



**LIFE  
MAPPER**

MAPping, ProtEcting, and Restoring Marine Ecosystems

## D7.1 Life Mapper Communication Plan

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## **Executive Summary**

The LIFE MAPPER Communication Plan provides the strategic framework to promote, disseminate, and maximise the project visibility, impact, and long-term sustainability.

LIFE MAPPER aims to support EU Member States in restoring marine ecosystems by consolidating knowledge, developing technical guidelines, and creating the LIFE MAPPER Knowledge Platform. This plan ensures effective communication with policymakers, the scientific community, marine managers, industry, and the public, fully aligned with the LIFE Programme's visibility and dissemination requirements.

The document defines target audiences, key messages, communication channels, tools, and stakeholder engagement activities. It details how project results, including the Knowledge Platform, will be promoted to facilitate knowledge transfer, policy uptake, and collaboration. Monitoring mechanisms, risk management, and after-LIFE sustainability strategies are included to ensure lasting impact beyond the project's duration.

This plan is designed as a flexible, living document, adaptable to the evolving needs of LIFE MAPPER, its stakeholders, and the broader EU marine policy context.



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# 1. INTRODUCTION

## 1.1 Purpose of the Communication Plan

This Communication Plan (CP) outlines the strategic approach LIFE MAPPER will adopt to ensure effective, targeted, and coherent communication of its objectives, activities, tools, and results to key stakeholders, partners, and the wider public. The CP serves as a guiding framework to:

- Maximise visibility of LIFE MAPPER and its contribution to EU environmental and marine policies
- Support knowledge transfer, stakeholder engagement, and capacity building
- Ensure dissemination of project outputs, particularly the **LIFE MAPPER Knowledge Platform** and the **Life Mapper Manual**
- Align with the mandatory communication, dissemination, and visibility requirements of the LIFE Programme, the Nature Restoration Law (NRL), and other relevant EU policies

This plan is a living document, adaptable to the evolving needs of the project and feedback from stakeholders, ensuring flexibility and relevance throughout the project duration and beyond.

## 1.2 Alignment with LIFE Programme and EU Communication Requirements

The plan ensures that LIFE MAPPER communications are consistent with the LIFE Programme's Visibility and Communication Guidelines and the European Commission standards for external communications. In accordance with the LIFE Programme Regulation, all communication and dissemination actions within LIFE MAPPER will:

- Acknowledge EU financial support visibly and clearly across all materials (e.g., websites, reports, media)
- Include the LIFE Programme logo and disclaimer on publications, audiovisual content, and public deliverables
- Promote project outcomes within the context of EU priorities, including the Green Deal, EU Biodiversity Strategy 2030, Marine Strategy Framework Directive (MSFD), and Habitats Directive



- Foster visibility of the EU’s role in advancing marine ecosystem restoration, habitat mapping, and biodiversity protection

### 1.3 Contribution to LIFE MAPPER Objectives

The Communication Plan is pivotal to achieving LIFE MAPPER’s overarching mission: to support the effective implementation of marine habitat restoration and protection efforts across EU seas through knowledge consolidation and stakeholder engagement: it will foster knowledge exchange, cooperation, and alignment with ongoing EU initiatives and similar projects also ensuring long-term accessibility and sustainability of project results beyond the project's duration in compliance with Directive 2016/2102.

Specifically, the CP will enhance awareness of the importance of marine habitat mapping, condition assessment, and restoration among policymakers, marine managers, scientists, and the public. It will promote the LIFE MAPPER Knowledge Platform as a central repository of tools, data and best practices. In addition, the CP will support the uptake of the LIFE MAPPER Manual, guidelines, and restoration protocols among Member States and relevant stakeholders.

### 1.4 Document structure

This Communication Plan is a practical, operational, and strategic tool to guide all LIFE MAPPER partners in delivering consistent, effective, and targeted communication actions throughout the project lifecycle and beyond.

The document is structured to provide:

- Strategic guidance on communication goals, audiences, and key messages
- Detailed description of tools, channels, and promotional activities, including the LIFE MAPPER Knowledge Platform
- Practical templates for content development, visual identity, and stakeholder engagement
- Monitoring, evaluation, and adjustment mechanisms to ensure continuous improvement

As anticipated this plan is designed as a “living document,” meaning it will be updated and refined throughout the project, based on:

- Project milestones and new outputs (e.g., Knowledge Platform launch, events);
- Feedback from stakeholders, partners, and users of project tools;

- Evolving policy, scientific, and social contexts at EU and national levels.

All partners are expected to use this plan as a reference for consistent messaging, visual identity, and EU visibility requirements and as a guide for promoting project activities within their networks and regions. The plan should be consulted regularly during project implementation and will be updated at key project stages or as needed to remain relevant, effective, and aligned with project objectives.

## 2. COMMUNICATION OBJECTIVES

### 2.1 General Communication Goals

The primary communication goals of LIFE MAPPER are to:

Objective N°	
<b>Objective 1</b>	Ensure the project, its objectives, and its contributions to EU environmental and marine policies are visible to target audiences at EU, national, and regional levels.
<b>Objective 2</b>	Promote the LIFE MAPPER Knowledge Platform as a central, accessible tool for marine habitat mapping, condition assessment, and restoration planning.
<b>Objective 3</b>	Engage stakeholders—including policymakers, scientists, marine managers, industry, and the public—in project activities, ensuring the uptake and application of project outputs.
<b>Objective 4</b>	Facilitate knowledge exchange, collaboration, and alignment with other EU initiatives, LIFE projects, and relevant international efforts.

