D5.2 Dissemination and Communication midterm summary report

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1. EXECUTIVE SUMMARY

This deliverable provides a comprehensive overview of the dissemination, communication, and exploitation activities undertaken during the first half of the project. It details the strategies and actions implemented to raise awareness, engage stakeholders, and maximise the impact of project outcomes. Through various channels and initiatives, these activities have aimed to ensure broad visibility, facilitate knowledge transfer, and pave the way for future exploitation opportunities. In summary, this report presents the progress made, highlighting key achievements and lessons learned to guide subsequent efforts in the project's second half. Also, it examines if the set of dissemination Key Performance Indicators (KPIs) are attained for the first half of the project. Furthermore, the stakeholders' categories to be involved in the Mediterranean Sustainable Shipping Observatory (MSSO) have been reviewed and presented accordingly. These range from academia and research, the shipping industry and the regulatory enforcement sectors. A variety of dissemination methods are then outlined, from the creation of a website and social media accounts to scientific publications and conferences. KPIs are used to measure dissemination efforts, with activities planned month-by-month, including website updates, conferences, workshops, and publications. All activities ensure compliance with EU EMFAF funding visibility, while safeguarding any information tied to patenting or commercialisation. This document also details how to measure dissemination effectiveness by monitoring KPIs and quantifying audience engagement. Finally, the dissemination work plan is outlined, detailing upcoming activities through to the project's conclusion.

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2. INTRODUCTION

This document serves as Deliverable D5.2, titled "Dissemination and Communication Midterm Summary Report," under Work Package 5 (WP5). It comprehensively outlines the dissemination, communication, and exploitation activities carried out during the first half of the GreenMED project. Key stakeholders have been identified, and effective strategies for disseminating project results to relevant audiences have been developed. Coordination among project partners ensures that the KPIs outlined in the D5.1 “Dissemination and Communication Plan and Terms of Reference for the Advisory Board” are met.

To further enhance user engagement and influence on project developments, an Advisory Board (AB) was established early in the project. The AB plays a crucial role in fostering collaboration with stakeholders, as well as in reviewing, evaluating, and monitoring project outcomes, including deliverables and dissemination activities. Members who have already joined GreenMED’s AB will be mentioned in the relevant report, as well as future updates.

The goal of GreenMED’s Dissemination and Communication Plan is to maximise the reach and impact of the project’s activities and results and to build a robust network of stakeholders from industry, academia, and the broader community, ensuring widespread awareness and engagement. Through targeted communication efforts, the aim is to foster collaboration, share knowledge, and drive the adoption of sustainable practices within the maritime sector, contributing to global decarbonisation goals.

This document details the Dissemination and Communication milestones achieved during the first half of the project and also lists activities and channels that will be employed in the remaining period of GreenMED to reach and resonate with the target audience.

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3. BACKGROUND

Efforts to reduce emissions from ports and ships have become increasingly critical as the world intensifies its fight against climate change and air pollution. Maritime transport, which handles 80-90% of international trade, is responsible for approximately 3% of global annual greenhouse gas (GHG) emissions due to its heavy reliance on fossil fuels. Without significant intervention, these emissions are projected to increase substantially [1].

Over the past three decades, the European Union (EU) has been actively exploring decarbonisation options and rigorously implemented rules, aimed at reducing emissions from ships and port activities, including GHG, sulphur, and particulate matter emissions, to protect both the environment and human health. The EU now plays a leading role in global shipping decarbonisation, driven by ambitious targets to achieve climate neutrality by 2050. As an intermediate step, the EU has committed to cutting emissions by at least 55% compared with 1990 by 2030, [2], supported by the 'Fit for 55' package, which aligns current climate, energy, and transport-related legislation with these targets. This package includes significant measures like the inclusion of maritime transport in the EU Emission Trading System (ETS), the FuelEU Maritime Initiative, and the Energy Taxation Directive, which aim to gradually address the challenges of shipping decarbonisation.

As part of this broader decarbonisation effort, the maritime sector has entered a critical energy transition period, balancing various technological and sustainability challenges. For example, Maersk has developed a roadmap to achieve net-zero GHG emissions across its entire supply chain by 2040, a full decade ahead of the global 2050 target [3]. This transition necessitates the integration of innovative solutions within the ship and port environments, characterized by varying levels of technological readiness and sustainability.

GreenMED is a regional project focused on supporting green shipping in the Mediterranean Sea by promoting scenario-based decarbonisation pathways. It aims to contribute to the EU's emission reduction targets by integrating innovative technologies aligned with economic, social, and environmental criteria. The project will assess regional ship energy demands, fuel supply chains on both shores and emerging green shipping technologies, leading to the creation of the Mediterranean Sustainable Shipping Observatory (MSSO). The MSSO will serve as a decarbonisation hub, fostering stakeholder collaboration and knowledge sharing. GreenMED will build on existing studies, mapping energy consumption and fuel supply chains, and developing a comprehensive roadmap for decarbonising the region. GreenMED will contribute by (i) fostering collaboration among stakeholders through the MSSO, (ii) enhancing knowledge capacity to meet EU and international decarbonisation targets, (iii) supporting business and investment with forecasting and recommendations, including user-specific cases, and (iv) offering policy recommendations to help advance zero-emission waterborne transport.

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4. DISSEMINATION STRATEGY

According to EU guidelines, dissemination is defined as "a planned process of providing information on the results of programmes and initiatives to key actors." For GreenMED, this means that outcomes at any stage of the project must be strategically disseminated to relevant entities to continuously raise awareness of the consortium's latest developments. A well-defined dissemination strategy is crucial for enhancing the project's success, ensuring that results are not only communicated effectively but also fully exploited.

Beyond raising awareness about the project's outcomes, the consortium will contribute to developing a roadmap for the decarbonisation of the Mediterranean region. By sharing the project's results widely, the partners aim to trigger new research areas, extend the project's goals, and potentially forge new partnerships. The GreenMED results will be disseminated to identified stakeholders, ensuring that end-users can readily adopt them, and that future policies and practices are shaped in line with the findings.

By aligning the dissemination efforts carried out during the project with the D&C strategic plan, we aim to maximise the impact of our work, fostering collaboration, innovation, and sustainable practices across the Mediterranean and beyond.

4.1 Role of consortium

GreenMED aims to establish the MSSO as a decarbonisation hub, promoting green shipping in the Mediterranean Sea while building a strong network and knowledge base. Achieving this goal requires a multidisciplinary team with diverse expertise. The GreenMED consortium, comprising five organisations from three EU countries and one North African country, is well-equipped to meet the project's objectives. The consortium includes two educational/training organisations (National Technical University of Athens (NTUA), Arab Academy for Science, Technology & Maritime Transport (AASTMT)), a centre of excellence in marine and maritime research, technology and development (Cyprus Marine and Maritime Institute (CMMI)), one technology organisation (Marine Traffic (MT)), and one port operator (Fundación Valencia port (VPF)).

In the context of GreenMED, CMMI will lead Work Package 5 (WP5), focusing on the dissemination and communication strategy to maximise outreach and effectively grow the MSSO stakeholder network across relevant sectors (T4.1). This effort will be supported by NTUA, the project coordinator. MT will focus on the requirements, specifications and processing of data for supporting the establishment of the MSSO knowledge base (T2.1 and T2.3) and the scenarios that will be the base for developing the supply and demand projections (T3.3). VPF will lead the development of the MSSO interactive tool (T4.3), while AASTMT will conduct the scenario-based assessment regarding future potentials (T3.4), and provide policy and industry recommendations, and best practices (T4.4). It can be easily perceived that the multidisciplinary expertise of the involved partners, their versatile background in the context of the project along with the technical equipment and the facilities that will be used during the implementation of the project, ensure the success of the program.

It is important that any research conducted has followed sound methodologies and respected ethical guidelines. Moreover, any material to be disseminated will be well-reviewed by the consortium before launching a dissemination effort, according to the guidelines set in Section 4.7 'Protecting Intellectual Property'.

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4.2 Stakeholders involved in the GreenMED project

The MSSO network will be built on a foundation that includes Advisory Board (AB) members, core partners, and a wider network of stakeholders. It will unite a diverse range of participants from the industrial and academic sectors within the maritime ecosystem, as well as maritime enthusiasts. As a decarbonisation hub, the MSSO aims to foster cooperation among these stakeholders, encouraging them to actively participate in the AB or as MSSO members, engage in project events and workshops, and promote the MSSO within their respective networks.

