



**ALGAE – ECONOMY BASED ECOLOGICAL SERVICE OF AQUATIC ECOSYSTEMS**  
**AlgaeService for LIFE, Project No. LIFE17 ENV/LT/000407**

**The project** is funded by EU LIFE programme, Ministry of Environment of the Republic of Lithuania, National Fund for Environmental Protection and Water Management (Poland), and project partners.

**COMMUNICATION PLAN**

<b>Action. Activity</b>	<b>What</b>	<b>How</b>	<b>Where</b>	<b>When</b>	<b>Who</b>
<b>D1. Project website and social networks (Facebook, ResearchGate, YouTube)</b>	Website <i>AlgaeService for LIFE</i> . All material related with project activities (field works, implementation actions, photos, video, etc.) links to Facebook and project ResearchGate profile as well as YouTube channel will be presented. Project outputs such as Layman’s report, press releases, scientific articles, After-LIFE Plan will be uploaded and will be available online. QR (Quick Response) code will be generated and linked with the project website, and available in project implementation areas. It is aimed to register algae blooms	Webpage will contain information in three languages (LT, PL, EN) and will serve as the main tool for the informing of the general public and stakeholders about project aims, activities and results. Also LIFE logo, objectives, actions, progress, expected results, beneficiary, co-financiers will be provided. External service will be acquired in order to create and technically maintain the website (software, design, programming, etc.).	Placed at NRC web server and maintained during the entire project's lifetime and 5 years after the end.	<i>AlgaeService for LIFE</i> website will be online at latest 6 months after the starting date following the LIFE general conditions <a href="http://www.algae.gamtostyrimai.lt">http://www.algae.gamtostyrimai.lt</a>	NHF, with contribution of NRC and other project partners

	in LT and PL with the help of society. Data will be used for creation of hot-spot database of blooming freshwaters.				
<b>D1. Training-demonstration seminars</b>	Outcomes of Training seminars are expected to engage policy makers from other policy sectors to widen the impacts of the project at the regional scale. Four training seminars at the regional scale in LT and PL for representatives of governmental institutions, municipalities' authorities, administrations of protected areas and other relevant stakeholders will be organised. Each event will gather up to 30 participants.	Seminar will include demonstration of harvesting prototypes operation, lectures related with project objectives, environmental problems targeted and <i>in situ</i> monitoring of algae agglomerations by distant methods. Summary with recommendations derived from the project activities will be prepared and used as a means of communication towards national and EU policy makers. Such summary considering an EU perspective with the aim to communicate and present project idea, results and outcomes will be distributed by direct communication and through different social networks, conferences.	One day training-demonstration in vicinities of River Šventoji (LT), Lakes Tynieckie Circle (PL), Oporzyńskie (PL); 2 days – in the Curonian Lagoon (LT) will be arranged.	River Šventoji (LT) – September-October, 2020;  Oporzyńskie (PL) – May-June, 2022;  Lakes Tynieckie Circle (PL) – August-September, 2022;  Curonian Lagoon (LT) – August-September, 2022.	NHF, BE, NRC  AMU  INC  NHF, BE, NRC
<b>D1. Lecture-workshop with businessmen</b>	One seminar-workshop for other policy areas stakeholders, mostly practitioners and businessmen will be organized (up to 30 participants). Project results related with potential applications of algae biomass for bioproducts will be presented and discussed with stakeholders.	It is expected to raise business people interest to produce new ecological products that will have a socio-economic effect due to increased workplaces, provided natural health products for further steps after project implementation. Commercialisation of the bioproducts from algal biomass gives additional value	Seminar-workshop will be organized in Vilnius, LT (up to 30 participants).	April-June, 2023	NRC, BE, SPILA, NHF