Table 1 General communication objectives

### 2.2 Specific Objectives by Target Audience

LIFE MAPPER recognises that effective communication requires tailored objectives for each key audience segment:

Target Group	Specific Communication Objectives
<b>EU &amp; National Policymakers</b>	<ul style="list-style-type: none"> <li>• Raise awareness of LIFE MAPPER’s role in supporting NRL, MSFD, and HD implementation.</li> <li>• Encourage use of project outputs in policy development and reporting.</li> </ul>
<b>Scientific &amp; Technical Community</b>	<ul style="list-style-type: none"> <li>• Disseminate project results, guidelines, and tools.</li> </ul>

	<ul style="list-style-type: none"> <li>• Foster research collaboration and knowledge exchange.</li> </ul>
<b>Marine Managers &amp; Practitioners</b>	<ul style="list-style-type: none"> <li>• Promote practical use of the LIFE MAPPER Manual and Knowledge Platform.</li> </ul>
<b>Industry &amp; Private Sector</b>	<ul style="list-style-type: none"> <li>• Showcase opportunities for private sector involvement in restoration activities.</li> </ul>
<b>NGOs &amp; Civil Society</b>	<ul style="list-style-type: none"> <li>• Raise awareness of marine ecosystem restoration benefits.</li> <li>• Encourage support for restoration initiatives and data sharing.</li> </ul>
<b>Media &amp; General Public</b>	<ul style="list-style-type: none"> <li>• Communicate project achievements and the societal relevance of marine restoration.</li> <li>• Promote positive EU visibility through accessible, public-friendly stories.</li> </ul>
<b>Educational Institutions &amp; Youth</b>	<ul style="list-style-type: none"> <li>• Engage students and educators with accessible materials.</li> <li>• Inspire future marine scientists and professionals.</li> </ul>

Table 2 Specific objectives by target audience

### 2.3 Expected Communication Results and Indicators of Success

The effectiveness of LIFE MAPPER’s communication and dissemination actions will be assessed using qualitative and quantitative indicators that reflect visibility, engagement, and knowledge transfer.

These indicators are designed to be realistic, flexible, and aligned with the specific nature of the project, recognising that communication impact is often built progressively over time and influenced by external factors.

Expected Communication Results and related indicators:

- Increased awareness among EU and national stakeholders of the LIFE MAPPER project and its contribution to marine habitat restoration. **Indicator:** Number of EU and national stakeholders that attended LIFE-MAPPER workshops/meetings/events.
- Active use of the LIFE MAPPER Knowledge Platform by target groups, including policymakers, scientists, and marine managers. **Indicators:** Number of users of the LIFE MAPPER Knowledge Platform. Number of returning users. Number of users by stakeholder group.
- Uptake and application of project guidelines and tools to support marine habitat mapping, assessment, and restoration efforts. **Indicators:** Number of projects/case studies that have uptaken project guidelines and tools. Number of links to the LIFE MAPPER Knowledge Platform from the webpages of other projects/initiatives/networks.



- Enhanced visibility of the LIFE Programme and the EU's leadership role in biodiversity and marine ecosystem restoration. **Indicators:** Number of visits in LIFE-MAPPER website. Number of likes/reposts/quotes in social media.
- Strengthened collaboration with other LIFE projects, EU initiatives, and scientific networks. **Indicators:** Number of joint meetings/workshops with other projects/initiatives/networks. Number of common publications in the scientific or grey literature with other projects/initiatives/networks.
- Engagement of the general public, NGOs, and educational communities in marine restoration awareness activities. **Indicator:** Number of activities completed with engagement of the public/NGOs/educational communities.

### 3. KEY MESSAGES

#### 3.1 Overarching Project Messages

LIFE MAPPER's communication will be built on a foundation of clear, coherent, and impactful messages that convey the project's value, support stakeholder engagement, and promote awareness of the EU's leadership in marine habitat restoration. The overarching messages are designed to showcase LIFE MAPPER's role in supporting the effective implementation of the Nature Restoration Law (NRL), the Marine Strategy Framework Directive (MSFD), and other EU biodiversity targets. Our communication has to highlight the importance of habitat mapping, condition assessment, and restoration for marine biodiversity, climate resilience, and ecosystem services. In addition to reinforce the EU's commitment to restoring and protecting European marine ecosystems through science-based, coordinated actions. Finally, the project needs to promote the LIFE MAPPER Knowledge Platform as an innovative, accessible hub for knowledge exchange, tools, and best practices.

#### Core Project Messages:

- Healthy marine habitats are essential for biodiversity, climate regulation, food security, and coastal resilience.
- Europe's marine ecosystems are under pressure; restoring them is critical to halting biodiversity loss and addressing climate change.
- LIFE MAPPER provides knowledge, tools, and guidelines to support policymakers, scientists, and marine managers in achieving ambitious restoration targets.
- Effective marine restoration requires accurate habitat mapping, condition assessments, and spatial prioritisation based on scientific evidence.

- The LIFE MAPPER Knowledge Platform empowers stakeholders to access the latest data, methodologies, and best practices to advance marine restoration.
- LIFE MAPPER manual collects knowledge highlighting the best practises in marine restoration activities
- Cooperation among Member States, scientists, industry, and society is essential to restore Europe’s seas and safeguard marine biodiversity for future generations.

### 3.2 Tailored Messages for Specific Audiences

To ensure relevance and impact, LIFE MAPPER’s communications will be adapted to the needs, interests, and technical understanding of each target group:

Audience Segment	Tailored Key Messages	
<b>EU &amp; National Policymakers</b>	LIFE MAPPER supports the implementation of the NRL, MSFD, and HD by providing standardised methodologies and guidance for marine habitat restoration. The project contributes to achieving the EU Biodiversity Strategy and Green Deal targets through science-based actions.	P R I M A R Y
<b>Scientific &amp; Technical Community</b>	LIFE MAPPER consolidates the latest knowledge on habitat mapping, condition assessment, and restoration protocols through the Manual. The Knowledge Platform facilitates collaboration and the sharing of best practices across EU marine research networks.	T A R G E T S
<b>Marine Managers &amp; Practitioners</b>	Practical guidelines and tools from LIFE MAPPER support the efficient planning and implementation of restoration actions. The Knowledge Platform provides accessible resources for habitat assessment, monitoring, and spatial prioritisation.	
<b>Industry &amp; Private Sector</b>	LIFE MAPPER identifies opportunities for private sector involvement in marine restoration, technology development, and innovative partnerships. Investment in marine habitat restoration contributes to a resilient blue economy and enhances ecosystem services.	
<b>NGOs &amp; Civil Society</b>	Marine habitat restoration improves biodiversity, enhances climate resilience, and benefits coastal communities.	S E C O