The AB so far consists of the stakeholders presented in the following table:

Table 1. AB members included in the MSSO

Leonardo Manzari (IT), representing WestMED
Apostolos Georgiadis (GR), representing Angelicoussis Group
Manuel Rodriguez (FR), representing MEDports Association
Beatriz Nieto Calderon (SP), representing Centro Hidrogeno (CNH2)
Lisa Simon De Grunt (SP), representing World Ocean Council & GREEN MARINE MED*
Martin Bergström (DE), representing the German Aerospace Center (DLR)
Chara Georgopoulou (GR), representing DNV Greece

*GREEN MARINE MED is another EMFAF project funded under the same call with the GreenMED project, focusing on shipping decarbonisation in the Mediterranean Sea basin as well; the inclusion of a representative from GREEN MARINE MED ensures cooperation and strengthens the efforts towards shipping decarbonisation in the region.

Based on the needs of the GreenMED project, it was decided to encourage the involvement of the academia and research institutes, in order to strengthen the research and innovation aspects of the project, while the inclusion of industry representatives, such as shipyards, shipping companies and technology providers, will serve for the application purposes. Likewise, the involvement of international organisations and regulatory bodies, such as ministries and ports, and classification societies, will improve the policy framework based on the project's findings.

The targeted expertise of the stakeholders is within the shipping ecosystem. These stakeholders are also located in the following Mediterranean countries: Greece, Cyprus, Spain, Egypt, Italy, Croatia, Malta, Tunisia, and Turkey. Table 2 highlights the contribution of the potential stakeholders to the project. It is noted that Table 2 has been updated from D5.1.

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Table 2. Stakeholder categories and their role in the project.

Private and Public Sector Categories	Role in the project
Academia, Researchers and Scientists	• Publish in journals and conferences to promote MSSO. • Enhance knowledge transfer between academia and industry. • Deepen understanding of environmental impacts and technological advancements. • Utilize MSSO for education and training programs in sustainable maritime practices. • Foster expertise and accelerate the adoption of green technologies. • Promote industry-wide sustainability initiatives.
Shipbuilding, Maintenance and Repairs Shipowner and/or Ship Management Fuel Industry	• Drive practical advancements in emissions reduction and sustainable practices. • Identify gaps and limitations in proposed decarbonisation solutions. • Significant for compliance and operational purposes due to direct involvement in shipbuilding, maintenance, and fuel supply.
Engineering and Technology Services	• Advise on vessel design and retrofits to meet environmental standards and optimise performance. • Provide data-driven insights on hybrid propulsion, energy-efficient designs, and alternative fuels. • Enhance MSSO efforts with expertise in digitalisation, system automation, and data science. • Drive innovation and practical solutions for cleaner, more sustainable maritime practices.
Port Operators	• Manage infrastructure supporting green fuel supply chains and shore power. • Use the tool to implement efficient logistics and operational strategies to reduce emissions.
Port Authorities	• Enforce national and international regulations at the local level for ports and shipping. • Provide strategic guidance and policy support to align MSSO with EU environmental goals. • Shape a sustainable maritime industry framework through regulatory oversight and MSSO's vision.
Ministries	• Provide strategic direction for maritime green research and development. • Develop robust policy frameworks to support sustainable practices. • Offer financial support to advance green maritime research and innovations.
Trade Associations	• Act as intermediaries between industry, regulatory bodies, and stakeholders. • Establish industry standards, promote best practices, and facilitate the adoption of sustainable technologies. • Advocate for policy changes supporting decarbonisation and mobilise industry-wide emission reduction initiatives.
Classification Societies	• Facilitate the adoption of innovative technologies and sustainable solutions in the maritime industry. • Collaborate with stakeholders to develop guidelines and frameworks supporting MSSO.

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	• Provide technical expertise and regulatory oversight to standardise and guide decarbonisation efforts.
Non-Governmental Organisations (NGOs)	• Disseminate and promote the MSSO and its features to networks and the public through their initiatives. • Participate in the MSSO's online forum to impact global maritime policy and promote accountability. • Accelerate the transition to cleaner and more sustainable maritime practices through proactive engagement.
Regulatory Bodies	• Have the strongest influence on the international and European shipping communities. • Critical for the successful launch of the MSSO. • Ensure compliance with environmental standards and shape the MSSO's framework through influence and industrial collaborations.
Media and journalists	• Share updates on environmental issues, technological advancements, and policies related to MSSO decarbonisation. • Inform the public, industry professionals, and policymakers about green shipping developments and best practices. • Investigative reporting highlights MSSO updates, exposes environmental concerns, and underscores the need for decarbonisation. • Promote transparency, accountability, and support for regulatory measures and sustainable technology investments. • Foster dialogue and collaboration by offering a platform for diverse views on maritime decarbonisation.
General public	• Raise awareness about the environmental impacts of shipping and advocate for sustainable practices. • Individuals can drive demand for green shipping by educating themselves and others, supporting eco-friendly policies, and choosing products with sustainable methods. • Public participation in community initiatives, like coastal clean-ups and educational programs, can support maritime decarbonisation efforts. • Supporting NGOs and environmental groups through volunteering and donations can amplify decarbonisation efforts in the Mediterranean. • Collective public actions and advocacy can influence industry and policymakers, promoting MSSO objectives.

The stakeholder category of Academia, Researchers and Scientists includes fields of Naval Architecture and/or Marine Engineering, Maritime Academies, Marine and/or Maritime Sciences, Offshore and/or Ocean Technologies, Mechanical Engineering, Electrical Engineering, Shipping Economics and Administration, Chemical Engineering, and Data Science.

As a central hub for decarbonisation efforts, the MSSO will foster collaboration among the stakeholders, encouraging active participation in its initiatives. Stakeholders will be invited to contribute as members of the MSSO or its Advisory Board, engage in project events and workshops, and actively promote the MSSO within their respective networks, amplifying its impact and reach.

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4.3 Dissemination and Communication means

The project can be disseminated in a variety of ways. With its multidisciplinary and multinational composition, the team can leverage its extensive network and diverse daily engagements to effectively disseminate public details of the project. This can be done through participation in national and regional events, which naturally attract large and varied audiences, thereby maximising the project's visibility and impact.

Typical events in which members of the team can publicise the project include conferences, journal publications, workshops, social events with booths, banners and flyers, press releases, social media (e.g. LinkedIn, YouTube) and web.

The dissemination activities will employ a variety of communication formats, including presentations at events and scientific publications to share the project's activities and outcomes. CMMI will maintain an updated list of relevant events—such as workshops, conferences, and trade fairs in technology sectors—where key project results will be presented through oral or poster presentations. Additionally, targeted social media campaigns will be launched to raise awareness and gather feedback from stakeholders.

4.3.1 Templates

Deliverables, Minutes of Meetings, Meeting Agenda and Presentation templates have been created and shared with all partners to have a common identity and ensure consistency amongst partners when creating public reports/presentations etc. These templates can be found and used by partners in the common Microsoft Teams repository of NTUA (Project Coordinator).

4.3.2 Acknowledgement

The GreenMED logo, along with the funding acknowledgement, must be prominently featured in all dissemination materials, including the website, social media pages, banners, flyers, and any other documents or videos. The EU flag emblem should also be displayed. In scientific articles for conferences and journals, it is crucial to acknowledge the project's funding from the European Maritime, Fisheries and Aquaculture Fund (EMFAF) with the statement: “The project has received funding from the European Maritime, Fisheries and Aquaculture Fund (EMFAF) under grant agreement No. 101124925.”

