The expected wider scientific, economic, and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme could be summarized as follows:

- **Wider scientific effects:** increase science and innovation capacities in Serbia, modernized and more competitive R&I system, sustainability of national and regional scientific capacities and the stronger international networking through participation in a higher number of HE projects, harmonizing the scientific excellence across Europe; new data will contribute to the advancement of the state-of-the-art and influence further complementary research,
- **Wider economic effects:** stronger linkages between academia and business, greater involvement of regional stakeholders in R&I activities, environmentally friendly and cost-efficient methodologies for surveillance and/or efficient CECs removal treatment,
- **Wider social effects:** database on CECs occurrence as a ground for the prioritization and new recommendations for mitigating relevant environmental and health risks, protecting the well-

being of all citizens; prominent beginning of early stage researchers' (ESRs) careers with international working experience turns into brain gain for the region; raising public and stakeholders' awareness on problems of CECs and importance of investing in methodologies for the monitoring and treatment as an inevitable part of the transition towards zero-pollution, toxic-free environment; raising the awareness on the necessity of investment into the research projects; strengthened role of academic sector.

To maximize the project impact, a series of activities for transmitting the research findings and the project achievements is planned, using different tools, explained together with target audiences in this document "Plan for Dissemination, Exploitation and Communication". The Plan is created at the beginning of the project (month 6) under the responsibility of TFNS, checked by the Independent Ethics Advisor, and accepted by the Project Steering Team (PST). It is revisable and updatable document whenever it seems necessary.

The overall goals of these "transmitting" activities are to make the project results public for others:

- to maximize the project impacts, contributing to the advancement of the state of the art in domain of project interest (dissemination), which are primarily the environmental resources monitoring of Contaminants of Emerging Concern (CECs) and the related removal technologies from water,
- to share the skills, data, and knowledge with stakeholders and potential end-users (exploitation) helping in tackling the problem of the environmental pollutants' distribution in compliance with the EGD commitment for transition to zero-pollution environment, with ultimate benefits for society and economy, and
- to raise general awareness on environmental problems and the importance of research public investments, for changing behaviors to develop more sustainable societies (communication).

The summary of dissemination, exploitation, and communication activities with target audiences is presented in **Table 1**.

Table 1. Summary of dissemination, exploitation, and communication activities with target audiences for TwiNSol-CECs project

Dissemination, exploitation, and communication measures	Target groups	Outcomes of “transmitting” activities
<p>Dissemination: scientific articles - open access publications, abstracts and papers in conference books, conference attendances with oral and poster presentations, organization of meetings, workshops and final project conference, summer schools (materials), meetings and contacts with researchers from TFNS and elsewhere for information exchange</p> <p>Exploitation: Information meetings and round tables with representatives of stakeholders with interest in the TFNS research towards the transfer of relevant knowledge, data, and skills – ‘Club of TwiNSol-CECs interest’ Networking with established platforms and/or clusters addressing the various hazards and risks introduced by the CECs presence in the environment, international consortia for new research endeavours Lab protocols on CECs wide-range analysis available for PhD student works, students handbooks, summer schools, Service analysis for analytical request of end-users on CECs occurrence</p> <p>Communication and outreach activities: website, (e-)Newsletters, social media network profiles (Instagram, Twitter, Research Gate, LinkedIn, YouTube, Facebook), open doors events with a particular attention to school students - tribunes, popular presentations during Festival of Science and Education and Research Night events, TV-appearances, informative portals’ articles</p>	<ul style="list-style-type: none"> • Scientific community • Public and private companies (for water management, drinking water production, wastewater treatment), industry and SMEs with interest in water treatment, water quality surveillance, food safety, pharmaceuticals production, etc. • Public authorities, regulatory bodies, and policymakers (in environment and health protection) • Citizens societies with interest in environmental protection, food safety, sustainable development, young people, individuals interested to widen general knowledge 	<p>Raised reputation, research profile, and attractiveness of TFNS and its researchers</p> <p>Attract talented students to perform research and develop their PhD project at TFNS.</p> <p>Intensive networking activities of TFNS with top-class leading EU research institutions, resulting in an increased number of joint research endeavours and involvement in international multi-partner consortia</p> <p>Improved creativity of TFNS in new research avenues in domains of environmental protection and sustainability</p> <p>Increased mobility of qualified scientists</p> <p>Stronger and more interactive links with stakeholders through ‘Club of TwiNSol-CECs interest’, resulting in an increased number of contracts, innovation projects, technical solutions, service analysis, etc.</p> <p>Recognition of the TFNS excellence by citizens, resulting in more intensive exchange of the relevant information and public interest for TFNS events. Enhance citizens awareness to sustainable production and the relevance of adopting a responsible environmental behaviour.</p>