<p><b>Media &amp; General Public</b></p>	<p>Protecting and restoring Europe’s marine habitats is vital for people, nature, and the planet. LIFE MAPPER showcases the EU’s leadership and innovation in safeguarding marine ecosystems.</p>	<p style="writing-mode: vertical-rl; text-orientation: mixed;">T A R G E T S</p>
<p><b>Educational Institutions &amp; Youth</b></p>	<p>LIFE MAPPER provides knowledge to inspire the next generation of marine scientists, conservationists, and ocean stewards. Engaging in marine restoration is essential for securing a healthy ocean future.</p>	

Table 3 Specific messages per target audience

## 4. COMMUNICATION CHANNELS AND TOOLS

### 4.1 LIFE MAPPER Website

The LIFE MAPPER website is the project's primary digital communication and visibility tool. It is designed as both a project information portal and the entry point to the LIFE MAPPER Knowledge Platform, which serves as the core technical and scientific repository for marine habitat mapping, condition assessment, restoration, and spatial planning resources.

Objectives of the Website and Knowledge Platform:

1. Provide clear, accessible information about LIFE MAPPER’s mission, objectives, activities, and results to diverse audiences.
2. Facilitate access to the Knowledge Platform, which consolidates tools, datasets, case studies, restoration protocols, and guidelines.
3. Ensure transparency, knowledge exchange, and stakeholder engagement across all project phases.
4. Fulfil EU requirements for project visibility, including hosting of public deliverables, updates, and relevant resources.
5. Serve as a long-term, user-friendly reference point beyond the project's duration, in line with after-LIFE sustainability obligations.

Next figure shows the Life Mapper overall structure

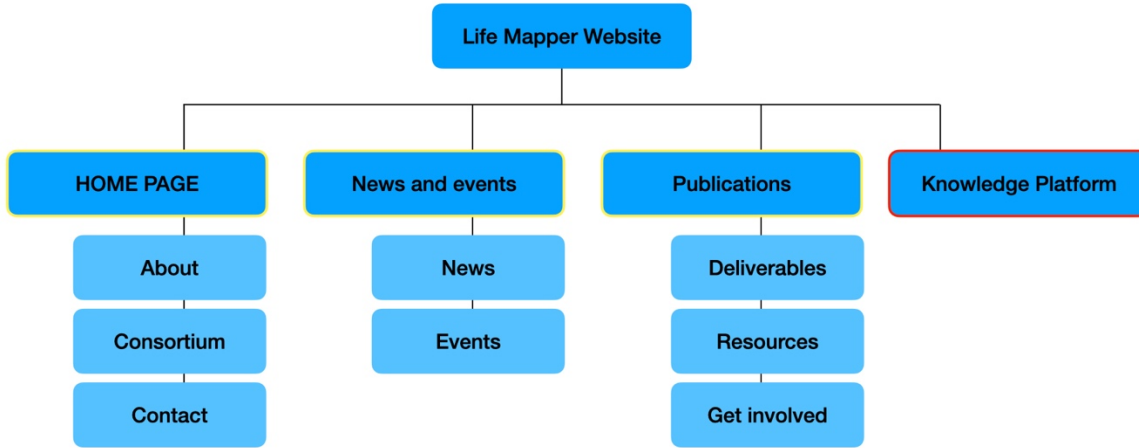


Figure 1 Life Mapper Website structure

Section	Description
Home	Project overview, latest news, direct link to Knowledge Platform, EU visibility elements.
About the Project	Detailed description of LIFE MAPPER’s background, objectives, alignment with EU policies (NRL, MSFD, etc.).
Consortium	Information on project partners, logos, links, key contacts.
Knowledge Platform (Core Hub)	Searchable repository of tools, guidelines, datasets, case studies, interactive Geoportal integration.
News & Events	Latest project updates, press releases, upcoming events, workshops.
Publications & Resources	Public deliverables, scientific papers, technical reports, visual materials (videos, infographics).
Get Involved	Opportunities for stakeholder engagement, feedback, registration for newsletters or events.
Contact	General contact details, Knowledge Platform technical support, press inquiries.

Table 4 Proposed website structure

## 4.2 Knowledge Platform Features

The Online Knowledge Platform serves as a dynamic and comprehensive repository for all project-generated knowledge. This platform is designed to make the project's findings accessible and usable by a broad audience, decision and policy makers, researchers, and the general public. The entry page and the user tutorials are shown in the next figure.

