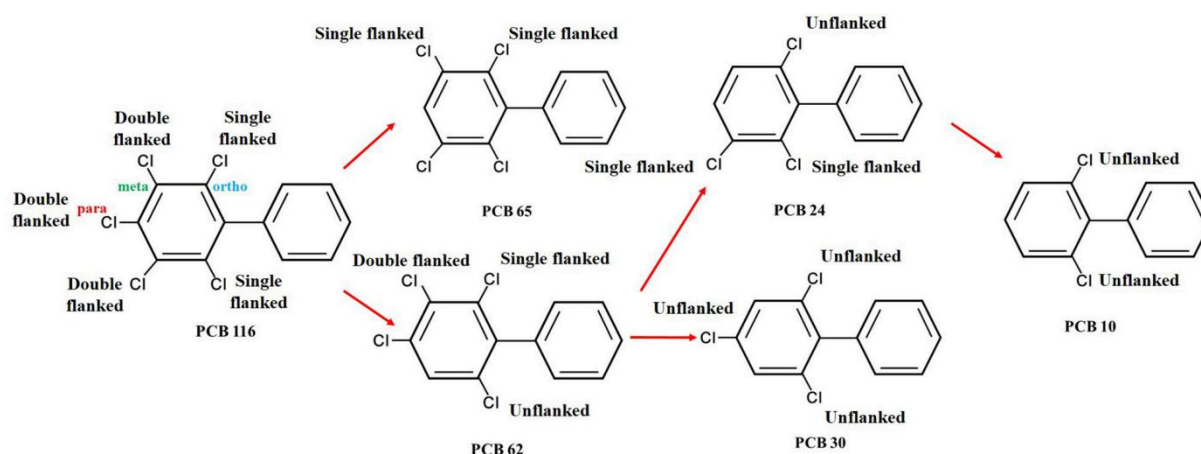




Management of POPs Risks in the Context of the Transition to a Sustainable Bioeconomy (Acronym: POPs_RISKMANbase)

Annex KPB4 D4.6

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Anotation of the solved task

Deliverable D4.6 – Interim Report on Project Dissemination and Promotion summarises the ongoing dissemination, communication, and promotional activities carried out within Work Package KPB4 – Management and Dissemination during the period up to milestone M16. The report builds on the establishment of the project website, the implementation of project communication mechanisms, and the ongoing provision of information to the public regarding the project's objectives, focus, and planned outputs.

The aim of the report is to document how the key elements of project publicity, informing the professional community and the wider public, communication among project partners, and the preparation of materials for the further dissemination of project results were ensured during the interim phase of project implementation. The report also provides a basis for the subsequent final deliverable D4.7 – Final Report on Project Dissemination and Promotion, in which the dissemination activities will be evaluated for the entire project implementation period.

Introduction

The project Management of POPs Risks in the Context of the Transition to a Sustainable Bioeconomy addresses the environmentally significant issue of assessing and managing risks associated with persistent organic pollutants (POPs), particularly PCBs. Given the scientific, environmental, and societal importance of this issue, an essential component of the project is the continuous dissemination of information about its objectives, the project consortium, implementation progress, and planned outputs.

Project dissemination and promotion activities have been carried out within Work Package KPB4 – Management and Dissemination, which supports the technical Work Packages KPB1 to KPB3 through project management, partner coordination, data management, publicity, web-based communication, and the preparation of public outputs. Deliverable D4.6 provides an interim assessment of these activities as of milestone M16, at a stage when the fundamental analytical, organisational, and communication prerequisites for the subsequent implementation of the project had been established.

Unlike the final report D4.7, which will summarise dissemination activities over the entire project implementation period, D4.6 focuses on the interim status of dissemination and promotion. In particular, it documents the establishment of the communication infrastructure, the use of the project website, the implementation of publicity rules, the dissemination of information about the project, and the preparation of further scientific, professional, and public outreach activities.

1. Objective of the Interim Report on Project Dissemination and Promotion

The objective of Deliverable D4.6 is to provide an interim record of activities aimed at disseminating information about the project, promoting the project, and making its results accessible during the interim phase of project implementation. The report focuses primarily on project communication targeting the professional and scientific community, project partners, stakeholders from the application sector, and the wider public.

At milestone M16, project dissemination and promotion activities focused primarily on:

- establishing the project's core communication tools;
- ensuring appropriate publicity and visibility of project funding;
- providing information on the project's objectives, partners, and structure;
- preparing public outputs and supporting materials for their publication;
- supporting professional and scientific communication among project partners;
- establishing a foundation for subsequent conference, workshop, and publication activities.

1.1 Target groups of project communication

The interim dissemination activities were targeted at several groups that may have an interest in the project results or may be involved in their future application and use:

Target group	Communication form
Project partners	meetings, internal communication, exchange of materials.
Professional and scientific community	Preparation of professional outputs and presentation of project topics within the professional community.
Public administration and professional institutions	Publicly available information about the project, preparation of public reports.
Application sphere and private sector	Professional communication, preparation of future workshops and consultations.
Students and young researchers	engagement in topics related to monitoring, modelling, GIS, and risk management.
Public	project website and publicly available information.

