D5.3 – Stakeholder Engagement Report

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List of Acronyms

Acronym	Full name
CH	Country Hubs
CSR	Corporate Social Responsibility
EC	European Commission
EU	European Union
GA	Grant Agreement
IOC	Intergovernmental Oceanographic Commission (of UNESCO)
IPCC	Intergovernmental Panel on Climate Change
NEBS	Network of European Blue Schools
NGO	Non-Governmental Organisations
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WP	Work Package
WWF	World Wide Fund for Nature

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Background about the SHORE Project

SHORE strives to increase ocean literacy by engaging students and teachers to implement the EU Mission Ocean's objectives through activities and collaborative projects in schools.

Within this project, the partners will craft training and educational materials in line with blue curricula for schools located in the Baltic Sea, Black Sea, Mediterranean Sea, Danube River, and Rhine River. Participating schools will secure grants to support the implementation of their blue projects. The most outstanding school project will be awarded "Ocean Ambassador of the Year". Beyond awarding grants, SHORE serves as a comprehensive resource hub and a bridge between researchers, local stakeholders, and schools in the regional areas.

Executive summary

This document is a deliverable of the SHORE Project, funded under the European Union's Horizon Europe research and innovation programme under the grant agreement No 101112815.

This deliverable is the first version of the Stakeholder Engagement Report as part of Work Package 5 on Communication, Dissemination, and Outreach. It provides the SHORE partners with a stakeholder analysis and engagement strategies to promote comprehensive and impactful communication and outreach.

More specifically, this document for the SHORE project outlines a comprehensive and strategic approach to engaging the diverse range of stakeholders critical to the success of the project. Recognising distinct stakeholder groups such as educational institutions, governmental and non-governmental organisations, scientists, local communities, industry, international organisations, media, funding bodies, and technology partners, the project will adapt its specific communication messages and channels to address their potential interests, expectations, and concerns. Leveraging an Interest-Power matrix, where stakeholders are strategically mapped, guiding tailored engagement strategies – from those to be kept satisfied and informed to those requiring close management; the report outlines the main objectives of stakeholder engagement, emphasising the importance of informing stakeholders about the project's objectives and activities, seeking their valuable input and documenting feedback. A key envisaged focus is on harnessing the local knowledge of communities around the Baltic, Black, and Mediterranean seas, and the Danube and Rhine rivers while encouraging collaboration in the European Union (EU) for a broader perspective on ocean literacy initiatives, including clustering activities.

The document is drafted by Crowdhelix (leader of the stakeholder's engagement and clustering activities), with inputs from all partners.

1. Introduction

The purpose of this Stakeholder Engagement Report for the SHORE project is to document and communicate our intended collaborative efforts with key stakeholders. This report provides an account of the strategies, activities, and channels that will shape the development of the SHORE project, emphasising the systematic identification, analysis, and engagement of stakeholders critical to its success.

The SHORE project, an ambitious initiative to promote ocean literacy, revolves around the implementation of the EU Mission Ocean's objectives. Designed to increase the understanding and appreciation of the marine environment, SHORE focuses on the development and implementation of a blue curriculum in schools in the Baltic, Black, Mediterranean, Danube, and Rhine regions. Beyond education, SHORE will also act as a link between researchers, local stakeholders, and schools, offering grants, resources, and recognition for outstanding blue projects.

Stakeholder engagement, clustering and networking within an EU-funded project are integral to its success and lasting impact. Stakeholders, from policy-makers to educators, play a key role in shaping the objectives of the project and ensuring its alignment with societal needs. Their active involvement enhances the relevance and effectiveness of the foreseen initiatives and creates a broader understanding of ocean-related issues. The success of the SHORE project is closely linked to the collaboration with key stakeholders, especially schools and students. Therefore, stakeholder engagement is a fundamental pillar within the overarching objectives of the SHORE project. Involving a wide range of stakeholders, including schools, students, researchers, and local communities, ensures responsiveness to unique needs, perspectives, and insights.

Moreover, the clustering of initiatives within the project enables collaboration between different stakeholders, including research institutions, NGOs, industry, and sister projects. This collaborative approach facilitates the exchange of knowledge, resources, and innovative solutions, thereby contributing to increasing the overall impact of the project. Networking activities provide a platform for the project to connect with like-minded organisations, share best practices and explore potential synergies, thereby extending the reach and impact of the SHORE project activities.

This multi-faceted approach ensures that the project becomes a catalyst for positive change, inspiring action, and fostering a sense of shared responsibility for our oceans.