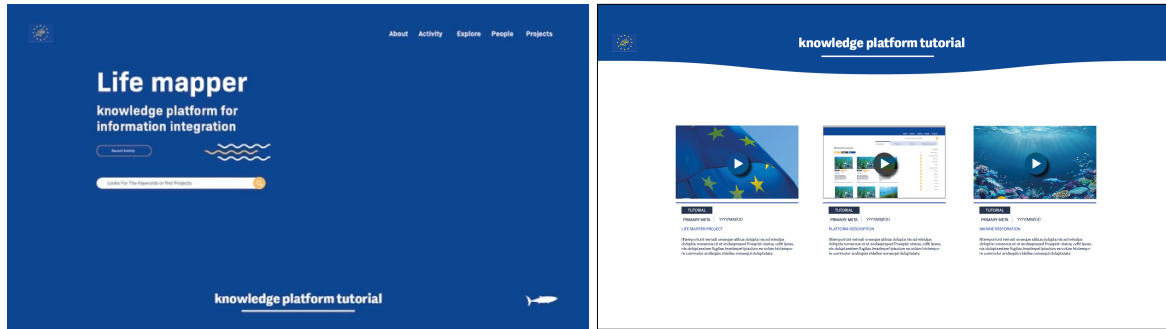


Figure 2 LIFE MAPPER Knowledge platform landing page and tutorials

### Knowledge platform overall functionalities include:

- Search and filter functions by habitat type, marine region, study area, or research theme.
- Downloadable resources including technical guidelines, cost estimation tools, condition assessment protocols, and restoration best practices.
- Regular updates with new content, interviews, case studies, and datasets.
- Accessible in English, with possible key sections in additional EU languages relevant to target regions.
- Fully compliant with EU web accessibility and visibility standards (compliance with Directive 2016/2102, EN 3101 549 standards, and WCAG 2.1–2.2 AA Guidelines).

All information will be shown in a clean and easily accessible manner and will be constituted by a database of articles, datasets, links to other portals and initiatives, interviews and project results constantly updated, all organized and browsable through different meanings including a system of tags. These tags will act as filters, allowing users to classify, search, and sort information based on specific criteria. Users will be able to filter content by a) field of research (e.g. habitat mapping, restoration, conservation); b) study area (e.g. Adriatic Sea, North Sea); c) national studies from institutes and universities countries; d) specific sea areas (e.g. coastal zones, deep-sea regions); e) habitat group (e.g., algae, coralligenous); f) International project outputs g) Existing bibliography.

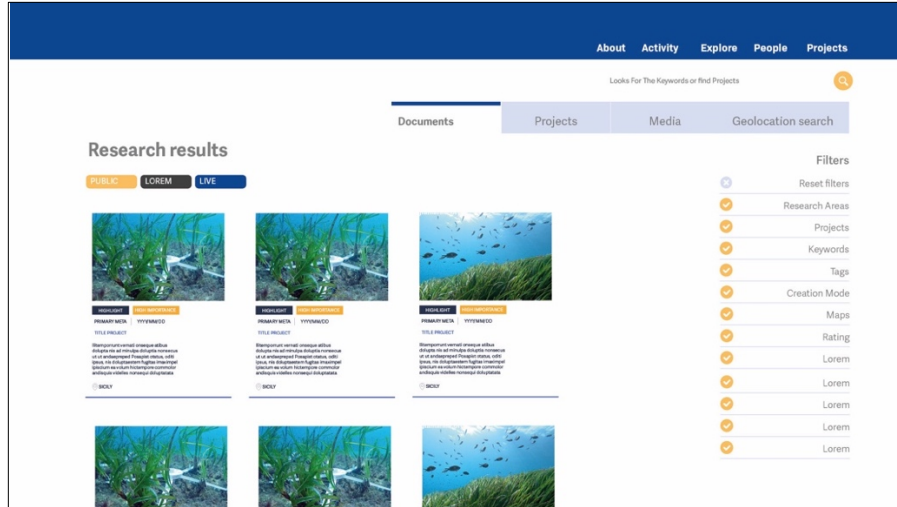


Figure 3 Knowledge Platform search example

This system will ensure that users can quickly locate the information most relevant to their needs. The platform will offer interactive features such as data visualization tools, downloadable resources, and an integrated system for user feedback. These features are designed to engage users actively, making the platform not just a static repository but a dynamic tool for learning and collaboration.

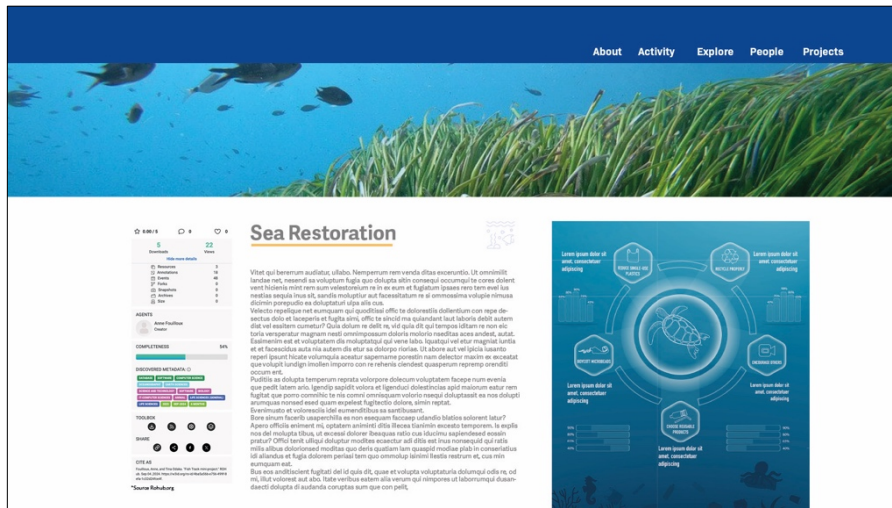


Figure 4 Knowledge Platform – browsing resources

### 4.3 Life MAPPER Manual

The Life Mapper Manual will bring together various fragmented data, methodologies, and best practices to offer a clearer picture of the distribution, condition, and extent of habitats and species listed in Annex II of the NRL. By doing so, it aims to fill in the gaps in our current knowledge, while also providing practical recommendations to guide future marine restoration efforts and investments. This resource will be available for download and will be shared with

relevant stakeholders in PDF format, ensuring that the insights it contains can be easily accessed and applied to all the targets.

#### 4.4 Management and Maintenance

The website and Knowledge Platform will be managed by the communication team in close collaboration with technical partners. Regular updates will be ensured at least monthly, with additional content published around major project milestones, events, or outputs. The content creation will prioritise both technical accuracy and accessibility for non-specialist audiences where appropriate. The website will remain active for a minimum of five years beyond project completion, in line with LIFE Programme obligations.