2. Ongoing Dissemination and Promotional Activities

During the ongoing phase of the project, the main focus was on basic dissemination and communication activities, which laid the groundwork for the further public sharing of the project results. During this period, the analytical and methodological foundations of the project were further developed, while tools for communicating the results to both professional audiences and the public were established.

The ongoing dissemination activities included, in particular, professional communication among the project partners, preparation of public outputs, continuous sharing of project-related information, development of the project's web presence, and preparation of materials for the further dissemination of results:

Activity	Status at the project stage M16	Relevance for Promotion and Dissemination
Establishment of the project's communication mechanisms	<i>implemented on an ongoing basis</i>	ensuring coordination among project partners and information exchange
Preparation of publicly available information about the project	<i>implemented</i>	clear presentation of the project's objectives, partners, and focus
Project website	<i>Created and used</i>	primary public communication tool
Preparation of public reports	<i>In progress according to the project schedule</i>	basis for the future dissemination of work package results
Preparation of professional and presentation activities	<i>prepared on an ongoing basis</i>	preparation of materials for future conferences, workshops, and publications
Internal professional communication among project partners	<i>Implemented on an ongoing basis</i>	supporting the quality, coherence, and consistent direction of project outputs



3. Project Website as a Publicity Tool

An important tool for the dissemination and promotion of the project was the project website, “riskman.lf.tuke.sk”, which was developed as a public information and documentation platform for the project (see D4.5). The website was used to publish key information about the project, its objectives, partners, work packages, funding, and planned outputs.

The project website provides the basic communication infrastructure for the further publication and dissemination of project results. During the ongoing phase, it primarily serves an informational and documentation function. In the subsequent stages of the project, it will also be used to publish public work package reports, news and updates, professional events, and other project outputs.

The website also supports transparency in project implementation and makes key project information accessible to both professional audiences and the general public.



4. Project Visibility and Information Requirements

Project publicity was carried out in accordance with the requirements of the Recovery and Resilience Plan of the Slovak Republic and the visibility requirements applicable to EU NextGenerationEU funding. During the ongoing phase of the project, the prescribed publicity elements were used, in particular the required logos and information concerning project funding.

Visibility elements were applied primarily in project documentation, public and working outputs, on the project website, and in dissemination materials under preparation. The aim was to ensure that project funding was communicated transparently and that project outputs were presented in a consistent visual and content format.

5. Preparation of Follow-up Dissemination Activities

At the M16 stage, the foundations were established for further dissemination and promotional activities that had to follow the completion of the project's professional outputs. As several professional outputs of work packages KPB1 to KPB3 were still under development or planned at this stage, dissemination activities focused primarily on preparing the communication framework, public reports, professional materials, and future presentation activities.

The following activities were envisaged for the subsequent period:

- publication of public work package reports;
- continuous updating of the project website;
- preparation of professional articles and conference papers;
- preparation of workshops and professional discussions;
- communication of project results to professional stakeholders and the application sector;
- preparation of materials for the final report D4.7.

Given the interdependence of the professional outputs of KPB1 to KPB3 and the time required to prepare verification and evaluation activities, it was also necessary to continuously coordinate the timetable for the preparation of public and dissemination outputs. Emphasis was placed on ensuring that results would only be published after their professional completion, internal review, and approval by the project partners.

6. Linkage to Further KPB4 Outputs

Deliverable D4.6 builds on the previous outputs of work package KPB4 and, at the same time, provides a basis for its final evaluation. At the M16 stage, the project's key management and communication tools have been prepared or are in use, particularly the Project Management Plan, the Data Management Plan, and the project website. D4.6 complements these activities by providing an interim evaluation of the project's dissemination and promotional activities (Table 1).

Tab. 1 Overview of the Links between Deliverable D4.6 and Other KPB4 Deliverables

KPB4 Deliverable	Link to D4.6
D4.1 Project plan	established a framework for partner coordination and project communication
D4.2 Data management plan	supported the management, sharing, and archiving of data used for dissemination purposes
D4.3 Interim public report	provided a public summary of the current status of project implementation
D4.4 Final public project report	Will be built on the ongoing provision of public information and will summarise the project's implementation over the entire project period
D4.5 Project website	establishes the project's main public communication tool
D4.6 Interim report on dissemination and promotion	documents the ongoing status of project publicity and dissemination
D4.7 Final report on project dissemination and promotion	will be built on D4.6 and will evaluate dissemination activities over the entire project period

Conclusion

Deliverable D4.6 – Interim Report on Project Dissemination and Promotion documents that, during the interim phase of project implementation, the basic conditions were established for transparent communication and public dissemination of the project results. Dissemination and promotional activities were carried out primarily through the project website, the use of required publicity elements, internal communication among project partners, the preparation of public outputs, and the development of materials for subsequent professional and dissemination activities.

The report confirms that publicity and dissemination activities were carried out on an ongoing basis and in line with the professional progress of project implementation. As several professional outputs were still under development or planned at the M16 stage, particular emphasis was placed on establishing a communication framework, preparing publicly available information, and creating the conditions for the further dissemination of project results.

D4.6 also provides the basis for the final evaluation of dissemination and promotional activities under Deliverable D4.7 – Final Report on Project Dissemination and Promotion, which will summarise and evaluate the dissemination and promotional activities undertaken throughout the entire project implementation period.