1.1. Definitions and Terminology

The following terms are relevant to this document:

Clustering typically refers to a collaborative approach where multiple projects funded under the same program or call work together to exchange knowledge, share best practices, and create synergies to enhance the overall impact of their initiatives. In a broader sense, clustering involves the coordination and collaboration of projects that have complementary goals, objectives, or thematic areas. It aims to avoid duplication of efforts, promote the exchange of expertise, and create a more integrated and coherent impact across various projects.

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Communication is a strategically planned process that starts at the outset of the project and continues throughout its entire lifetime. It is aimed at promoting SHORE and its results. It requires strategic and targeted measures for communicating about (i) SHORE and (ii) results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange. Activities used for communication purposes are for example a public website, social media, or a newsletter.

Dissemination is the public disclosure of the project results by any appropriate means (other than resulting from protection or exploitation of results), including scientific publication in any medium. It is the process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (e.g., research peers, industry and other commercial actors, professional organisations, and policymakers) in a targeted way, enabling them to use the results in their own work. This process must be planned and organised at the beginning of each project. Tools and activities used for dissemination purposes are for example a public website, press releases, publications, and attendance of events.

Outreach is a continuous and strategic engagement process that extends beyond the project's immediate boundaries involving efforts to connect with a diverse audience throughout the entire project duration. Outreach is the process of explaining and sharing knowledge and involves purposeful efforts to raise awareness and connect with a wider audience through various activities, such as popularization events, webinars, and strategic partnerships with similar projects. Outreach seeks to build sustained connections, ensuring that the project remains dynamically linked with a wide range of stakeholders after the duration of the project.

Sister Projects: A sister project at EU level usually refers to another project running at the same time or in a similar timeframe as the main project. These projects are often related in terms of objectives, thematic focus or overarching goals.

Stakeholders are individuals or groups of people, institutions or companies that may be significantly affected, positively or negatively, by the success or failure of an intervention. A stakeholder analysis comprises a set of techniques based on qualitative data to assess the interest of each stakeholder in the intervention's success/failure and that stakeholder's power (influence) to support or obstruct the intervention.

1.2. Purpose

The stakeholder engagement process for the SHORE project has been strategically designed to achieve the following key purposes:

- **Inform stakeholders:** Ensure that stakeholders are fully aware of the objectives of the SHORE project and provide details of proposed activities, including the development of the ocean literacy curriculum and collaborative projects in schools.
- **Seek input from stakeholders:** Provide a mechanism for stakeholders, particularly schools and students, to provide feedback on the educational materials, training and collaborative initiatives planned within the SHORE project.

- **Leverage local knowledge and EU cooperation:** Actively engage with local communities, particularly those around the Baltic, Black, Mediterranean, Danube and Rhine regions, to tap into their valuable knowledge. At the same time, encourage collaboration at the EU level to ensure a broader perspective on ocean literacy initiatives and to promote cross-border understanding and cooperation.

1.3. Stakeholders Analysis Methodology

In SHORE, throughout the project, we will be performing a stakeholder analysis using the **Power-Interest Matrix.** This involves the systematic assessment of key stakeholders in the SHORE project. The Power-Interest matrix is a valuable tool for categorising stakeholders based on their potential level of power and interest in each activity/project.

The process consists of the following steps:

- **Identifying Stakeholders:** Identifying all the individuals, groups, or entities that have a stake in the project. These stakeholders can be internal or external. A comprehensive list was compiled with the involvement of all partners and is recorded in an online database form accessible through the SHORE internal management platform (overview available in Annex 1). This list will be updated every 6 months during the project implementation.
- **Assessing Power:** Evaluating the level of power (or influence) each stakeholder holds. Considering factors like decision-making authority, financial resources, expertise, and access to key channels. Assignment of each stakeholder a power rating, on a scale from low to high.
- **Assessing Interest**: Determination of the level of interest each stakeholder has in the project's outcomes. Interest can be influenced by factors like personal involvement, financial gain, or the impact of project outcomes on their objectives. Assignment of each stakeholder an interest rating, using a scale from low to high.
- **Plotting on the Matrix:** Creating of a matrix with the power on one axis and interest on the other. Placement of the stakeholder groups on this matrix based on their power and interest ratings. This positioning categorises stakeholders into four quadrants: high power/high interest; high power/low interest; low power/high interest; and low power/low interest.
- **Action Planning:** Once stakeholders are plotted, a strategy for each stakeholder, considering its features and position in the quadrant is suggested (see section 2.2), agreed, and implemented by all the consortium partners. This strategy will be tailored for each stakeholder, considering their unique characteristics and respective quadrants on the Interest-Power matrix. The details of the action plan, including the frequency and mode of contact, will be discussed, and agreed upon by the consortium partners. The distribution and frequency of contacts will be clearly defined to ensure a fair and balanced allocation of responsibilities among partners. This collaborative approach aims to maximise the effectiveness of stakeholder engagement efforts, promoting a strategic and coordinated implementation of the SHORE project's goals.