		which is important for further steps after project implementation.			
<b>D1. Leaflets</b>	Background information about the project (environmental problem, objective, methodology, description and partnership) will be provided in the leaflet.	300 copies of the leaflet in LT and 600 copies of the leaflet in PL will be published and distributed between beneficiaries (institutional authorities, representatives of business, members of communities). The leaflets that have to be distributed will be preferably printed on recycled or ecologically produced paper.	Will be placed on the project website, Facebook, distributed during the project events, sent via e-mail.	October-December, 2019	LT- NHF with contribution of other LT partners; PL- INC, AMU.
<b>D1. Brochure</b>	Preliminary results of the project after Mid-term report will be published in the brochure.	500 hard copies of brochure will be preferably printed on recycled or ecologically produced paper.	Brochure will be printed and distributed for relevant stakeholders during different project events as well as further spread in electronic format, making it available from the web-site to beneficiaries and general public.	April-June, 2021	LT- NHF with contribution of other LT partners; PL- INC, AMU.
<b>D1. Video clip</b>	Video clip including demonstration of information on the prototypes for harvesting cyanobacteria and macroalgae operation, distant methods for determination of agglomerations and the application of harvested biomass will be produced.	The video clip will be produced in MPEG-4 format to facilitate internet viewing and will last about 10 minutes.	It will be disseminated in online means and during events to wide audience as well as it will be available at project website to all visitors.	September, 2021	LT- NHF with contribution of other LT partners; PL- INC, AMU.
<b>D1. Attribute material</b>	Attribute material (stickers, flags, folders, pens, etc.) and	Attribute material and handouts will be purchased by	Attribute materials will be used during	October-December, 2019	NHF, INC, AMU

	handouts of the project will be produced for different project events.	public procurement procedures.	different project events (e.g. demonstration seminars, seminars for stakeholders and businessmen, final conference).		
<b>D2. Scientific conferences</b>	Prototypes which will be constructed, tested and demonstrated in the project, new methodology of distant methods for water blooms estimation prepared, harvested biomass application assessed and the other results will be introduced during international events, conferences for the potential end-users with the purpose of new instruments application in other blooming water bodies.	This may promote collaboration for finding other technical solutions for the transfer of prototypes or complex technology for other applications (e.g. to use prototypes not only to harvest scums, but also to apply peroxide treating in harmful blooms experiencing small water ecosystems, etc.).	Participation at least 10 national and International conferences (5 for LT and 5 for PL partners) for transfer information of project results to broader research audience is planned.	During all the project	NRC, BE, INC, AMU
<b>D2. Research papers</b>	At least 5 publications in international scientific journals are planned to be prepared for the dissemination of the project results and promote scientific interest of the technology developed and its replication in other EU countries and worldwide.	Applied phycological research that provides technical details, calculation of technology efficiency, and practical suggestions are of higher interest and request to compare with the pure science.	Journals from Clarivate Analytics Web of Science list, Q1-Q3 quartile (Algal Research, Journal of Applied Phycology, Water Research, etc.)	During all the project starting from November, 2019	NRC, BE, INC, AMU
<b>D1. Popular papers</b>	Four popular papers in LT and PL are planned for dissemination of project results.	Explanation on project related environmental problems, their mitigation, proposed solutions and project results, outcomes.	Regional and/or national newspapers	January-June, 2019 and January-June, 2021	LT-NRC; PL-INC, AMU.
<b>D1. Interview in media</b>	At least 2 radio or TV presentations in LT and PL are planned for dissemination of project results. Additionally press releases and	Action seeks to raise social awareness on ecological problems, health issues related with the algal blooms and to show new means, approaches	National radio and regional or/and national TV channels.	During all the project starting from April, 2020.	LT-NRC; PL-INC, AMU.

	other announcements will be prepared and distributed to the general media with information of interest to reach a wide audience.	to problem solution for the broad scientific audience, especially decision makers and businessmen, also general public.			
<b>D1. Notice Boards</b>	Notice boards include short project description for visitors explaining importance of algae harvesting in particular water bodies, QR code, link to the project website.	Five notice boards with LIFE logos will be erected in strategic places accessible to the public close to places where the activities of B1.2 sub-action will be performed.	Strategic places: LT- Šventoji River, Curonian Lagoon, Simnas Lake; PL- Lake Oporzyńskie (Wielkopolska), Lake Tynieckie Circle, Małopolska).	Installation from October of year 2019 till September 2020	LT- NHF with contribution of other LT partners; PL- INC, AMU.
<b>D1. Layman's report</b>	The Layman's report will include the summary of project scope, description of techniques, methods used, results achieved, and the impact of the project on national & European level.	The <i>Layman's report</i> will be prepared by the project team, published in 3 languages (LT, PL, EN) before the final conference.	It will be available in digital form on the website, distributed by email, placed on official website of LIFE-Environment programme, etc. Published hard-copies (in colour, printed on recycled paper) will be distributed to stakeholders.	May of year 2023	NHF
<b>E1. Final conference</b>	One day <i>Final project conference</i> will host 60-70 representatives of state, commercial institutions, scientists, nature conservationists, NGO's and other stakeholders who will take part in the implementation of the project.	Project partners will share main results and achievements, gained experience and exchange knowledge. The events' hosting and catering services will be outsourced. All project outputs in USB's will be distributed for participants.	Vilnius, LT	July of year 2023	NHF
<b>D1. Networking</b>	Aiming to reach an effective communication and experience exchange with other LIFE and	Networking strategy will include exchange of information and experience of	Potential LIFE and non-LIFE projects for networking:	During all the project starting from July of year	NRC, NHF

