

## **Deliverable 7.1 Establishment of communication & dissemination plan**

### Internal communications

The Management Board consists of all WP leaders and selected participants: S. Oberbeckmann (IOW), D. Fischer (IPF), M. Labrenz (IOW), E. Gorokhova (SU), C. Baresel (IVL), H. Radtke (IOW), G. Schernewski (KU), B. Urban-Malinga (NMFRI), I. Lips (TUT). Further expertise and progress evaluation will be facilitated by the input of the Scientific Advisory Board: Dr. Gunnar Gerdts (Germany, AWI; coordinator of JPI project BASEMAN), Dr. Andrew Booth (Norway, SINTEF; coordinator of JPI project PLASTOX), Prof. Kara Lavender Law (USA, Sea Education Association, expert on oceanography, marine plastic pollution and policy implementation). The project will further be supported by administrative staff. Annual forums with end users and other policy stakeholders will be organized. End users and stakeholders from six Baltic littoral states already assured participation in the end user forum, and further states will be invited.

After the kickoff meeting in July 2017, all project partners and the Scientific Advisory Board will meet once a year, adding up to four project meetings. The exact locations will be determined year by year and take place in different locations, facilitating the participation of selected national stakeholders as well as an improved integration of the partners. Additionally, the Management Board will meet twice a year via video conference, and if called upon *ad hoc* by the coordinator. Further exchange, including visits of partner laboratories, will take place within the individual work packages and regarding certain methodologies.

Project progress and fulfillment of deliverables will be discussed during the annual project meetings and the additional video conference meetings of the Management Board. The work package leaders and the project coordinator are responsible for timely deliverable and progress reporting. Online exchange of data, protocols, and other documents is facilitated via an ownCloud folder accessible for all project participants.

### External communications /dissemination

The main aims of the external communication are:

- Dissemination of the project results
- Awareness raising about the issue of microplastic pollution in the Baltic Sea
- Making user-friendly monitoring and mitigation strategies available

Target groups are:

- Other scientists
- End users and stakeholders
- Local, national and supranational (e.g. EU, HELCOM) policy makers
- Broader public

Tools, which will be used:

- Project website (<https://www.io-warnemuende.de/micropoll-home.html>)
- BONUS website (<https://www.bonusprojects.org/bonusprojects>)

- Publications in scientific journals
- Press releases and media coverage (newspapers, journals, radio, TV)
- Announcements via social media (Facebook, Twitter)
- Presentations, posters, and flyers, both at scientific and public events

Project partners will regularly disseminate the project results and connect with other researchers at scientific conferences. Exchange and synergy effects with other projects are ensured, for instance by a close collaboration with the international experts and JPI Oceans project leaders from the Scientific Advisory Board. During at least one relevant conference (e.g. MICRO 2018, BSSC 2019) a joint workshop and networking session on microplastics and associated pollutants will be organized.

Direct communication and multi-lateral sharing of BONUS MICROPOLL results with end users and stakeholders will be an integral part of the project. In the course of the project, exhibitions or networking seminars with policy makers and stakeholders at selected policy events will be organized, e.g. at the European Maritime Day (2018 in Burgas, Bulgaria, or 2019 in Lisbon, Portugal). The dialogue with the plastic industry is facilitated via PlasticsEurope Germany. PlasticsEurope will organize a workshop in Berlin, Germany, where scientists involved in BONUS MICROPOLL and experts from industry can discuss and evaluate the ecotoxicological effects of microplastics and associated pollutants. Once a year (total of three times) the end user forum will take place, where end users and stakeholders will be informed about BONUS MICROPOLL activities and results, and monitoring and mitigation strategies will be discussed. This aims at a direct transfer of the gained knowledge from BONUS MICROPOLL to end users, and a prompt and broad implementation and application of the evaluated monitoring and mitigation strategies. An excel sheet will be compiled with contact data of Baltic end users, policy makers, and other stakeholders to facilitate an easy and efficient spreading of the project results.

Members of the project will co-organize and participate in citizen science events and public outreach activities, including open days at the individual institutions. At these events, posters and potentially flyers will be presented. Further distribution of the project results to the broader public will be ensured via regular press releases, media coverage, and social media presence. Training material and educational monitoring training workshops (work package 6, task 6.5) will be available for volunteers and other interested groups.

For all target groups, the project website (<https://www.io-warnemuende.de/micropoll-home.html>) contains information about the project, contact possibilities, and project news and events.

Usage/posting of photos: Attention will be paid to the need to acquire consent of the people photographed (notice on invitation letter / registration form, announcement by moderator). When a photo is being sent to the BONUS website or blog, a brief description (e.g. which event it is from) and the copyright holder should be included.

Overview tables

To WHOM: Other scientists

WHAT	WHERE & WHEN	By WHOM & TOOLS	IMPACT
Microplastics workshop	Relevant conference, e.g. MICRO 2018 Lanzarote or BSSC 2019	Presentation of project results by project participants, discussion with audience	Informing and networking; synergistic effects

To WHOM: End users, stakeholders, policy makers

WHAT	WHERE & WHEN	By WHOM & TOOLS	IMPACT
Exhibition / presentation at policy event	e.g. European Maritime Day 2018 Burgas, 2019 Lisbon	Posters or presentations by project participants	Dissemination of project results to policy makers and stakeholders; contribution towards policy action
Workshop with industry representatives	Berlin, 2019	Discussion of ecotoxicological effects of microplastics and associated pollutants; project participants and industry representatives	Dialogue with plastic industry; awareness raising
End user forum	Once a year 2018, 2019, 2020	Information about project results; discussion of implementation of the results, monitoring and mitigation strategies; training in methods	Informed end users; direct implementation of project results; broad application of monitoring methods

To WHOM: Broader public

WHAT	WHERE & WHEN	By WHOM & TOOLS	IMPACT
Open days	Partner institutes, diverse dates	Information via posters and potentially flyers	Information and awareness raising
Project website	Web-based; during the whole project	Information about the project, contact possibilities, project news and events	Information and awareness-raising; contact possibility
Social and regular media coverage	Web-based, newspaper, radio, TV; during the whole project	Articles, announcements, interviews	Information and awareness raising
Training workshop for volunteers, citizen science events	Selected dates, mostly 2019	Training of volunteers by project participants in application of monitoring methods, which are being evaluated during the project; training material	Information; awareness raising; access to additional data via involvement of citizens