As part of the project's proactive communication and dissemination strategy (as defined in D5.1), different objectives/activities/channels based on the specific preferences and needs of the stakeholders will be planned and used – ranging from in-person meetings and workshops to channels such as newsletters and social media.

The key action-oriented focus is on building strong relationships. The General Power-Interest Matrix is a dynamic tool that will help to prioritise stakeholder engagement efforts, ensuring to focus resources where they are most needed and effective. It will also assist in fostering positive relationships and managing potential risks associated with stakeholder involvement.

Throughout the project's lifetime, the constellation of stakeholders will undergo considerable changes driven by the dynamics of the project's value chain. As the SHORE project progresses through different stages, new stakeholders may emerge or become relevant, and others may diminish in importance (e.g., shift from the school community to policy-makers).

Finally, it is important to state that the stakeholder mapping process is not exhaustive, potentially leading to some stakeholders being incompletely represented in the mapping exercise. Additionally, the analysis and mapping procedures are inherently subjective, relying on the perspectives and opinions of stakeholders and collaborating partner teams. Therefore, the resulting maps should not be interpreted as objective portrayals of reality but rather as reflections of the viewpoints and interpretations of relevant actors to the project. While subjectivity is inherent, it is not necessarily a limitation, as the primary objective of the mapping is to gain insights into stakeholders' thoughts, positions, and influence on the project and its activities.

1.4.   Roles and Responsibilities

The SHORE project is a collaborative network of partners, each contributing their expertise to ensure its success. Stakeholder engagement activities will be implemented by all partners with the support of Crowdhelix, who leads the stakeholder engagement and clustering activities in close cooperation with Euronovia, the leader of WP5.

Under the guidance of Crowdhelix, each partner assumes a pivotal role in stakeholder engagement and clustering activities. The allocation of responsibilities is carried out with careful attention to geographical coverage and specific roles in the project, ensuring efficient and effective outreach in stakeholder interactions. Partners utilise their specialised expertise and resources to enhance stakeholder engagement on a practical level. This allocation of responsibilities facilitates cohesive collaboration, simplifying the implementation of ocean literacy initiatives and environmental conservation efforts within the SHORE project.

2. Stakeholders Identification and Analysis

This section outlines the comprehensive identification of stakeholders that are critical to the success of the SHORE project. Stakeholders are categorised based on their different roles, interests, and influence on SHORE, including both internal and external entities to the project. The categorisation distinguishes between primary and secondary groups, providing a differentiated understanding of their respective importance within the project ecosystem.