4.3.3 GreenMED visual identity

CMMI has designed the GreenMED logo to be used in all presentations/reports/flyers and any other material that is addressed to the public and stakeholders. The logo and its various visual identities are as follows:

Figure 1. Project logo to be used in presentations/cover pages/reports/position papers. Height: 5.06 cm X Width: 5.56 cm

For adding the logo on headers and footers, the logo should be resized as follows:

Figure 2. Project logo to be used in headers/footers of reports/presentations. Height: 2.28 cm X Width: 2.5 cm

Other variations may include in greyscale:

Figure 3. Project logo in grayscale to be used in presentations/cover pages/reports/position papers. Height: 5.06 cm X Width: 5.56 cm

4.3.4 GreenMED Webpage

The project webpage is hosted on CMMI's website (https://www.cmmi.blue/GreenMED/). CMMI will ensure that sensitive data, i.e., personal data, uploaded for open dissemination, is either anonymised to an appropriate degree or fully consent-cleared as discussed in the Data Management Plan. A well-designed webpage is crucial for dissemination, as it not only provides a platform to showcase the project's progress and results but also facilitates broader outreach to stakeholders and the public.

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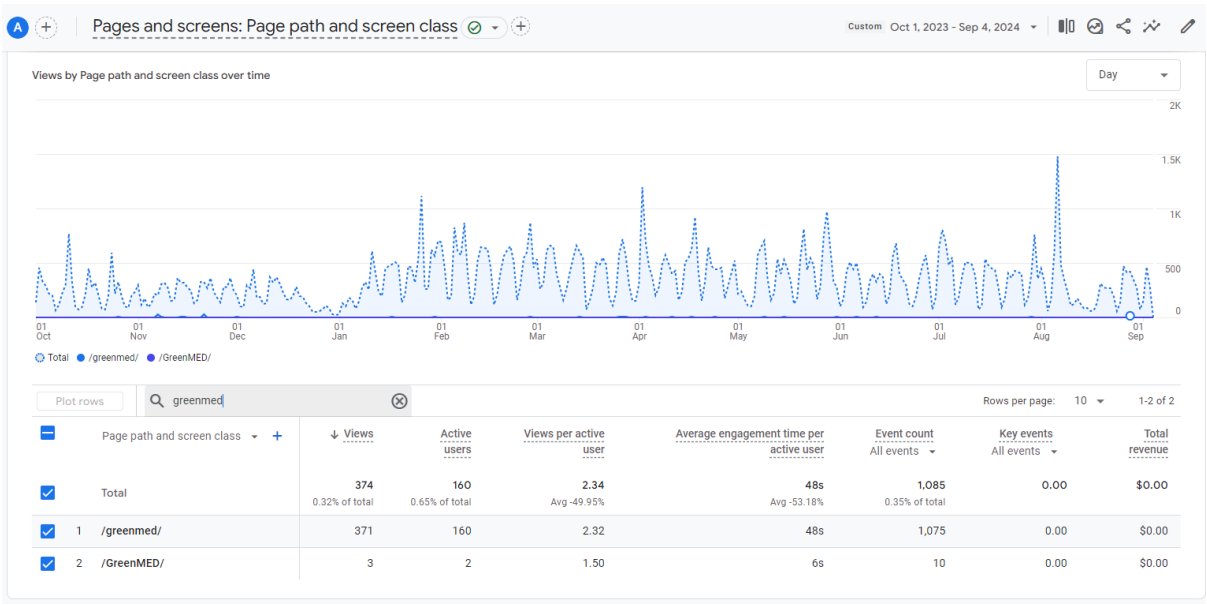
Figure 4. QR Code of GreenMED's Webpage

To maximise the impact, analytics software will be employed to track and analyse visitor statistics, offering valuable insights into who is accessing the webpage and how they interact with its content. This data will be instrumental in assessing whether the project's dissemination milestones are being met. In Figure 5, the analytics obtained from GreenMED's webpage until September 2024 (Month 12) are presented.



Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
Total	374 0.32% of total	160 0.65% of total	2.34 Avg -49.95%	48s Avg -53.18%	1,085 0.35% of total	0.00	$0.00
1 /greenmed/	371	160	2.32	48s	1,075	0.00	$0.00
2 /GreenMED/	3	2	1.50	6s	10	0.00	$0.00

Figure 5. Analytics obtained from the GreenMED webpage until M12

4.3.5 MSSO visual identity

The MSSO will have its own visual identity, as the main outcome of the GreenMED project. A preliminary logo has been prepared and is presented in Figure 6.

MSSO

Figure 6. MSSO logo.

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4.3.6 *MSSO Website*

The internet serves as the most critical channel for dissemination, making the creation of a dedicated website essential for MSSO. This website will serve as a central decarbonisation hub to share content and engage the target audience effectively. In addition, the MSSO will have its website with a unique domain, which will be prominently featured on the GreenMED webpage to further enhance visibility. The MSSO domain (https://msso.blue/) has been established in December 2023 (M3) of the project. MSSO's own website is currently being developed and will be launched until the end of September 2024 (M12). At the current stage, the designed home page of MSSO is provided in Figure 7.

Figure 7. Screenshot of the designed home page of the MSSO website

Figure 8 shows the features and key components of the MSSO website designed to foster collaboration and promote sustainable maritime practices. It will consist of Advisory Board members and core partners, highlighting the expertise and contributions of those directly involved in the MSSO. Additionally, the site will showcase a wider network of stakeholders

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committed to advancing green shipping in the Mediterranean. A central feature of the website will be an interactive map, which visually represents existing green corridors, allowing users to explore sustainable shipping routes across the region. This tool will also integrate ship and fleet characteristics, enabling the assessment of green technologies to determine the most efficient and sustainable options for specific routes. Furthermore, the website will host an online forum, creating a dynamic, interactive environment where members can exchange insights, share experiences, and discuss strategies for decarbonisation and the implementation of innovative green technologies. This collaborative space will be crucial in advancing the observatory's mission to support sustainable maritime activities in the Mediterranean.

Another key advantage of the tool will be its ability to provide users with timely updates on the most recent regulations set by the EU Commission and the International Maritime Organisation (IMO). Additionally, the website will share conclusions and insights from significant maritime industry events, such as conferences and symposia, facilitating knowledge exchange among members. Members will also have access to scientific investigations, including papers and reports, offering in-depth analyses and research findings relevant to sustainable shipping. Furthermore, the website will track the history of applied technologies, enabling users to assess their impact and evaluate the industry's strategic approach towards decarbonisation. This feature will empower members to make informed decisions and contribute to the ongoing efforts to reduce the environmental footprint of maritime activities.

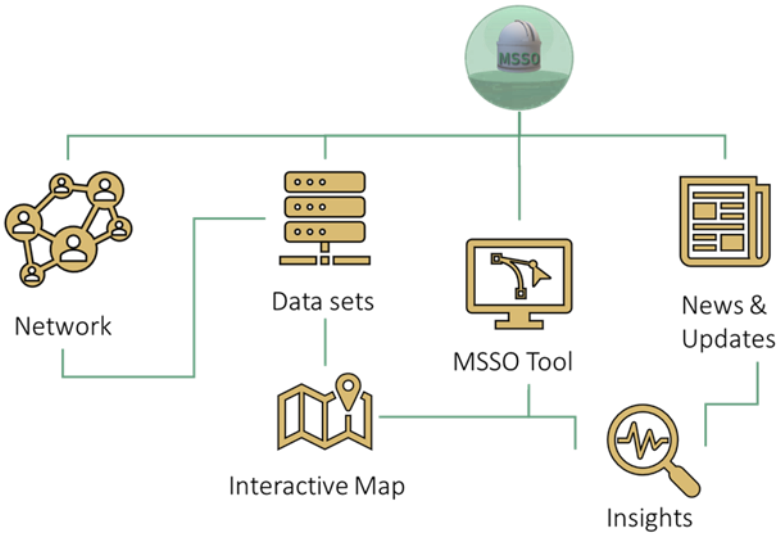

Figure 8. Features of the MSSO website.

4.3.7 Dissemination Material

Dissemination material includes banners, flyers, press releases and newsletters. The dissemination material for GreenMED will comprehensively present the project's objectives, introduce its partners, and offer detailed information about the MSSO. Designed to reach a broad audience, this material will effectively communicate the project's key messages and goals. Additionally, it will serve as a vital tool for conveying dissemination outputs, ensuring that stakeholders and the public are well-informed about the project's progress, achievements, and contributions to sustainable maritime practices in the Mediterranean region.

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4.3.7.1 Banner

A banner for the GreenMED project has been developed to be used for dissemination purposes at social events and conferences. The banner is presented in Figure 9.