3. Targeted transmitting activities

The Plan aims to outline the strategy for transmitting targeted information about TwiNSol-CECs activities, research results, and other project outcomes to multiple audiences in effective manner and possibly engaging in a two-way exchange. The main objectives of the plan are to:

- Guarantee an effective communication of the project messages and activities,
- Identify appropriate target groups to address the dissemination messages,
- To implement transmitting tools able to deliver the messages to the target audiences,

To maximize the impact of all the transmitting efforts:

- Communication activities need to be carried-out in a timely manner
- Information used must be accurate
- Activities should be coordinated closely within the consortium and with PST
- The right audience(s) should be recognized
- Messages should be clear and of interest to the target audiences
- Activities should be appropriate in terms of resources spent, timing and expected impact

To ensure impact on three levels, scientific, economic, and societal, three target groups are identified:

- scientific community - the consortium partners together with other national/regional/international research and education players, and international research networks,
- stakeholders with interest in environmental protection and sustainability (public companies, SMEs, industry, policymakers, NGOs, etc.) and
- different society groups (school children, students, young people, individuals with interest to widen the general knowledge on latest challenges in front of the society) and citizens' societies with interest in environmental resources protection, food safety, sustainable development.

Different activities on sharing the gained knowledge will be used depending on the target group; these activities are primarily part of WP6 under responsibility of TFNS, but some of the activities are also included in WP3 (i.e., organization of summer schools - task 3.3, task leader TFNS). TFNS as a coordinating institution as well as the WP6 leader (also acting as a TFNS-Project Manager for legal, financial, and administrative Issues) along with Communication Coordinator (CC), who both might be also considered as a link between WP1 (Project Coordination and Management) and WP6, will define the main guidelines for a high impact communication strategy and will work in close collaboration with the rest of TwiNSol-CECs team.

A set of key communication messages have been defined to have distinct directions for a deeper impact to specific target audience and in relation with the activities that compose the project implementation plan. For scientific community, stakeholders, and society, the respective key messages are as follows:

- **TwiNSol-CECs is a project with high social relevance and TFNS is modern research center and higher education institution capable of conducting advance research tackling the latest challenges in the environmental resources' protection in multidisciplinary and**

international consortia, also representing a regional center where careers of researchers are significantly boosted through intensive mobility and joint research with prestigious scientists from the EU,

- **TwINSol-CECs and TFNS provide scientific and technical support, representing an indispensable pillar for consulting of public/private companies and regulatory agencies in updating of national and regional contaminants control policies and for developing and validating innovative analytical protocols and contaminants removal techniques, offering competent service of knowledge and skill transfer.**
- **TwINSol-CECs and TFNS are leading research players in WB region with important credits in the international scientific community that spread new and reliable information of interests for well-being, health, and environmental safety.**

The following tools will be used for transmitting the project outcomes and gained knowledge:

- a) scientific papers in high-impact full Open Access journals (IF>3.5) will be chosen together with CSIC and UNL (WP6),
- b) poster and oral presentations at the well-established international/regional scientific events, including keynote presentations (WP6),
- c) organization of the scientific events, three medium-scale workshops and large-scale final conference at TFNS (WP6),
- d) organization of two summer schools at TFNS (WP3),
- e) meetings with representative of the EU projects and clusters with common interest in environmental contaminants risk mitigation (WP6),
- f) information meetings with potential end-users (WP6),
- g) round tables at TFNS within the 'Club of TwINSol-CECs interest' ¹ (WP6),
- h) popular presentations of the TFNS researchers given at public events at TFNS (tribunes, open days, WP6),
- i) exchange of information via correspondence, face to face discussions through personnel and business communication,
- j) media appearances (WP6).