2.1. Stakeholders Identification and Categorisation

The SHORE project will consider key external primary and secondary stakeholders at national, European, and international levels, as shown in Figures 1 and 2 and further elaborated below.
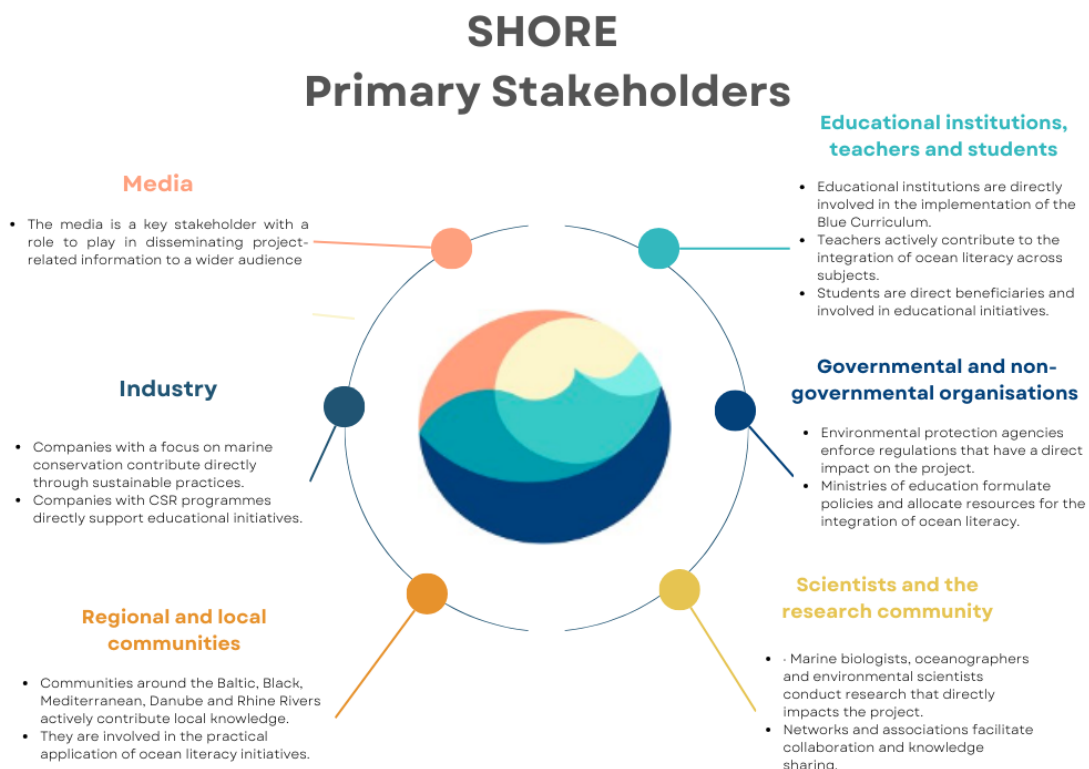
Figure 1- Primary Stakeholders
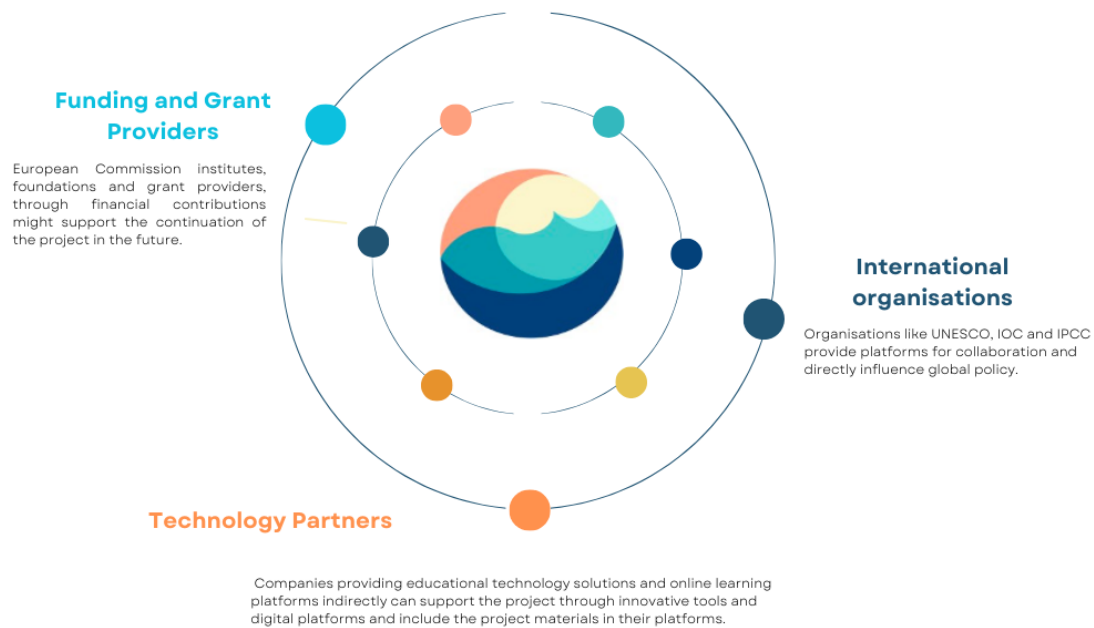
SHORE
Secondary Stakeholders

Funding and Grant Providers

European Commission institutes, foundations and grant providers, through financial contributions might support the continuation of the project in the future.

International organisations

Organisations like UNESCO, IOC and IPCC provide platforms for collaboration and directly influence global policy.

Technology Partners

Companies providing educational technology solutions and online learning platforms indirectly can support the project through innovative tools and digital platforms and include the project materials in their platforms.

Figure 2– Secondary Stakeholders

Involving these stakeholders can establish a comprehensive network to support and promote ocean literacy among students.

The collaboration of primary and secondary stakeholders is crucial for the success of the SHORE project, creating a holistic network that ensures a broad and sustainable impact on ocean literacy and conservation goals.