4.3.7.2 Flyers

The GreenMED flyer should be in the form of an advertising leaflet explaining the goal of the project and the methodology adopted to ensure the successful outcomes of the project. Infographics (i.e. charts, diagrams) should be used to make knowledge and information transfer about the project easier for the targeted audience. The team can either design a general flyer that captures any audience or else design stakeholder-specific flyers to target the interest of different stakeholders. Also, dissemination can be improved at a local level, if the flyers are printed in the languages of the consortium partners. The 1st flyer, developed at the initial phase of the project, is presented in Figure 9.

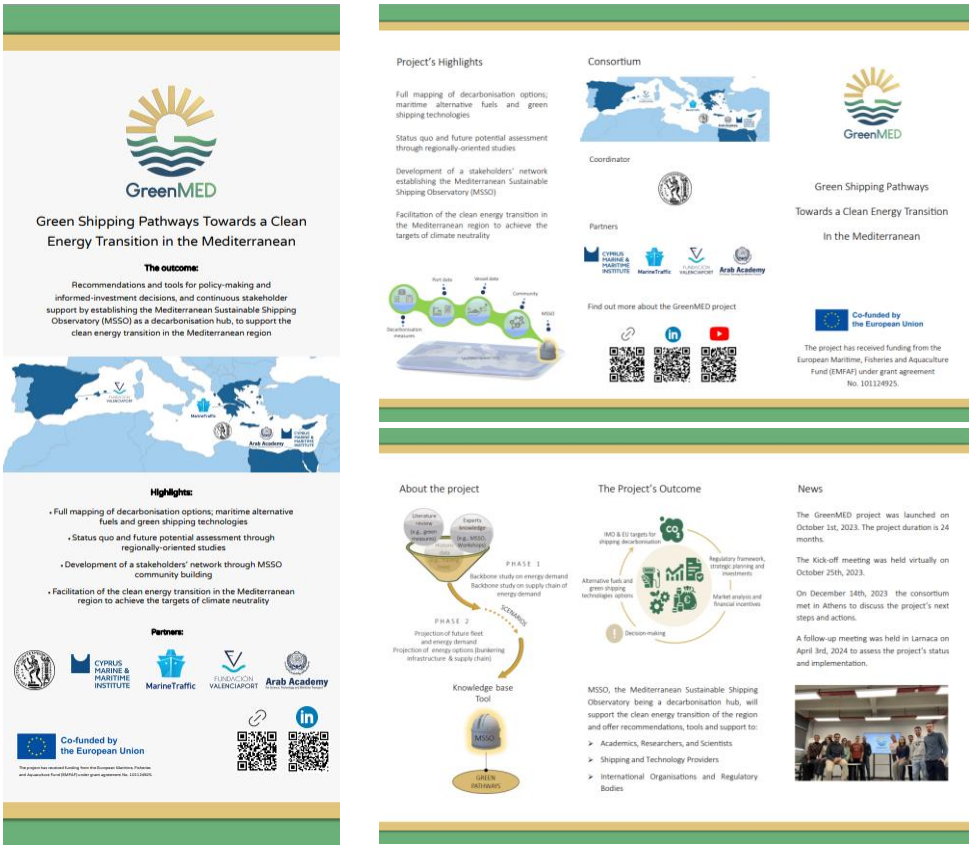

Figure 9. Banner (on the left) and flyer (on the right) developed for the GreenMED project

4.3.7.3 Press Releases

The GreenMED press releases will offer a comprehensive array of information, including a detailed technical background summary, insights into the partners' roles and contributions to the project, and updates on upcoming milestones. Additionally, the partners will produce pre-recorded and edited video press releases, designed for online distribution via social media platforms (LinkedIn and YouTube), to further engage and inform GreenMED's audience.

4.3.7.4 Newsletter

The newsletter should include details of the project and other content describing the progress of the project, achieved milestones, publications in journals or conferences, future events dates, outcomes from consortium meetings etc. The first newsletter of the project has been created and is presented in Figure 10.

Figure 10. First GreenMED Newsletter.

4.3.8 Social Media

Today, there are seven main types of social media platforms. The most popular are social networks like Facebook, Instagram, and LinkedIn, which connect individuals with shared interests and enable brands and celebrities to engage with their followers. Bookmarking sites, such as Pinterest and StumbleUpon, help users save and organise online content. Social news platforms like Reddit allow users to share and discuss news articles, with popular posts gaining greater visibility. Media-sharing sites, including YouTube and Vimeo, enable users to upload and share content like images, music, and videos, while also offering interactive features such as commenting. Microblogging platforms, such as X (formerly Twitter), are designed for short posts and updates to capture attention. Blogging platforms and forums provide spaces for in-depth discussions and questions. For the GreenMED project, social networks and media-sharing platforms, particularly LinkedIn and YouTube, were identified as the most suitable.

The social media pages of the GreenMED project can be accessed through the following links:

LinkedIn: https://www.linkedin.com/company/greenmedeu

YouTube: https://www.youtube.com/@GreenMED_EU

Figure 11. QR Codes of LinkedIn (on the left) and YouTube (on the right)

Initially, an X social media account was also created for the project, however, it was decided by the consortium that it may not be suitable for the dissemination of an online decarbonisation hub platform, such as the MSSO, since it lacks the ability to reach a broad, global audience,

does not support interactive and multimedia content and does not allow for real-time updates and engagement.

4.3.9 Participation in social events and networking

Effective opportunities for disseminating the project include conferences, breakfast networking sessions, industry-specific speaking engagements, roundtable discussions, company portfolio presentations, and other networking events.

GreenMED partners (NTUA, CMMI and AASTMT) have attended the Regional Forum for Blue Skills on December 1st, 2023, organised by the Cyprus Marine and Maritime Institute, the Human Resource Development Authority of Cyprus, the Foundation for the Management of European Lifelong Learning Programmes, in Ayia Napa Marina Event Centre, Cyprus, to share the goals and objectives of the project. Discussions regarding the issues and challenges faced by the blue economy in finding skilled employees to address the interdisciplinary decarbonisation needs were illustrated through speeches and presentations held by distinguished participants, such as Lloyd's Register Foundation, World Maritime University, and European Community Shipowners' Associations (ECSA).

Figure 12. Regional Blue Skills Forum (December 2023, Cyprus)

NTUA participated in the 2nd Union for the Mediterranean Stakeholder Conference on Sustainable Blue Economy, on February 19th-20th, 2024, which took place in Athens, Greece, and was hosted by the Ministry of Maritime Affairs & Insular Policy. Representatives from the participating countries gathered to explore active measures and solutions to enhance sustainability in the Mediterranean region. The conference demonstrated the crucial role of collaboration and knowledge exchange in developing the region's sustainable development and economic growth! GreenMED participated actively in the conference workshops focusing on zero-pollution maritime transport and ports, and marine renewable energies, with much to enhance our studies and the next steps of our project.

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Figure 13. 2nd Union for the Mediterranean Stakeholder Conference on Sustainable Blue Economy (February 2024, Greece)

CMMI presented the GreenMED project at the Alliance 4XR kick-off meeting, an Erasmus+ European project, with grant agreement number 101140252. During the presentation, CMMI effectively communicated the project's goals and objectives, which sparked significant interest and engagement among consortium partners. By showcasing GreenMED's innovative approach, CMMI positioned the project as a key contributor to the collective vision, fostering collaboration and aligning shared efforts toward achieving the project's sustainable outcomes. This presentation highlighted GreenMED's initiatives, with the possibility of creating a strong foundation for future partnerships and advancements with other EU projects.

Figure 14. Alliance4XR Kick-off meeting (February 2024, Cyprus)

CMMI presented the GreenMED project during an online lecture at the University of the Aegean, engaging a diverse audience of students ranging from bachelor's to PhD levels and courses enrolled on the shipping sector. The presentation not only introduced the project's innovative approach to maritime decarbonisation but also ignited a lively discussion, reflecting the students' deep curiosity about the project's outcomes, particularly the MSSO. Their eagerness to explore the MSSO further and express willingness to join the MSSO network underscored the presentation's impact, highlighting the project's potential to inspire the next generation of sustainability leaders and expand its influence within academic and professional circles.