#### 4.5 Social Media Strategy

Social media will serve as a vital tool to increase the visibility of LIFE MAPPER, engage stakeholders, promote the Knowledge Platform, and support the broader conversation around marine habitat restoration and biodiversity protection at the EU level.

Objectives of the Social Media Strategy:

- a) To raise awareness of LIFE MAPPER’s objectives, progress, and results among technical and non-technical audiences.
- b) Promote the LIFE MAPPER Knowledge Platform and encourage its use by stakeholders and engage with EU institutions, related LIFE projects, marine research networks, and the public in real-time.
- c) Showcase the EU’s leadership role in marine restoration and the added value of the LIFE Programme and facilitate knowledge sharing, partnerships, and alignment with other EU marine initiatives.

Recommended Social Media Channels:

<b>Platform</b>	<b>Primary Target Groups</b>	<b>Rationale</b>
LinkedIn	Policymakers, scientific community, marine managers, industry	Best suited for technical content, professional engagement, promoting events and outputs.
Bluesky	EU institutions, NGOs, scientific community, media	Real-time updates, visibility in EU policy circles, use of hashtags and tagging to amplify messages.
YouTube/Vimeo	General public, educators, stakeholders	Hosting project videos, Knowledge Platform tutorials, and visual explainers.

Instagram	Broader public, NGOs, awareness campaigns	Informal updates, community-focused stories, visual content for wider audiences.
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Table 5 Recommended social media channels

**Content Types and Tone:**

Consistent use of approved project key messages (see Chapter 4) The visual content will be prioritised using infographics, short videos, photos, event highlights and supported with technical accuracy for professional audiences (LinkedIn, Twitter) and a clear, accessible language for broader public content (Facebook, YouTube). For every platform is mandatory the use of EU visibility elements, including proper hashtags and project identifiers. Suggested hashtags and Tagging Guidelines:

- Primary Hashtags: #LIFEMAPPER | #MarineRestoration | #EUMarineHabitats | #BiodiversityEU | #LIFEprogramme
- Recommended Accounts to Tag: @LIFEprogramme | @EUEnvironment | @EU\_Commission  
Project partners' official accounts

**Suggested Posting Frequency:**

Platform	Frequency
LinkedIn	4 posts per month (events, milestones, resources)
Bluesky	2 posts per week (real-time updates, EU tagging, events)
YouTube	As needed (Knowledge Platform demos, project videos)
Instagram	2 posts per week (general news, awareness content)

Table 6 Recommended social media posting frequency

**Community Engagement:**

Life MAPPER Social media platforms will follow and engage with other LIFE projects, EU institutions, marine NGOs, and research networks; Retweet, share, and interact with relevant external content to build project visibility. Live-tweet key events, workshops, and Knowledge Platform launches and encourage stakeholders to use project hashtags and share materials.

Management and Monitoring:

Social media content will be coordinated by the communication team in collaboration with partners. Supported by monthly monitoring of engagement rates, follower growth, and reach to adjust strategy as needed. Following a continuous alignment with LIFE Programme guidelines and EU visibility requirements.

### 4.6 Traditional Media Engagement

While digital tools are central to LIFE MAPPER's communication, engaging with traditional media—such as news outlets, specialist publications, and broadcast platforms—remains a key avenue to broaden visibility, increase public awareness, and ensure that project achievements reach influential audiences, including policymakers and the general public.

Objectives of Traditional Media Engagement:

To ensure LIFE MAPPER’s contributions to marine ecosystem restoration are visible beyond specialised networks supported by a secure positive media coverage to highlight the EU’s investment in biodiversity, climate resilience, and sustainable marine management. Every complex scientific outcome will be translated into accessible stories for public consumption. Making LIFE MAPPER an example of EU leadership in marine conservation and policy implementation (e.g., NRL, MSFD, EU Biodiversity Strategy).

Priority Media Channels:

<b>Media Type</b>	<b>Target Audience</b>	<b>Rationale</b>
Environmental and marine-focused outlets	Policymakers, scientific community, NGOs	Specialist platforms ensure accurate, in-depth coverage
National and regional media	General public, local stakeholders	Builds visibility within project countries and among coastal communities.
European news agencies	Broad public, EU institutions	Amplifies project messages across multiple EU countries
Scientific media (magazines, newsletters)	Research community, policymakers	Ensures accurate communication of technical milestones

Table 7 Traditional media channels list



## **Core Media Tools:**

Press Releases: Issued at key milestones such as:

- Project launch and major updates
- Knowledge Platform launch
- Release of significant deliverables (e.g., LIFE MAPPER Manual)
- Major stakeholder events

## **Media Kits: Ready-to-use materials for journalists, including:**

- Project factsheets
- Visuals (infographics, logos, project photos)
- Quotes from project coordinators or EU representatives
- Links to website and Knowledge Platform

## **Interviews and Expert Commentary: Proactively positioning LIFE MAPPER experts for:**

- Interviews with specialist and generalist media
- Commentary on EU biodiversity, marine restoration, or policy topics
- Contribution to relevant opinion pieces or thematic features

## **Event-Based Media Engagement:**

- Facilitate media attendance at high-visibility events (e.g., workshops, EU forums)
- Offer press briefings or tailored information sessions during project milestones

## **Media Relations Approach:**

A designated communication focal point will coordinate media inquiries and press activities. The press materials will be prepared in English, with translations to additional EU languages



where relevant for national media. All media outreach will follow the EU visibility guidelines, including proper recognition of EU funding and use of disclaimers. The partners will be encouraged to leverage their national and regional media contacts to extend project visibility across participating countries. Close coordination with the LIFE Programme communication team will be essential to explore amplification through EU institutional media channels.

**Monitoring and Follow-Up:**

To maintain a media coverage log tracking articles, interviews, and media mentions. Collect and analyse coverage to assess tone, reach, and effectiveness. All this information will be used to adjust messaging or strategies based on media response and emerging opportunities.

