



*Retrofitting towards climate neutrality*

## **D6.1 Initial Dissemination and Communication Plan**

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**Programme: HORIZON EUROPE**

**Grant agreement number: 101096522**

**Project acronym: Green Marine**

**Project title: Retrofitting towards climate neutrality**

**Prepared by: UoS**

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## EXECUTIVE SUMMARY

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This document is the deliverable “D6.1 – Initial Dissemination and Communication Plan” of the European Union project “Retrofitting towards climate neutrality” (here referred to as “**Green Marine**”), with **grant agreement No. 101096522**.

Deliverable D6.1 complements, and therefore, should be read alongside deliverable “D7.2 – Project Handbook including draft Data Management Plan”. This is because deliverable D7.2 defines some procedures on how to communicate and structure the collaboration. In addition, it highlights the quality assurance process with an elaborated review process of reports, presentations, deliverables etc. In addition, D7.2 sets out the method of internal communication of partners via e-mails, videoconferences, and where applicable, face-to-face meetings.

The aim of this deliverable is to produce a dissemination and communication strategy and plan covering the coordination of the overall communication efforts of the **Green Marine** Consortium. It describes the most effective communication and promotion strategy for the dissemination of the project’s results. It outlines methods, channels, tools, outcomes and expected KPIs throughout the project duration. The social media account (LinkedIn; the link is [here](#)) and project website (<https://greenmarine-project.eu/>) have already been created.

The **Green Marine** Dissemination and Communication Plan is a living document and will be updated in future versions (D6.2 to D6.4) in order to improve the internal processes and procedures of the project as needed.