Figure 15. University of the Aegean, Department of Shipping, Trade and Transport, MBA in Shipping 2023-24 (March 2024, Online)

NTUA presented GreenMED's work and vision at the WestMED side event, on April 4th, 2024, within the context of Our Ocean Conference, in Athens, Greece, by joining the discussion regarding green shipping and regional cooperation. It was evident that there is an increased concern about the implementation of green shipping measures and options, as well as their technical and financial feasibility. GreenMED aspires to provide information and insights, to answer these industry needs.

Figure 16. 9th Our Ocean Conference (April 2024, Greece)

CMMI participated on April 15th-18th, 2024, at the Transport Research Arena (TRA 2024) conference entitled 'Transport Transitions: Advancing Sustainable and Inclusive Mobility' that took place in Dublin, Ireland, and showcased GreenMED at the booth of Waterborne TP.

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Figure 17. Transport Research Arena (April 2024, Ireland)

The XXVII Biennial Symposium on Measuring Techniques in Turbomachinery was organised in Larnaca on April 29th and 30th, 2024, with CMMI's support. The two-day Symposium was an opportunity for researchers from universities, research institutes and industry to get together to discuss problems and share experiences involved in making measurements in turbomachines. At the event, CMMI presented GreenMED's activities, latest developments, and future goals. A fruitful discussion followed between the Symposium participants and CMMI's representatives.


Figure 18. XXVII Biennial Symposium on Measuring Techniques in Turbomachinery (April 2024, Cyprus)

CMMI showcased the GreenMED initiative to students from the University of Pittsburgh, on May 10th, 2024, at the CMMI House in Larnaca, Cyprus. The presentation emphasised the project's objectives to decarbonise the Mediterranean region and established the MSSO acting as a hub for decarbonisation through an innovative online platform. Following the presentation, engaging discussions ensued, exploring the students' interest in utilising tools like the MSSO for their future endeavours.

Figure 19. University of Pittsburg (May 2024, Cyprus)

GreenMED was inspired to adopt innovative ideas to broaden research efforts and eager to connect with new people to strengthen networking and expand the project's collaborations by participating in EMD2024 on May 31st, 2024, in Svendborg, Denmark. GreenMED representatives were very excited to be part of both a pitch session and a workshop, focusing on green shipping and blue careers for a sustainable blue economy, respectively. NTUA had the chance to present GreenMED's vision and progress. It was important to acknowledge

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GreenMED's profound gratitude to the World Ocean Council, the European Community Shipowners' Associations (ECSA), the National Technical University of Athens, the European Environment Agency, WaterborneTP, SDG4MED, as well as CINEA - the European Climate, Infrastructure and Environment Executive Agency, and the WestMED initiative for their exceptional support and organisation of the event.


Figure 20. European Maritime Day (May 2024, Denmark)

CMMI participated on May 30th – June 2nd, 2024, at the 5th International Congress on Applied Ichthyology, Oceanography & Aquatic Environment (HydroMediT 2024) that took place in Mytilene, Lesvos, Greece, where the GreenMED project was disseminated.

Figure 21. 5th International Congress on Applied Ichthyology, Oceanography & Aquatic Environment (May - June 2024, Greece)

On September 12th, 2024, CMMI actively participated in the P2P-Ironing workshop, titled "Peer-to-Peer Green Energy Sharing Platform for Cold Ironing," held in Limassol, Cyprus. During the event, CMMI promoted the GreenMED project to key stakeholders in Cyprus, contributing to the broader discussion on sustainable energy solutions in maritime activities.

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Figure 22. P2P-Ironing: Peer-to-Peer Green Energy Sharing Platform for Cold Ironing (September 2024, Cyprus)

Table 5, in Appendix A, provides a list of conferences and social events relevant to the GreenMED project. These tables, focused on related fields, will be updated as the project progresses. The primary goals of attending these conferences and events are scientific dissemination and showcasing the project to potential end-users. The lists are not exhaustive and include both EU/Cyprus-based and international events, with travel outside the EU/Cyprus permitted. Face-to-face meetings at these events are particularly valuable for engaging with key stakeholders, such as academics, researchers, industry professionals, technology providers, and policymakers. These interactions foster mutual understanding, allowing stakeholders to appreciate the project's importance and relevance, while also providing insight into their specific needs.

Figure 23. GreenMED presentation in the 4th meeting (top) and presentation of the GreenMED updates in the 5th meeting (bottom) of the WestMED Technical Group on Green Shipping (Online)

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NTUA, as the coordinator of the GreenMED project, was invited to participate as an observing member in the WestMED[1] Technical Group (TEG) on Green Shipping (GS) and its recurring meetings. To date, three meetings have been held - on November 13th, 2023, April 29th, 2024, and September 5th, 2024 - with a GreenMED project representative present at each. During these meetings, the project's progress was thoroughly presented, facilitating engagement with WestMED TEG on GS members and observers. These interactions have already yielded valuable contacts for the project's technical work, strengthened communication with North African countries, and laid the groundwork for upcoming workshops and events within the project's framework.

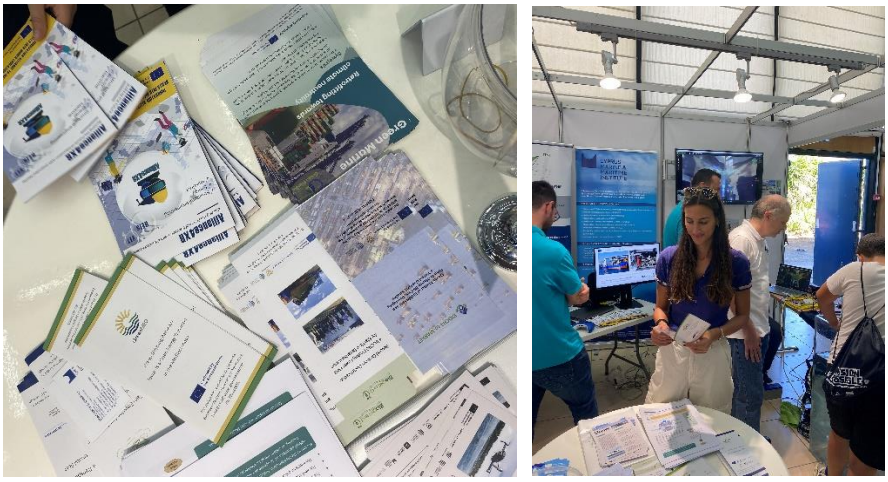

Figure 24. European Researchers' Night (September 2024, Cyprus)

CMMI participated in the European Researchers' Night on September 27th, 2024, in Nicosia, Cyprus, disseminating the GreenMED project. The event brought together students, the public, and research teams along with the presence of media and NGOs, to explore scientific innovations through hands-on experiments, interactive games, live discussions, and awards. This initiative highlighted the vital role of science in shaping the future and provided valuable visibility for the GreenMED project, emphasising its contributions to sustainable shipping while fostering connections with local and regional stakeholders. CMMI, through its diverse projects and the GreenMED initiative, has demonstrated the interdisciplinary approach required for the maritime industry to effectively address the complex challenges of decarbonisation. The maritime sector faces unique hurdles in transitioning towards sustainable practices, and the solution lies in adapting to the multidisciplinary nature of these challenges.

4.3.10 Journal (Conference) Publications

Partners are required to publish articles in Open Access scientific journals. According to the Project's Grant Agreement, each beneficiary must ensure open access to all peer-reviewed publications related to the project's results. Accepted manuscripts will be stored in the Consortium's internal document repository, with those having proper copyright permissions made publicly available on the project's website. It is important to note that the publication's objective should be clearly stated to inform readers about the project's purpose. The Dissemination Manager (CMMI) will coordinate with WP and task leaders to organise project partners' participation in international events and ensure the efficient submission of papers for

[1] https://westmed-initiative.ec.europa.eu/green-shipping/

conferences. This coordination is vital to avoid resource duplication and overlap in dissemination efforts. Table 4, in Appendix A, lists recommended journals for publishing GreenMED project outcomes.

4.4 Stakeholder Dissemination Strategy

It is crucial to recognise that not all dissemination methods are suitable for every stakeholder group. Figure 25 below visually illustrates various dissemination strategies tailored to each stakeholder group. This graphical representation provides a comprehensive overview of potential dissemination channels, in order to effectively reach and engage each stakeholder category. A few suggested dissemination channels are social events, workshops, publications, social media, press releases, websites and dissemination material. The values in Figure 25 represent the level of dissemination, corresponding to each dissemination channel (e.g., 0 = None, 1 = Low, 2 = Medium, 3 = High).