**4.7 Events, Conferences, and Stakeholder Workshops**

Active participation in events and the organisation of dedicated stakeholder workshops are fundamental to the LIFE MAPPER communication strategy. These activities support knowledge exchange, stakeholder engagement, and the uptake of project results, while reinforcing the EU’s leadership in marine ecosystem restoration.

**Objectives of Events and Workshops:**

To promote LIFE MAPPER's results, methodologies, and Knowledge Platform to key stakeholders and facilitate dialogue with policymakers, scientists, marine managers, and industry to ensure the relevance and usability of project outputs. Those events and workshops aim to strengthen the collaboration between related LIFE projects, EU marine initiatives, and international networks and increase visibility of EU investments in biodiversity protection, marine restoration, and the blue economy. A priority will be to collect feedback from stakeholders to refine project tools, guidelines, and restoration strategies.

Types of Events:

Event Type	Purpose
LIFE MAPPER Stakeholder Workshops	Present and co-develop project outputs.
Conferences and Scientific Forums	<ul style="list-style-type: none"> <li>• Disseminate technical results to the marine science and policy communities and foster research collaborations.</li> <li>• Raise LIFE MAPPER’s profile in European and international marine debates.</li> </ul>

	<ul style="list-style-type: none"> <li>• Showcase the project at LIFE events, EU Biodiversity forums, Green Deal activities, or European Maritime Day.</li> <li>• Align with other EU-funded initiatives.</li> </ul>
Knowledge Platform Demonstration Session	<ul style="list-style-type: none"> <li>• provide practical demonstrations of the platform.</li> <li>• Train stakeholders in its use for habitat mapping, condition assessment, or restoration planning</li> </ul>

Table 8 Suggested event types

**Planned LIFE MAPPER Events (Indicative):**

Knowledge Platform Launch Event – Public demonstration of platform functionalities, targeting policymakers and practitioners.

Final Event – Presenting project results, policy recommendations, and long-term sustainability plans.

**Participation in External Events:**

- LIFE MAPPER partners will identify and participate in relevant events, including:
- Conferences of scientific associations (e.g., ECSA-Estuarine and Coastal Sciences Association, add names)
- LIFE Programme events, including networking with other marine or biodiversity-focused LIFE projects (LIFE-MARENATURA, LIFE-PINNACARE, add names)
- Regional or national events aligned with marine restoration, spatial planning, or habitat conservation

**Event Promotion:**

Events will be promoted through the LIFE MAPPER website, Knowledge Platform, social media channels, partner networks, and, where appropriate, targeted media outreach. All events will comply with EU visibility rules, ensuring recognition of LIFE funding and EU logos. The registration processes will collect participant data in line with GDPR and facilitate stakeholder mapping for follow-up activities.

**Monitoring and Follow-Up:**



Lessons learned will inform adjustments to communication and stakeholder engagement activities. A list of attended meetings will be available at the end of the project.

## 4.8 Scientific Dissemination and Publications

Scientific dissemination is a core component of LIFE MAPPER's communication strategy, ensuring that project results, methodologies, and technical outputs contribute to the broader body of knowledge on marine habitat restoration, mapping, and conservation. The LIFE MAPPER Manual will serve as a key final deliverable of the project. Drawing on the collective expertise of project partners and building on their previous and ongoing work, it will provide a comprehensive overview of best practices, challenges, knowledge gaps, and the skills and tools needed for marine environment restoration, all of which were identified throughout the course of the project.

LIFE MAPPER will adopt a transparent, open-access approach to scientific communication, supporting the EU's commitment to open science and maximising the impact of publicly funded research. To this end, all public-facing materials (including text, graphics, and videos) will be released under a Creative Commons Attribution 4.0 International (CC BY 4.0) licence, with exceptions noted for third-party assets, in line with the European Commission's reuse policy. Moreover, the project will ensure that its data outputs are managed according to open and FAIR data principles, with full attention to geospatial interoperability requirements under the INSPIRE Directive.

## 5. Work Plan and Planned Activities

The success of LIFE MAPPER's communication and dissemination strategy depends on the ability to implement targeted, coordinated, and consistent actions throughout the project's lifetime. This chapter outlines how communication activities will unfold, who will be involved, and how the different tools will be activated at various stages of the project.

The communication and dissemination activities of LIFE MAPPER are not isolated; they are fully integrated with the technical development of the project, particularly with the launch and evolution of the LIFE MAPPER Knowledge Platform and the stakeholder engagement process described in the proposal. The approach is designed to be gradual, building visibility and momentum as the project progresses, and to ensure that different audiences are engaged at the right time, with the right tools.

### 5.1 Communication Activities by Project Phase

The activities will follow the natural timeline of the project and will be adapted to the specific context of each phase:

#### **Project Launch Phase**



During the initial months of the project, communication efforts will focus on visibility and awareness-building, ensuring that key stakeholders, the scientific community, and relevant EU institutions know about LIFE MAPPER's objectives and expected outcomes. In this light the Annexes of the current document include the list of stakeholders to be involved.

Key actions will include:

- The publication of the project website and the initial version of the LIFE MAPPER Knowledge Platform.
- Development and circulation of basic communication materials such as a project presentation, visual identity elements, and introductory brochures.
- The announcement of the project's start through social media and coordination with the LIFE Programme's communication channels.
- Identification and first contact with key stakeholders to be included in the networking database.

### **Development Phase**

As technical work progresses, the communication activities will accompany and support the main project milestones. Particular attention will be paid to making results accessible and understandable for non-specialist audiences.

During this phase, the consortium will:

- Regularly update the project website and Knowledge Platform with news, articles, and project developments.
- Share progress and key achievements via social media, using recommended hashtags and engaging with other LIFE projects.
- Participate in external events where appropriate and promote the project within relevant scientific, policy, and marine conservation communities.
- Produce short videos or other visual materials to explain project concepts and early results in an engaging way.
- Maintain regular contact with stakeholders, updating the networking database as new connections are established.