The "secondary" dissemination tools (printed and/or electronic, with visual identity elements for the project, institution, HE programme) will enable additional transfer of information on the project:

- a) project website,
- b) project leaflet and brochures,
- c) promotional gifts,
- d) two project newsletters,
- e) project social network profiles.

Electronic vs. printed dissemination tools will be carefully considered in order to reduce the waste generation to the lowest possible level and promote its recycling whenever it is possible.

Some activities are non-interactive while others are interactive. Non-interactive activities such as printed publications are channels for disseminating the information on the project progress and the achievements. Interactive activities as presentations at the scientific events, working meetings,

¹ The 'Club' will be created as a sustainable platform for academia, industry, and citizens, that goes beyond TwINSol-CECs, strengthening the connection of TFNS to business actors and society for transforming research results into social and economic value.

email communication, social media profiles, etc., foster dialog between the TwINSol-CECs consortium and researchers, potential end-users, stakeholders and/or public.

Timing and target groups of the TwINSol-CECs transferring activities are summarized in **Table 2**.

Table 2. Timing and target groups of the TwINSol-CECs transferring activities

Dissemination activity	Planned due date	Target group	Responsible partner
Kick-off meeting	October 2022 ^a	Scientific audience, Stakeholders	TFNS
Project website	January 2023 ^a	Scientific audience, Stakeholders, Society	TFNS
Social media profiles	January 2023 ^a	Society, Stakeholders	TFNS
Project visual identity	January 2023 ^a	Society, Stakeholders	TFNS
1 st Summer school	July 2023 ^b	Scientific audience, Stakeholders	TFNS, CSIC
2 nd Summer school	July 2024 ^b	Scientific audience, Stakeholders	TFNS, UNL
Completed 1 st Workshop	October 2022 ^b	Scientific audience, Stakeholders	TFNS
Completed 2 nd Workshop	July 2024 ^b	Scientific audience, Stakeholders	TFNS
Completed 3 rd Workshop	June or July 2025 ^b	Scientific audience, Stakeholders	TFNS
Final Conference	June or July 2025 ^a	Scientific audience, Stakeholders	TFNS
„Club of TwINSol-CECs Interest“ meetings	At least one per each project year ^a , most likely at the end of each project year ^b	Stakeholders	TFNS
Public tribunes	In accordance with the schedule of public events at UNS ^a	Society, Stakeholders	TFNS
TV appearances	Following the major project events ^b	Society, Stakeholders	TFNS
Open Access publications	In accordance to the positive peer-review, minimum 5 submissions to full Open Access journals are planned ^a	Scientific audience	TFNS, UNL, CSIC
Poster and oral presentation at national, regional, and international scientific events	In accordance with the announcements ^a	Scientific audience	TFNS, UNL, CSIC
Printed promotional material	Following the major project events ^b	Scientific audience, Society, Stakeholders	TFNS

^a planning in accordance with the Grant Agreement, ^b provisional schedule in accordance with the most likely expected periods for execution

3.1. Monitoring

A monitoring mechanism is based on keeping a track of the performed transmitting activities in relation to the originally planned frequency of the specific activity during the project. A database in a form of excel document is available to all the partners at the private page of the project website, and it is divided into the following four sections:

- Scientific events – organized and attended by the TwINSol-CECs team members with the project results to be disseminated,
- Scientific publication – published either in journals of conference books,
- Non-scientific publications – e.g., brochures, leaflets, roll-up banner, newsletters
- Other activities – information meetings, tribunes, project presentation at events organized by other consortia, etc.

For every performed activity, the following data will be recorded: name (title), date of occurrence/publication, partner/persons associated with the activity, short description, and, if available or applicable, related link and size of target group.

For checking the progress, the key performance indicators as indicated in **Table 3** will be followed.