Academia, Classification Societies: **Publications**

- Academic journals and conference papers are best for sharing detailed research findings, methodologies, and theoretical insights.

Industry: **Social Events**

- Social Events are effective for directly engaging stakeholders within the industry, fostering networking, collaboration, and real-time discussions about industry-related developments and other topics.

Port Authorities, Ministries, Regulatory Bodies: **Press Releases**

- Press releases effectively communicate significant project milestones, policy implications, and governmental relevance to a broad audience.

Trade Associations: **Workshops**

- Workshops offer practical training, industry-specific updates, and opportunities for professional development and networking.

Non-Governmental Organisations: **Social Media**

- Social media helps raise awareness, engage with supporters, and mobilise action on projects with advocacy and community impact.

Media and Journalists: **Website**

- A website provides media and journalists with a reliable source of up-to-date project information, press materials, and detailed resources, enabling accurate and timely reporting.

General Public: Dissemination Material

- Brochures, reports, and industry-specific documents provide detailed project information and updates tailored to industry professionals.

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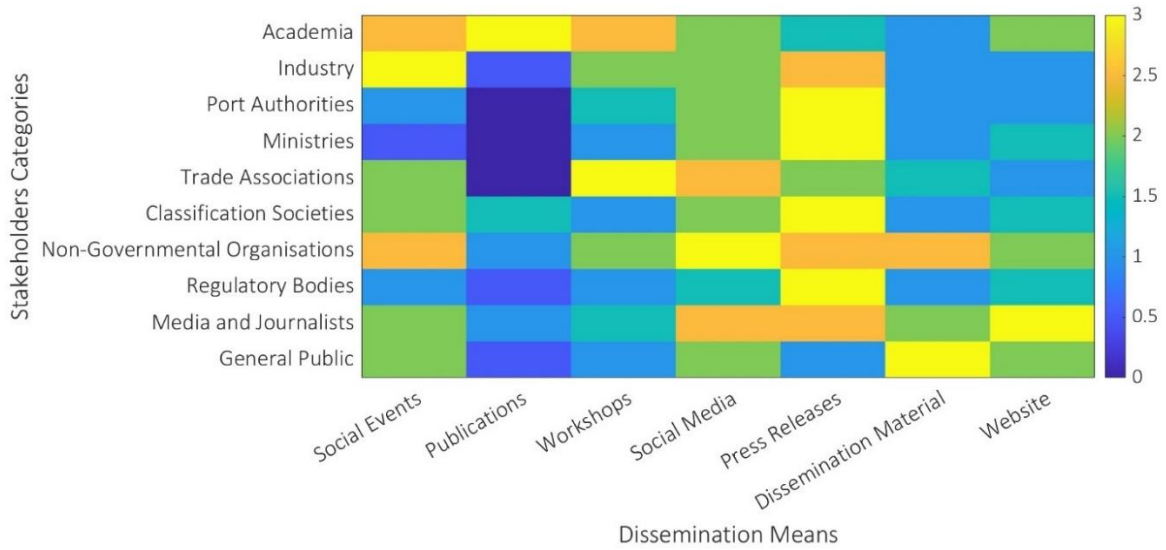

Figure 25. Stakeholder Dissemination Strategy Matrix

In addition, the stakeholders have been grouped with respect to their influence and interest towards the project in a stakeholder matrix shown in Figure 26.

Port authorities, along with relevant ministries and regulatory bodies, hold substantial influence due to their regulatory and operational control over maritime activities. They exhibit a strong interest in aligning with environmental standards and policies, ensuring that maritime operations adhere to the latest sustainability benchmarks. They are crucial for the development of decarbonisation pathways (T4.2) and play a significant role in shaping the roadmap for sustainability in the maritime sector.

Industry stakeholders, including shipyards, ship management companies, fuel industry enterprises and port operators, demonstrate moderate levels of interest and high influence due to their direct involvement in shipbuilding, maintenance, and fuel supply. These activities are critical components in decarbonisation efforts. Additionally, engineering and technology service providers play a key role as innovators and implementers of sustainable technologies, driving advancements and the integration of eco-friendly solutions in the maritime industry. Media and journalists have a moderate interest in maritime issues but wield high influence by shaping public opinion. Their reporting can affect public perception and, indirectly, policy decisions.

Trade associations and classification societies possess moderate to high interest, as they are setting industry standards and advocating for best practices, thus facilitating the sector's transition towards sustainability, however, these stakeholder groups will have moderate influence towards the project. Academia, while highly interested in the data for research purposes, has moderate influence as their findings inform but do not directly implement changes. Academic institutions contribute significantly to sustainable shipping solutions through research and innovation, although their direct impact is limited to influencing industry practices and policies. Environmental NGOs are deeply engaged in leveraging data for advocacy, with moderate to high influence through their lobbying efforts. Their role in shaping environmental policies and promoting sustainable practices within the maritime sector is vital for achieving broader sustainability goals.

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The general public, while having a moderate level of interest, has minimal influence on the technical and regulatory aspects of decarbonising the shipping sector. Public opinion can impact regulatory and policy decisions through advocacy and voting behaviour, but their direct influence on MSSO's specialised initiatives is limited.

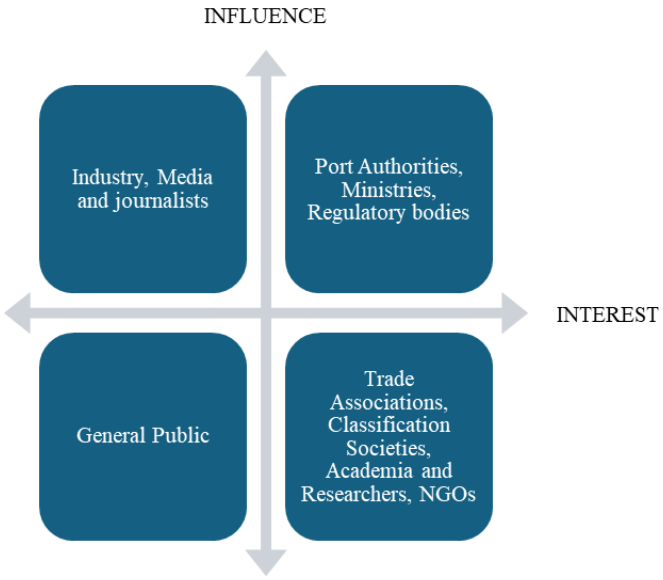

Figure 26. Stakeholder Priority Matrix

4.5 Evaluation of GreenMED's dissemination outcomes

This section will examine whether the project's outcomes have reached all relevant stakeholders aligned with the decarbonisation goals (KPIs) of the Mediterranean for the first half of the project. Table 3 lists the revised GreenMED dissemination and communication KPIs and targets which must be reached by the end of the project and also presents the achieved KPIs until M12 (September 2024).

Table 3. Dissemination KPIs over the 24 months of the project and achieved KPIs until M12.

KPI	METRIC	TARGET	Achieved (until M12)
GreenMED webpage	Webpage views	>100	374
Social media pages	LinkedIn followers	>400	380
	YouTube subscribers	>50	4
Videos	Number	>2	-
	LinkedIn views	>200	-
	YouTube views	>100	-
Social events to attend	Number	>10 events (including >3 conferences)	• Blue Skills Forum • 2nd Union for the Mediterranean Conference • Alliance4XR Kick-off meeting • University of the Aegean, Department of Shipping, Trade and Transport, MBA in

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			Shipping 2023-24 • Our Ocean Greece Conference • Transport Research Arena 2024 • XXVII Biennial Symposium on Measuring Techniques in Turbomachinery • University of Pittsburgh • European Maritime Day (EMD 2024) • 5th International Congress on Applied Ichthyology, Oceanography, and Aquatic Environment (HydroMediT 2024) • P2P-Ironing: Peer-to-Peer Green Energy Sharing Platform for Cold Ironing Workshop • 4th and 5th online meeting of the WestMED Technical Group on Green Shipping • European Researchers' Night in Cyprus
Flyers to circulate	Number	>300	150 copies distributed at social events.
Newsletter	Number	>1	1st Newsletter prepared.
	MSSO subscribers	>30	-
MSSO website	Website views	>3000	-
Journal/Conference Publications	Number	>2	-
Press Releases	Number	>2	-
Workshops	Number	>5	-

Detailed analytics regarding the performance of the GreenMED LinkedIn account are presented in the figures below (October 2023 - September 2024). Also, the first YouTube video prepared for the project will be released in October 2024 (M13). See Figure 30 in Section 4.6.