### **Closing Phase and Final Results**



The final stage of the project will focus on communicating the results achieved, ensuring wide visibility of the project's main deliverables, and promoting the use of the LIFE MAPPER Knowledge Platform and manual beyond the project's lifetime.

Key activities will include:

- Organising a final event or series of targeted presentations to share the project's conclusions.
- Producing the Report, summarising the project's outcomes in clear, accessible language.
- Publishing final versions of key documents, including guidelines for habitat mapping, restoration, and spatial prioritisation.
- Ensuring that the website and Knowledge Platform remain accessible and relevant after the project ends, as foreseen in the sustainability plan.
- A final synthesis of the Manual's outcomes will be produced, emphasizing medium-term research priorities alongside comprehensive guidelines that provide practical steps and methods for advancing habitat mapping, assessing habitat conditions, and restoring all marine habitats

## 5.2 Roles and Contributions

Communication is a shared responsibility across the LIFE MAPPER consortium. The lead for communication activities is integrated into the project coordination structure, but all partners are expected to contribute according to their expertise and their connections with relevant audiences.

- The project coordinator (CNR ISMAR) together with Space42 – WP responsible - will oversee the communication strategy and ensure compliance with LIFE Programme visibility requirements.
- All partners will contribute content for the website, social media, and other dissemination materials, and will promote the project within their networks.
- Partners with specific technical expertise will help Space42 translating scientific results into accessible formats for communication purposes.
- Stakeholders engaged in the project will also play an informal but important role in disseminating project messages and contributing to the visibility of LIFE MAPPER in their respective fields and networks.

The partners will work together to ensure that communication efforts are coherent, coordinated, and aligned with both project developments and external opportunities.

## 6. EU Requirements and LIFE – Compliance

This chapter outlines how LIFE MAPPER will comply with all European Union requirements regarding communication, dissemination, and visibility of EU funding, as stipulated in the LIFE Program Grant Agreement (Article 17) and complementary EC guidelines.

### 6.1 LIFE Program Communication Obligations

The LIFE MAPPER consortium acknowledges and will strictly adhere to the mandatory communication and visibility requirements, including:

#### 6.1.1 Visual Identity and EU Emblem

All communication, dissemination, and information materials (digital or printed) will display:

- The official LIFE logo.
- The EU flag accompanied by the funding statement:  
“Co-funded by the European Union.”



LIFE Programme

No other logo will replace or be positioned more prominently than the EU emblem.

Visual identity materials (logos, templates, presentations) will comply with official LIFE and EU guidelines, provided in digital formats to all partners. All durable goods, physical installations (e.g., notice boards, plaques), and project assets will visibly feature the required logos and statements.

#### 6.1.2 Data Protection and Privacy Compliance

All project communication channels (including websites, newsletters, and social media) will fully comply with the General Data Protection Regulation (GDPR, Arts. 13–14), ensuring transparent, accessible, and GDPR-compliant privacy notices for users.

The project will implement cookie consent mechanisms consistent with the ePrivacy Directive (Art. 5(3)) and EDPB guidance, guaranteeing:

- No pre-ticked boxes.



- Equal prominence of “accept” and “reject” options.
- Granular user control over cookie categories (e.g., functional, analytical, third-party).

Personal data will be processed lawfully, fairly, and securely, and only for clearly defined project-related purposes.

### 6.1.2 Disclaimer for Publications and Outputs

Any publication, study, audiovisual product, website, or other material funded under LIFE MAPPER will include the following disclaimer:

“Co-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. Neither the European Union nor the granting authority can be held responsible for them.”

This disclaimer will be translated into relevant languages for local audiences.

## 6.2 Coordination with LIFE Programme, and EC Services

The project will ensure proactive alignment and collaboration with LIFE Programme social media and digital channels, through:

- Tagging relevant accounts:

@LIFEprogramme (LinkedIn, Instagram)

- Using official hashtags:

#LIFEprogramme

#LIFEproject

Following recommended practices for maximizing EU visibility, including:

- Timely promotion of events (minimum two weeks in advance)
- Sharing project milestones on digital platforms
- Submitting visuals, materials, and links for LIFE Programme amplification

## 6.3 Visibility of EU Contribution in All Outputs

The consortium commits to ensuring EU visibility and acknowledgement across all project outputs, including:

Output Type	Visibility Actions
<b>Website and Knowledge Platform</b>	LIFE and EU logos in header/footer, funding statement, disclaimer on all pages.

<b>Social Media Posts</b>	EU tags, hashtags, links to LIFE channels, use of visuals displaying logos.
<b>Printed Materials (brochures, posters, roll-ups)</b>	EU emblem, funding statement, consistent visual identity aligned with LIFE branding.
<b>Public Events and Workshops</b>	Visual identity present in event materials, presentations, and physical spaces.
<b>Videos and Audiovisuals</b>	Opening/closing credits showing LIFE and EU logos, audible or readable funding mention.
<b>Publications and Reports</b>	Mandatory disclaimer and EU funding acknowledgment on cover pages or Acknowledgement sections (in journals).

Table 9 EU Visibility

## 7. Monitoring and Evaluation of Communication Activities

The LIFE MAPPER project will adopt a practical and flexible approach to monitoring the progress and effectiveness of its communication and dissemination activities. Given the specific nature of this project the consortium will rely on regular internal discussions driven by the indicators show in 2.3 Expected Communication Results and Indicators of Success, to ensure that the communication strategy remains relevant, active, and aligned with both the LIFE Programme requirements and the needs of our stakeholders.

One of the key mechanisms to keep the communication efforts on track will be periodic meetings among the partners, where communication and dissemination will be included as a standing agenda point. These meetings, which will take place at different stages of the project, provide a space to review what has been done so far, what has worked well, and what can be improved. During these sessions, the consortium will look at ongoing activities, such as the use of social media, updates to the LIFE MAPPER website and Knowledge Platform, engagement with stakeholders, and participation in events. The partners will share feedback, identify any gaps or challenges, and jointly agree on possible adjustments to the communication approach if needed.