Table 3. Expected key performance indicators (KPI) for project transmitting activities and the corresponding work packages in accordance to GC

Key performance indicator, KPI over 3 years of the project lifetime	KPI (min) value	WP no
Project website	1	6
Project social network profiles	5	6
Project brochures	2	6
Roll-up banner	1	6
Newsletter	2	6
Posters announcing project events	6	6
Manuscripts submitted to full OA publications	5	6
Number of the TFNS researchers' attendances at leading international/regional (national) conferences	10/5	6
Number of international scientific events organized at TFNS/number of attendees	4/100	6
Number of summer schools organized at TFNS/number of attendees	2/25	3
Number of meetings within "Club of TwINSol-CECs interest"	3	6
Number of open access public events/number of attendees	2/50	6

4. Dissemination to scientific community

The following tools is planned to be used for disseminating the results obtained in WP4:

- scientific papers,
- poster and oral presentations at international and regional/national conferences, i.e. abstracts and/or papers in conference books,
- organization of the scientific events: workshops, summer schools, conference.

The Consortium is strongly committed to **Open Science**. In Annex 1 of GA, it is stated that

“TwINSol-CECs will use a strategy of self-archiving and open access, ensuring that all resulting peer-reviewed publications are available to any user via OA “Gold” options. ... All published manuscripts will be deposited in **UNS Institutional Repository** - <https://eprints.uns.ac.id/>) and Zenodo platform. TwINSol-CECs will follow the European Environmental Agency “INSPIRE” Directive² for all generated spatial data sets to benefit EU public authorities (and others) by releasing harmonized/quality information to support environmental policies/activities. Data will be deposited in repositories for evaluation using the metadata service (e.g., Pangaea).”

Thus, dissemination of the project results and making them public is going to be through:

- Peer-reviewed publication (Open Access) or presentation at scientific conferences or other public presentations, and
- Open repositories.

Scientific papers

Publication of the project results are eligible only in full open access peer-reviewed scientific journals.

Participation at international/regional/national conferences

Attendances at the well-known international/regional/national conferences are important for disseminating the latest TFNS results to wider scientific audience, also having a chance to discuss them for fruitful follow up studies. Early-stage researchers will be encouraged to take a part in these events through oral presentations, while senior researchers with keynote lectures.

Organization of scientific events

Three medium-scale international workshops in English are planned within TwINSol-CECs to be organized by TFNS, dedicated to different research topics of the project interest. Final conference is planned to be organized at TFNS at the end of the project lifetime as a large-scale international

² <https://www.eea.europa.eu/about-us/what/seis-initiatives/inspire-directive>

event in English covering wide range of topics in domains of the environmental protection and sustainable development. The researchers from CSIC and UNL will be the promoters of the Conference within ERA, inviting the prestigious researchers elsewhere to take participation in the events. All the contributions given by registered participants of these events will be gathered and published in the corresponding Book of Abstracts available free of charge at the public domain of the project website. Announcement and invitations for the workshops will be sent a few months in advance. These events are important for promotion of the project, its research, and TFNS, to wider international scientific audience, as valuable partner capable of the advance research.

Additionally, two summer schools are planned to be organized at TFNS with trainers from TwINSol-CECs team, either from TFNS, CSIC, and/or UNL, aiming to transfer of the advanced knowledge and skills in the CECs monitoring and membrane separation technologies to PhD students and early-stage researchers/experts from Western Balkan countries. This is another way of promoting the TwINSol-CECs and TFNS as a modern regional research center valuable for collaboration, innovative PhD theses, trainings, etc.

All events planned will be organized in compliance with the GDPR.

5. Exploitation

The main goal of the exploitation is to make use of the project achievements for societal, scientific, and financial purposes. TwINSol-CECs is designed in such a way that produced intellectual and institutional outputs can be exploited during the project implementation and lead to its multiplication outside the Project Consortium. Utilization of the following project achievements is considered:

- Research Management and Administration Unit (RMAU) at TFNS,
- Upgraded equipment for the wide-range CECs monitoring and the CECs removal methods, and
- Scientific data on CECs wide-range analysis available for PhD student works, and service analysis and innovative water treatments for CECs removal.

Since the project results will be developed in the form of Open Science concept, project results will be available online to anyone who is interested in their utilization, at all levels (local, national, European and international).