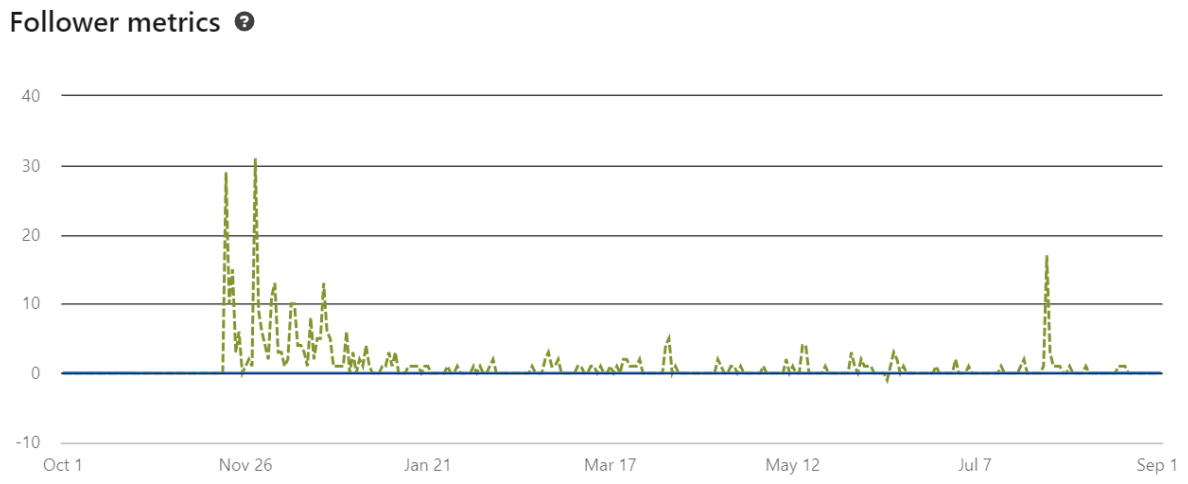

Figure 27. Follower metrics of GreenMED's LinkedIn page

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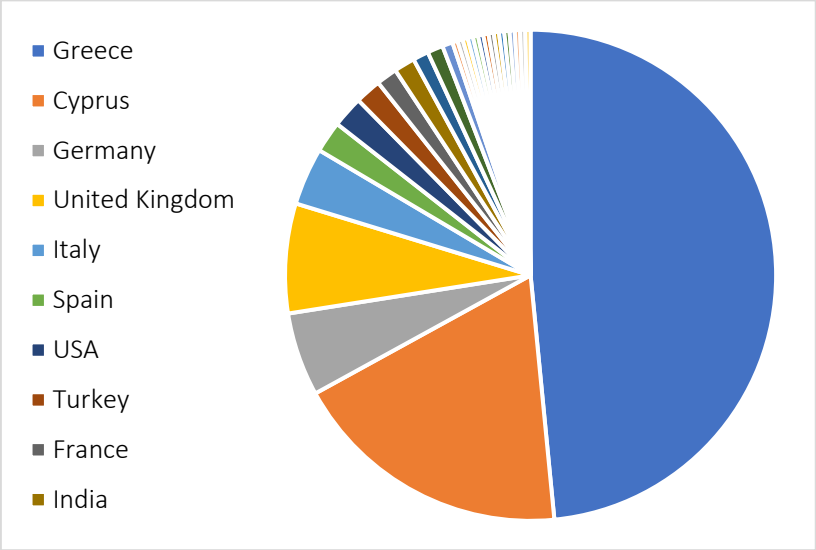

Figure 28. Followers of GreenMED's LinkedIn page sorted by country

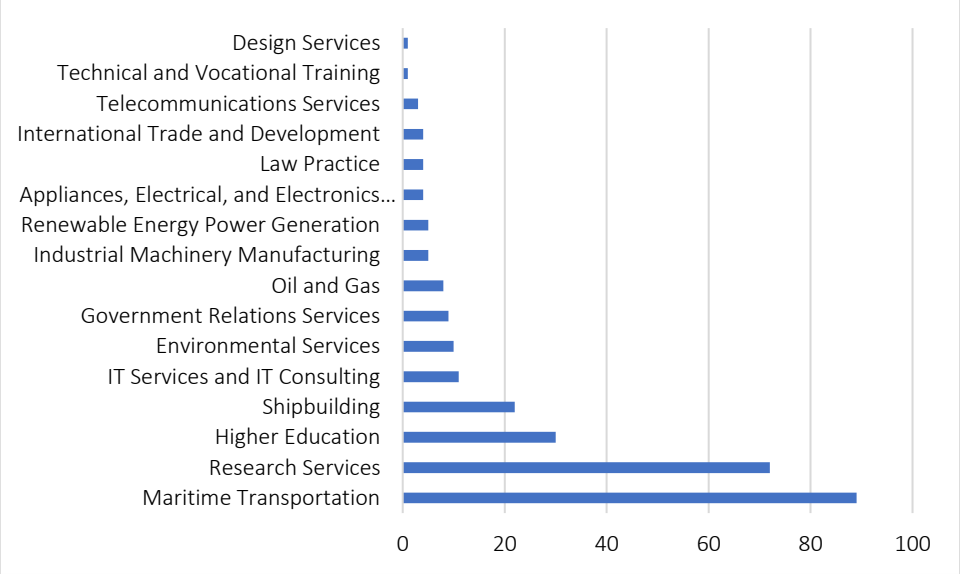

Figure 29. Followers of GreenMED's LinkedIn page sorted by stakeholder category

4.6 Dissemination work plan

A project timeline is essential for effective project management as it provides a clear structure, helps track progress, and ensures tasks are completed on time. It improves time management, resource allocation, and team coordination while identifying critical task dependencies. Additionally, a timeline promotes accountability and helps mitigate risks by allowing for adjustments when needed, ultimately keeping the project on track and meeting its goals efficiently.

Figure 30 presents a comprehensive dissemination strategy, detailing the timeline for each activity or deliverable, along with the corresponding dissemination channel, spread across the 24-month duration of the project. The strategy also outlines the specific KPI measurements,

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which are distributed throughout the project's timeline. The diagram highlights the D&C activities completed by M12. It's crucial to note that every six months, the KPIs are assessed and reviewed to track the team's progress in dissemination. Consequently, the GreenMED work plan has been adjusted based on these achievements and the evolving timelines of the project tasks.

