



# Biodiversity restoration and conservation of inland water ecosystems for environmental and human well-being

**BioReset**  
BiodivRestore-406

2020 - 2021 Joint Call

Joint COFUND Call on “Conservation and restoration of degraded ecosystems and their biodiversity, including a focus on aquatic systems”

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## Deliverable 4.1

### Dissemination Strategy

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| Lead Beneficiary | Work package | Delivery month |
|------------------|--------------|----------------|
| UNIOVI           | 4            | 3              |

## 1. Executive Summary

Deliverable 4.1 describes the dissemination strategy of **BioReset**.

## 2. Task description

Work package (WP) 4 regards the dissemination of project activities and will provide transparent and responsible communication, to the scientific community, authorities, stakeholders, and the general public. Besides this, educational actions (e.g., games, communicative/informative events) will also be explored. **KPIs:** at least five publications per year for the whole consortium; ten presentations in conferences per year for the whole consortium; at least five training activities of early career researchers involving different consortium partners; two project workshops will be organized, one targeting stakeholders with an interest in the topic (e.g., environmental and public health authorities, WWTP operators, water remediation companies, consumer organizations) to share **BioReset** results and another targeting the scientific community.

## 3. WP4 team members

All the Team members of **BioReset** are involved in the dissemination of the project's activities and results.

The Communication & Dissemination activities are coordinated by María Teresa Fernández-Abedul (UNIOVI, Spain) and Hendrikus Nouws (REQUIMTE, Portugal).

## 4. Developed activities

After the establishment of the “Communication and outreach plan” (see below), the project's website was created and launched ([www2.isep.ipp.pt/bioreset](http://www2.isep.ipp.pt/bioreset), Figure 1). The information posted on the website is continuously updated with the inputs for all the partners.



Figure 1. Layout of BioReset's website.

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All partners will be involved in several dissemination activities, such as:

- Development of a database containing contact details for the relevant stakeholders. All partners should contribute to this list that will be updated permanently during the project.
- Elaboration of scientific materials for publication and presentation in relevant conferences and scientific events.
- Elaboration of dissemination materials for stakeholders and the general public.
- Elaboration of press releases at the important events of the project.
- Providing training activities of early career researchers involving different consortium partners.
- Organization of the workshops.

## Communication and outreach plan

Communication and outreach to various stakeholders is planned at 3 different levels:

**1. Consortium:** The Coordinator will control and gather information from the partners. During quarterly videoconferences, the project management committee (PMC) will review the milestones and actions for the following quarter. **Outputs:** Quarterly meetings of PMC, quarterly internal progress reports, use of online document management, interactive online communication. **Objectives:** Effective, real-time collaboration and knowledge sharing.

**2. Immediate stakeholders (industry & academia) level:** Establish strong connections with relevant academia and industries, especially the ones associated with water management and biodiversity restoration and conservation. High visibility in platforms and events related to the project theme is the core of the communication activities. **Outputs:** Publication of project achievements in international scientific journals (e.g. Water Research, Science of the Total Environment, Aquatic Toxicology, Journal of Hazardous Materials, Biosensors and Bioelectronics), presentation of the key findings in major international conferences (e.g., ESEAC, SETAC, Water Research Conference, WaterEnergyNEXUS Conference, Biosensors), an international workshop at the end of the project, four newsletters, promotional material with technical information in digital format (e.g., LinkedIn, presentations). **Objectives:** Knowledge transfer and validation within the scientific community, effective dissemination of practical outputs for incorporation by industry, and establishing credibility and attracting inputs from new stakeholders.

**3. Secondary stakeholders (media, policy-makers, public authorities, society) level:** Tackling water contamination caused by EC will have a major impact on water quality, safety and biodiversity. Opportunities, risks, as well as practical recommendations for policymakers related to WW management will be the core of the messages. **Outputs:** Press releases (at least two) and promotional material in digital format (e.g., website, presentations). **Objectives:** Project brand recognition, raising awareness on the topic and triggering policy changes according to the given recommendations.