Upgraded equipment and developed lab protocols on the CECs monitoring and/or innovative CECs removal techniques will be described in the published scientific papers, but also utilized for further research studies, including new multipartner international consortia (at least two project proposals are planned to be submitted during TwINSol-CECs) and possible collaborations with or services for stakeholders, having the interest to apply the project's research achievements. This is also important for academic purposes, conducting new and innovative PhD thesis and post-doc studies at national/regional/international level.

An essential goal for sustainability, to which TwINSol-CECs will contribute, is making the RMAU widely accessible as an open and accessible support system where researchers with different levels of expertise can learn, explore and improve the potential of their project ideas and opportunities.

Following completion of the project, partner organizations will seek to use all established concepts during the project, and competence of personnel, to carry out actions aimed at a wide audience, and to exploit the results obtained in the TwINSol-CECs project. The strong position of project partners in scientific communities and their experience guarantees the sustainability of project results. All project partners have enough skills to maintain established concepts functional without any extra budgeting.

Maintenance of project's website and platform after the end of the project, will be carried out by TFNS.

Ownership of the project results and IPR protection are covered by Consortium Agreement and IPR Protection Plan (deliverable D1.4.).

6. Communication

6.1. External communication

The external communication plan provides a set activities and guidelines for promoting the project and its results to relevant stakeholders and raise general awareness on environmental problems, the importance of research public investments and finally changing behaviors to develop more sustainable societies.

During the first six months of the TwiNSol-CECs project timeline, within the WP6, a set of tools, methodologies and communication flows addressing the external audience have been thoroughly selected and tailored to the context, considering the existence of a main objective, and multiple secondary goals specifically defined according to different local, national and European levels, diversity of targets or the level of interaction sought. Among the activities, there are those non-interactive and interactive ones.

6.1.1 Online communication tools

TFNS oversees the production of a diverse set of communication tools, both online and offline, electronic and printed, that are among the main instruments for communicating the TwiNSol-CECs performance:

- Official TwiNSol-CECs email address for e-communication,
- TwiNSol-CECs website,
- TwiNSol-CECs e-Newsletters (electronic and printed),
- Social media network profiles of TwiNSol-CECs (Research Gate, LinkedIn, Twitter, Instagram, YouTube, Facebook),
- media appearances,
- popular online portals articles.

The project website and social network profiles will be uploaded constantly with the news on the project activities, but also of further TFNS team research achievements after the project lifetime to continuously spread the latest advances in domain of environmental research. Media releases (TV, portals), brochures/leaflets, and newsletters will be available whenever it is possible in electronic version on the project website.

Email communication

External email communication to any stakeholders outside the consortium should be performed by using the official project e-mail address:

twinsol-cecs@uns.ac.rs

It will foster the dialog between the consortium and the interested parties. The mailing list will be established through the organization of Project Workshops, Summer Schools, Open doors events,

and social media platforms. Announcement of the project events, new project publications, etc. will be regularly sent to the contacts at the mailing list.

TwINSol-CECs website

The official project website was launched in September 2022 (**Figure 1**) with the plan to be fully functional and operational till the end of the 6th project month (January 2023). TwINSol-CECs website is the main information showcase of the project. The working language of the website is English. It has been developed by TFNS by contracted service. The domain of the website is

<http://www.twinsol-cecs.com/>.

Website efficiency will be underpinned by the criteria of:

- Usability,
- Clear and accessible structure,
- Content updating,
- Accuracy in the content suitability.

The official Web Site has been designed to offer an easy and complete overview of the project and clear access to all its activities and announcements of the project events and achievements. The Results/Deliverables section offers possibility to free download of all the public project documents.