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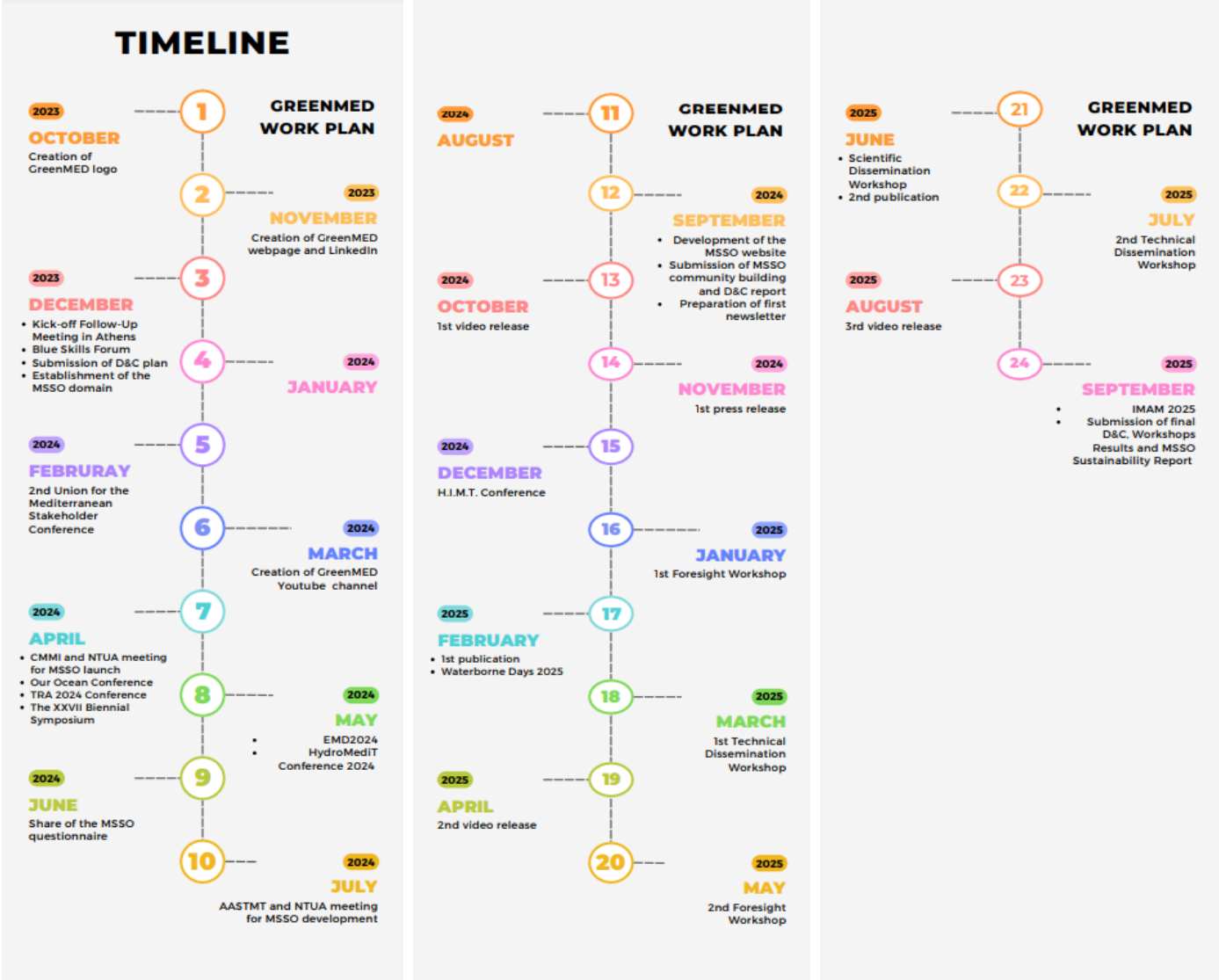

Figure 30. Dissemination Work Plan

4.7 Protecting Intellectual Property

It is part of the project's deliverables to disseminate results through appropriate means. It is important to keep in mind that disseminated material should not divulge confidential information which could potentially risk exposing material that has commercial value and/or be protected via a fileable patent or any other IP protective measure. Material to be published or communicated must be shared within the consortium for feedback at least two (2) weeks in advance before publication. Therefore, partners will be consulted with regards to publishing material to ensure there is agreement as to what information can be disclosed, and how long confidentiality obligations will be upheld from public disclosure. Sensitive information should not be shared via social media where pre-approval is not practical. Lastly, with regard to tackling Intellectual Property (IP) issues, conflicts related to IP may arise between partners, it is suggested that the project consortium agreement is referred to. To prevent the accidental disclosure of IP belonging to the project members, media to be published that contains images or text describing GreenMED-developed tools will be first shared with the consortium for approval.

5. CONCLUSIONS

This document outlines the updated dissemination strategy for the GreenMED project, emphasising the critical role of such a strategy in ensuring the project's success. It explains the importance of a structured approach to dissemination, identifying the key stakeholders involved, and detailing how and when the project's findings and outcomes should be communicated to the relevant audiences. Appendix A lists numerous conferences, social events, and journals relevant to GreenMED, providing opportunities to share the project's insights. The plan establishes all the set KPIs for the 24-month project duration, showcasing the milestones achieved up to M12. Additionally, this strategy defines clear methods for evaluating the reach and effectiveness of dissemination activities, ensuring that engagement and impact are accurately measured. Updates on the MSSO and the addition of Advisory Board (AB) members are also included in this report to provide further context and refinement to the overall dissemination process.

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APPENDIX A

Table 4. Journals suitable for the GreenMED project.

Journal Name	Description	Impact factor
Journal of Marine Science and Engineering	Journal of Marine Science and Engineering is an international, peer-reviewed, open access journal of marine science and engineering, published monthly online by MDPI.	2.7
Energies	Energies is a peer-reviewed, open access journal of related scientific research, technology development, engineering, and the studies in policy and management and is published semimonthly online by MDPI.	3
Fuel	Research into energy sources remains a key issue. Over the last 90 years, Fuel has been the leading source of primary research work in fuel science. The scope is broad and includes many topics of increasing interest such as environmental aspects and pollution.	6.7
Energy	Energy is an international, multi-disciplinary journal in energy engineering and research. The journal aims to be a leading peer-reviewed platform and an authoritative source of information for analyses, reviews and evaluations related to energy.	9.0
Energy Conversion and Management	The journal Energy Conversion and Management provides a forum for publishing original contributions and comprehensive technical review articles of interdisciplinary and original research on all important energy topics. The topics considered include energy generation, utilization, conversion, storage, transmission, conservation, management and sustainability.	9.9

Table 5. Social events and conferences suitable for the GreenMED project.

Conference Name	Description	Date	Location
European Researchers' Night 2024	This year's event is entitled "MISSION POSSIBLE", having once again as a main theme the five EU Missions, bold actions with ambitious yet achievable goals, aiming to address some of the greatest challenges facing our society: "Adaptation to Climate Change", "Cancer", "Healthy Ocean and Waters", "Climate-Neutral and Smart Cities" and "Healthy Soils and Food". [4]	September 27th 2024	Nicosia Cyprus

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Conference Name	Description	Date	Location
5th International Conference on Environmental Design ICED	The ICED conference will combine the most recent scientific developments in Environmental Design (Sustainability, Pollution, Energy, Cities-Buildings, Transportation, Erosion, Climate Change, Policy, Social Acceptance, Health Impacts). It will provide a unique opportunity for experts to interact and to apply their knowledge and latest research findings to the design and developments of environmental processes. [5]	October 18th – 20th 2024	Athens Greece
21st EuroXR International Conference EuroXR 2024	This conference follows a series of successful international conferences initiated in 2004 by the INTUITION Network of Excellence in Virtual and Augmented Reality, supported by the European Commission until 2008. Embedded within the Joint Virtual Reality Conferences (JVRC) from 2009 to 2013, it was known as the EuroVR international conferences from 2014 and until 2020. [5]	November 27th – 29th 2024	Athens Greece
Annual Conference of Hellenic Institute of Marine Technology H.I.M.T.	The H.I.M.T. boasts of the high scientific merit of its Annual Conference, which became a focal event in Greece for discussing technological advances relevant to the Greek and international shipping, ranging from innovation to practical application. H.I.M.T is supported by the maritime community, gathering experts and stakeholders from business, academia and the public sector. [6]	December 10th -11th 2024	Athens Greece
Waterborne Days Conference	The Waterborne Days promises to be an enlightening and inspiring event, with opportunities for networking and learning from experts in the field of waterborne transport. The programme includes presentations and panel discussions with representatives from the European Commission and industry stakeholders. [7]	February 4-5th 2025	Brussels Belgium
European Maritime Day 2025	EMD in my country is a key part of the wave of ocean awareness and activism that has been rising steadily in recent years. Local activities such as beach clean ups, guided tours of ports, workshops, conferences, seminars, exhibitions on maritime themes, ocean literacy actions, visits to maritime museums, ships, shipyards etc. aim to a wide audience across Europe. [8]	May 21st - 23rd 2025	Cork Ireland

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Conference Name	Description	Date	Location
OCEANS 2025	Our Ocean Conferences bring together governments and non-state actors including private-sector, philanthropic, academic, and non-governmental representatives, to make concrete commitments to protect ocean health and security. OCEANS conference is for global maritime professionals to learn, innovate and lead in the protection and utilization of the ocean. [9]	June 16th – 19th 2025	Brest France
20th International Congress of the International Maritime Association of the Mediterranean IMAM 2025	The aim of the IMAM 2025 Congress is to provide a forum for academics, entrepreneurs and maritime professionals for presenting their novel works and fostering new collaborations in the fields of maritime engineering and marine technology. [10]	September 28th – October 3rd 2025	Crete Greece

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