	<p>non-LIFE projects, the project team will direct its main networking efforts to share and get the advice from other projects, including their experience and how they integrate best practice, or at least take them into consideration during project implementation. Communication will help better understand possible constraints, overcome later drawbacks and maximize the probability of achieving overall project targets. In addition, project results will be provided for at least 20 selected institutions/organisations which are working in relevant field in other EU countries transferring all the information electronically during and after the project. This will contribute to transferability and replication of project results on EU level.</p>	<p>integrated efficient management of nutrients and algal nuisance blooms at the catchment scale by harvesting of cyanobacteria scums and macroalgae mats in different types of water bodies. During networking activities the efficiency of the prototypes-harvesters for mitigation of excess algal biomass, as the source of phosphorus, nitrogen and hazardous cyanotoxins, in the ecosystems to ensure their applicability and transferability to a high variety of EU aquatic ecosystems will be demonstrated. The active exchange of information is planned between other European projects which work in the field of water ecosystems restoration &amp; management or deal with algae bioproducts &amp; biomass applications. The project will establish links, for example, with state and private employees, staff from nature conservation and scientific institutions, farmers.</p>	<p>NutriBiomass4LIFE, Life EcoSens Aquamonitrix, COST EuAlgae, EOMORES (Horizon 2020), COASTAL BIOGAS, (Interreg South Baltic program). Representatives of those projects and COST Cyanocost, Submariner will be invited to the Final conference.</p>	<p>2019</p>	
<p><b>E1. Internal meetings of the Project Management group</b></p>	<p>Meeting of the project partners organised every 3 month.</p>	<p>Project partners will update the main results and achievements over the reporting period, raise the troubles that occur and vote for the decisions/solutions. Outputs of</p>	<p>Nature Research Centre – LT Partners, on-line video conference with PL Partners.</p>	<p>Defined dates (may be adjusted by necessity): end of February; end of May; end of August; end of</p>	<p>NRC</p>

		meetings will be protocols prepared by NRC and uploaded to project Dropbox.		November.	
<b>E1. Reports</b>	Technical and financial reports provided for 3 month period.	Each Partner sends the technical and financial Progress reports to coordinator every 3 month. NRC will summarise the reports, technical part with the general information will be uploaded to the Dropbox.	Nature Research Centre	A week before Progress meeting (every 3 months).	All partners
<b>E1. Meetings of the Steering Committee (SC)</b>	Meeting of the SC will be organised once a year. The report on the project activities and achieved results will be sent to SC members two weeks before the meeting.	Project Management group/ Project coordinators will share main results and achievements of the project and discuss with the SC members possible improvement and replication and transfer possibilities of the project results Outputs of SC meetings will be protocols prepared by NRC and uploaded to project Dropbox.	Nature Research Centre	Dates and frequency of the meetings will be defined during first SC meeting.	NRC
<b>E1. Communication with NEEMO and EASME experts</b>	1. Attendance in two LIFE informational meetings organised by EASME; 2. Providing project implementation information for advisor from NEEMO; 3. Providing 3 Progress, Mid-term and Final reports; 4. Communication for clarification of questions related with LIFE policy and project implementation.	Attendance in LIFE informational meetings of EASME for acquiring important information, discussion of uncertainties and questions and networking. Each year or under the request NRC will provide information for NEEMO advisor, adjust and discuss all questions raised before sending them to EASME experts. Project implementation results (technical and financial) will be summarised in Progress,	EASME meetings in Brussels;  Reports provided via electronic LIFE system;	At the beginning (November, 2018) and in the middle of the project (to be defined by EASME);  Progress reports: 12/2019, 12/2021, 12/2022;	NRC  All partners  NRC

		<p>Mid-term and Final reports in the form as suggested in LIFE template. The reports will be approved by all Partners. Auditing will be performed before Mid-term and Final reports.</p> <p>Special questions, changes of the project implementation will be adjusted with NEEMO and EASME.</p>	<p>Rest of information will be exchanged via mailing.</p>	<p>Mid-term report 12/2020; Final report 10/2023;</p> <p>As appropriate.</p>	<p>NRC</p>
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