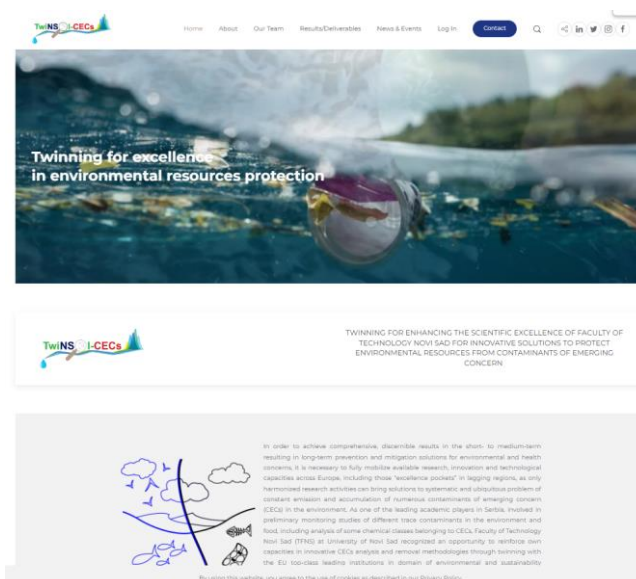


Figure 1. TwINSol-CECs website

Furthermore, password protected private platform accessible from the public website is also envisaged to enhance the information exchange among the TwINSol-CECs partners (minutes, internal documents, WP's specific information, etc.), facilitating internal coordination and representing the project documents' repository. Privacy policy is clearly displayed.

The website map structure is as follows:

- Home
- About
 - a. About Project
 - b. Objectives
- Our Team
- Results/Deliverables
 - a. Project Deliverables
 - b. Project Reports or Activities
 - c. Project Publications
- News & Events
- Log in
- Contact

TwINSol-CECs e-Newsletters

At least two Newsletters are planned to be published during the project lifetime: the first after the first reporting period of 15 months, and the second at the end of the project. If appropriate, the publication month will coincide with a project event the nearest to the originally planned dates. The Newsletters will be prepared in printed form for distribution to participants of the project events, but it will be also accessible in electronic version through the project web site or send to the interesting parties by email communication.

TwINSol-CECs e-Newsletters summarize the project activities and achievements in the respective period of the project lifetime, aiming to keep the relevant audience engaged. At the same time, they will be designed to gently push the stakeholders towards the conversation and discussion of relevant project topics.

Social media network profiles of TwINSol-CECs

Social network profiles of the project (Research Gate, Facebook, Instagram, Twitter, LinkedIn) were established in the very beginning of the project (**Figure 2**) and they are regularly updated with news on the project activities, but also on interesting facts, coinciding with the TwINSol-CECs interests in the environmental resources' protection and sustainable development. The project YouTube channel will start upon preparation of the first video clips.

TV appearances and popular online portals articles

TV appearances will be organized upon every major event in the project timeline (Workshops, Summer Schools, Final Conference, tribunes, e.g.) to deliver project's messages to a wider audience. Popular online articles within the recognized online portals will include announcements on the latest topics of interest for the TwINSol-CECs research and sci-popular texts contributing to the outreaching activities, raising public awareness on emerging contaminants and the short presentation of the obtained project results to the non-scientific audience.

Before engaging in a communication or dissemination activity expected to have a major media impact, the Project Manager will inform the granting authority according to the Grant Agreement 101059867 of TwINSol-CECs Project.