Another simple but important tool will be the project’s stakeholder and networking database. This will be maintained and updated throughout the project, serving as a central resource to organise contact with relevant institutions, organisations, networks, and media representatives. This database is not just a technical list; it is a living tool to help the consortium stay connected with key players in marine mapping, conservation, and restoration, as well as with other LIFE projects and EU initiatives. Keeping this database active and up to date will ensure that LIFE MAPPER continues to reach its audiences effectively and makes the most of existing synergies.



Finally, an ongoing reflection on how the project is perceived externally, especially through its digital presence, will be part of the consortium's routine. Rather than relying on complex performance data, the partners will use common sense and shared experience to assess whether the website, the Knowledge Platform, social media channels, and other materials are serving their purpose. Based on these reflections, the consortium will decide on small improvements or additional actions to strengthen outreach and visibility.

Overall, the monitoring of communication and dissemination will be kept light, pragmatic, and collaborative, ensuring that the strategy evolves naturally along with the project itself, and that LIFE MAPPER meets its visibility obligations while remaining connected with its stakeholders and the wider public.

## 8. Sustainability and After-LIFE Dissemination

Ensuring that the knowledge, tools, and results generated by LIFE MAPPER continue to benefit stakeholders and the wider community beyond the duration of the project is a fundamental aspect of our communication and dissemination approach.

The most tangible legacy of LIFE MAPPER will be the Knowledge Platform, an online resource designed to remain accessible and useful well after the project's completion. The platform will be maintained for a period of at least five years beyond the project's end, ensuring that guidelines, methodologies, technical resources, and relevant datasets remain available to Member States, marine conservation experts, and all interested stakeholders.

In addition to the Knowledge Platform, the project's key documents — such as the LIFE MAPPER Manual, recommendations on habitat mapping, restoration best practices, and spatial prioritisation — will be made available in open-access formats through both the project website and other relevant European portals, ensuring wide and long-term accessibility.

Partners will also integrate LIFE MAPPER results into their institutional activities, ongoing scientific research, and collaboration networks, helping to transfer knowledge into practice at national and European levels.

The final project phase will place particular emphasis on ensuring that the tools and recommendations developed can be applied beyond LIFE MAPPER itself, supporting the implementation of EU policies such as the Nature Restoration Law, the Habitats Directive, and the Marine Strategy Framework Directive.

In short, LIFE MAPPER's communication strategy is not limited to the project's timeline. Through a combination of digital resources, stakeholder engagement, and integration with EU initiatives, the project's impact will extend well beyond its formal conclusion, contributing to improved marine conservation and restoration efforts across Europe.

## Annexes

### Annex A – Life Mapper Logo

During the first month of activity a selection of 18 logos was presented to partners. From those 18 examples two main visuals were chosen. They are represented in the next figure.



*Figure 5 Two options chosen for Life Mapper Logo*

As suggested by the picture the idea has been to unify those two – as they had many elements in common – to define Life Mapper final logo.



*Figure 6 Life Mapper Logo – Vertical version*



Figure 7 Life Mapper Logo - Horizontal version

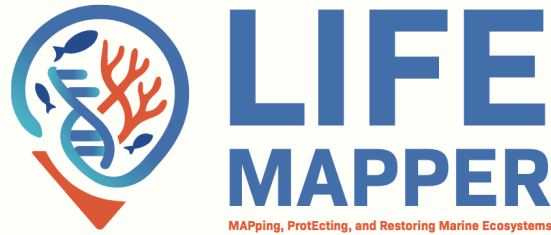


Figure 8 Life Mapper Logo - Compact Vertical version

## Annex B – Life Mapper Brand Identity



C=94 M=73 Y=3 K=0 1  
Esa #374E95  
RGB 55, 78, 149  
HSB 225, 63%, 58%  
CMYK 94, 73, 3, 0  
Tipo di inchiostro Processo



C=76 M=47 Y=0 K=0 1  
Esa #5879BA  
RGB 88, 121, 186  
HSB 220, 53%, 73%  
CMYK 76, 47, 0, 0  
Tipo di inchiostro Processo



C=64 M=0 Y=15 K=0 1  
Esa #7CBED5  
RGB 124, 190, 213  
HSB 196, 42%, 84%  
CMYK 64, 0, 15, 0  
Tipo di inchiostro Processo



C=0 M=79 Y=85 K=0 1  
Esa #CC5232  
RGB 204, 82, 50  
HSB 12, 75%, 80%  
CMYK 0, 79, 85, 0  
Tipo di inchiostro Processo





### Font - paring

# Aa

**Biosans**

Font del Logo

**Bold** abcdefghijklmnopqrstuvwxyzæøå !@#&()%?\*  
ABCDEF GHIJKLMNOPQRSTUVWXYZÆØÅ  
1234567890

# Aa

Source Sans

Open Source e scaricabile da Google Fonts:  
<https://fonts.google.com/specimen/Source+Sans+3>

Utilizzato per tutte le comunicazioni

**Light** abcdefghijklmnopqrstuvwxyzæøå !@#&()%?\*  
ABCDEF GHIJKLMNOPQRSTUVWXYZÆØÅ 1234567890

**Regular** abcdefghijklmnopqrstuvwxyzæøå !@#&()%?\*  
ABCDEF GHIJKLMNOPQRSTUVWXYZÆØÅ 1234567890

**Italic** abcdefghijklmnopqrstuvwxyzæøå !@#&()%?\*  
ABCDEF GHIJKLMNOPQRSTUVWXYZÆØÅ 1234567890

## Annex C – Stakeholders Networking List

N°	Stakeholder	Description	Contact

## Annex D – Thematic events list

N°	Event	Description	Contacts	Date