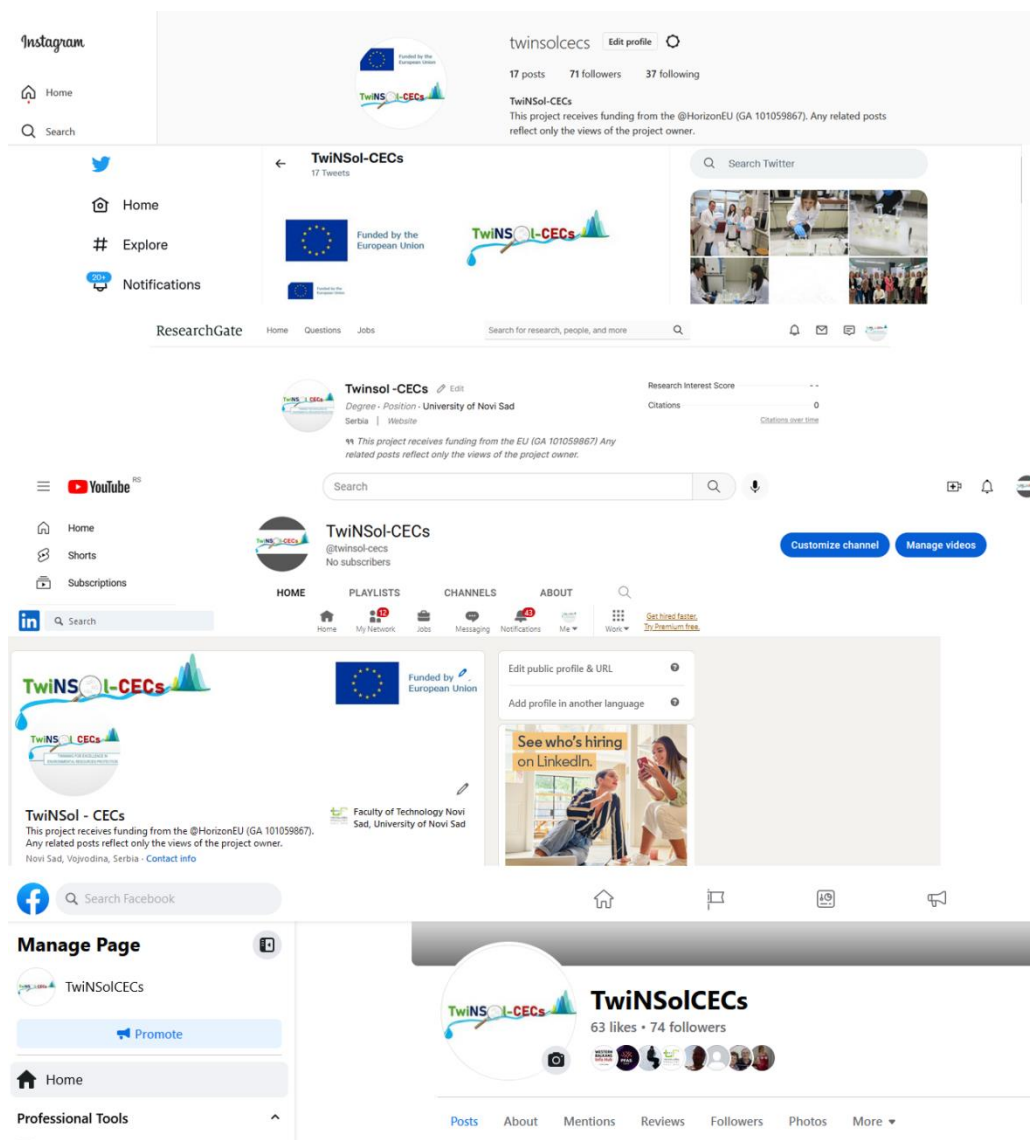


Figure 2. Official TwINSol-CECs social media profiles established at the very beginning of the project

6.1.2. Offline communication tools

Several offline tools for communicating the project outcomes to public and stakeholders outside the scientific community:

- Open doors events - tribunes, popular presentations during Festival of Science and Education and Research Night events,
- Printed materials,
- “Club of TwINSol-CECs interest” and information meetings.

Open doors events

At least two open-access events in a form of a tribune (draft title “CECs in the Environment: Now and After (I&II)”) are planned to be organized at TFNS, for instance, in parallel to the International Science and Education Festivity organized each year at UNS. The Faculty’s Open Days will also be considered for popular presentations on TwINSol-CECs project. These events will be announced by local media, the project web page, TFNS website, social media networks and/or circular emails (to secondary schools, UNS, non-governmental organizations with interest in environmental protection, TFNS alumni members, citizens associations, etc.).

Printed materials

The production of the project brochures, posters and roll-ups will widen the audience reached by the communication activities, allowing other potentially interested stakeholders and the general public to be informed about TwINSol-CECs project. These materials will be distributed or displayed during project events and meetings; they will also be sent to the public authorities, regulatory bodies, industry, utilities, industry, policymakers, and school and academic institutions.

The first project brochure was published in October 2022 (**Figure 3**) for initial distribution to the attendees of the open session of the Kick-off Meeting and the participants of the 1st TwINSol-CECs Workshop. For every project event, specially dedicated posters will be displayed at TFNS, together with the project roll-up banner.



Figure 3. The first project brochure published in October 2022

“Club of TwINSol-CECs interest” and information meetings

Organization of at least 3 meetings in a form of round tables with Think Tank approach for discussion of mutual interest with stakeholders (preferably but not limited to: public and private companies (water management, drinking water production, wastewater treatment), large industry and SMEs representatives with interest in water treatment, water quality surveillance, food safety, pharmaceuticals production) is planned. The project activities and achievements will be presented,

while subsequent sessions and information meetings will be agreed upon receiving the expression of interest to join the Club and/or to be informed more about the project and possible collaboration. The aim is to share gained knowledge and establish sustainable collaboration for innovative solutions toward pollutant free environment. Additionally, active communication with the R&I institutions in Serbia and WB, European projects, and clusters with common interest in environmental and sustainability research will be fostered for possible common appearances in ERA.

6.2. Internal communication

The mechanisms that will be used throughout the project to ensure the quality level of an internal communication are described in Project Handbook, Section 5.1. Internal communication is the communication among the TwINSol-CECs team members; it consists of e-correspondence, online and onsite meetings followed by the meeting minutes prepared by the meeting host, summarizing the agenda, participants, and main conclusions. Private domain within the official project web site acts as a repository for all working documents, minutes and reports, reachable by all members of the consortium. Documents have unique visual identity in accordance to the requests by GA and also created elements accepted as visual identity of the project (Section 5). Uploading of the documents is the responsibility of CC supervised by PC, TFNS-PMstrategy and WPL6. The basic tools that will be used during the project to accomplish the internal communication among the partners are:

- E-mailing
- Online meetings

More about the internal mailing list and internal communication procedures is described in PH.

7. TwINSol-CECs Visual Identity

All project-related documentation, including project communication documents, must conform the document standards provided by the European Commission. According to the Article 17 of GA:

- “Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)

...

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

...

Any communication or dissemination activity related to the action must use factually accurate information.”

- Disclaimer must be included as follows (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however, those of the author(s) only and do not necessarily reflect those of the European Union or EU executive agency. Neither the European Union nor the granting authority can be held responsible for them.”

The EU emblems for Programming period 2021-2027 available at site:

https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/

has been used for the promotional and communication project activities.

As one of the first outcomes, TFNS has designed a complete TwINSol-CECs visual identity based on a clear TwINSol-CEC logo concept and a color pantone. TwINSol-CEC logo (**Figure 4**) has been the result of a combination of essential ideas presented already during the project proposal preparation and the focus of the Project research - contaminants of emerging concern (CECs).



Figure 4. TwINSol-CECs official logo

Thus, all project documents (e.g. memorandum (**Figure 5**), deliverables, presentations, poster, reports, etc.) contain the obligatory visual elements:

- TwiNSol-CECs logo;
- EU emblem;
- Disclaimer.

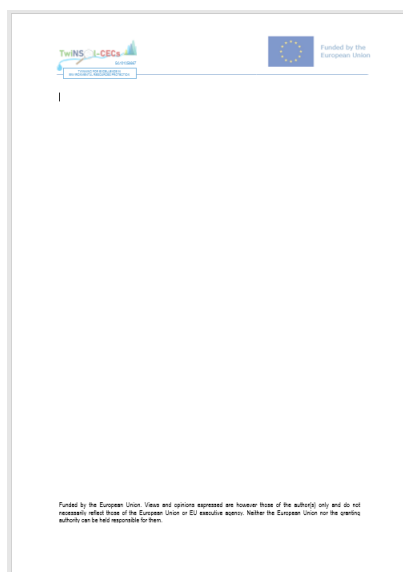


Figure 5. TwiNSol-CECs memorandum

8. Updates of the Plan

The Plan for Dissemination, Exploitation and Communication might be updated whenever necessary. Suggestions for the update should be sent to the PC by email with a full explanation of the necessity for the update. PC sends the suggestion for the update with an explanation to PST members. Each member of PST confirms the agreement or disagreement of the suggested changes; an explanation should accompany the disagreement, also giving possible solutions for the acceptable update. Members of PST vote for approval or denial, applying management voting rules (accepted in CA). Upon PST approval, PC updates the Plan for Dissemination, Exploitation and Communication accordingly and sends the latest version of Plan to CC for uploading to the public and private domain of the project website.