Educational Institutions

- Schools
- Universities and Marine Science Departments

Role: Educational institutions as well as universities and marine science departments, play a key role in the project. As focal points for integrating ocean literacy into the curriculum, these institutions help to foster awareness from an early age. Schools act as foundational pillars for shaping the understanding and values of younger generations, embedding ocean-related knowledge into the educational experience. In addition, universities and marine science departments contribute to advanced research, train future professionals in environmental, ocean and marine science, and collaborate on innovative projects in line with the objectives of the SHORE project.

Influence: The influence of educational institutions in the SHORE project is significant, as they are the cornerstone for the development and dissemination of ocean literacy. By incorporating ocean-related topics into curricula at different levels of education, these institutions shape students' perspectives, and attitudes towards the marine environment. The ripple effect extends to families and communities, fostering a culture

of environmental stewardship. In addition, universities and marine science departments contribute to the project's research efforts, bridging the gap between academic expertise and practical applications. The influence of educational institutions is crucial in nurturing a future generation of environmentally conscious individuals and professionals, in line with the goals of the SHORE project.

Teachers and Educators

- Teachers from various fields
- Environmental Educators

Role: Teachers and educators are key stakeholders in the SHORE project, playing a crucial role in integrating ocean literacy across subjects and ensuring a multidisciplinary approach. This category includes teachers from a range of disciplines who contribute to embedding marine knowledge in different academic subjects. In addition, specialised environmental educators, dedicated to promoting awareness and understanding of environmental issues, including those related to the oceans, bring unique expertise to the educational landscape. Together, these stakeholders are at the forefront of promoting ocean literacy and fostering a generation of environmentally conscious individuals.

Influence: Teachers and educators play a significant role in the SHORE project. They shape both curriculum integration and broader societal awareness. Teachers from various fields can act as catalysts for change, infusing ocean literacy and sustainability into diverse subjects and curriculum and fostering interdisciplinary connections. Environmental educators have a significant impact on students by cultivating critical thinking, fostering empathy, and nurturing environmentally responsible behaviours. They achieve this through specialised initiatives, workshops, and outreach programs that promote deep-rooted awareness and advocacy for ocean-related issues. The teachers and educators to involve in the SHORE project can help to create a more informed, engaged, and environmentally-conscious community.

Governmental and Non-Governmental Organisations (NGOs)

- Environmental Protection Agencies
- Ministries of Education, Environment, etc.
- Ocean/Marine/Water Conservation NGOs
- Educational and Youth Associations

Role: The SHORE project can benefit greatly from the involvement of Governmental and NGOs. These organisations include environmental protection agencies, ministries of education and environment, ocean/marine/water conservation NGOs, as well as educational and youth NGOs. Environmental protection agencies enforce regulations, conduct research, and advocate for sustainable practices to safeguard marine environments. Ministries of education, environment, and related fields shape policies and allocate resources. They can also contribute to the integration of ocean literacy into formal education systems. Ocean/marine/water conservation NGOs actively engage in conservation efforts, advocacy, and educational initiatives. They promote sustainable marine practices through their specialised expertise. Educational and

Youth NGOs support and engage students and young people in relevant social issues, including the issues related to environment and the ocean.

Influence: Environmental protection agencies wield regulatory authority, ensuring compliance with standards, conducting essential research, and fostering a culture of responsible marine practices. Ministries, through policy-shaping and resource allocation, exert influence on the systemic integration of ocean literacy into formal education, creating lasting impacts on national and regional educational frameworks. Ocean/marine/water conservation NGOs actively shape public opinion, engage in advocacy, and contribute hands-on efforts to conserve marine environments. Their influence extends to inspiring communities, influencing behaviours, and fostering a collective commitment to sustainable marine practices. By mobilising young people and promoting a culture of environmental stewardship and marine conservation, education and youth NGOs can play a key role in SHORE. Collectively, Governmental and NGOs can significantly contribute to the success of the SHORE project by aligning with its goals and actively promoting sustainable practices in marine education and conservation.

Scientists and Researchers Community

- Marine Biologists, Oceanographers, and Environmental Scientists
- Networks and Associations of Scientists and Researchers

Role: The Scientists and Researchers Community plays an essential role in the SHORE project. It encompasses marine biologists, oceanographers, and environmental scientists, as well as networks and associations fostering scientific collaboration. Individual scientists conduct crucial research, contributing to a deeper scientific understanding of marine ecosystems, biodiversity, and environmental challenges. Networks and associations facilitate collaboration, knowledge exchange, and the dissemination of research findings. They act as crucial connectors within the scientific community. Their contributions are instrumental in promoting ocean literacy and citizen science projects and fostering links with educational institutions, thus having a direct impact on the promotion of marine education in schools.

Influence: The influence of the community of scientists and researchers within the SHORE project is vital, shaping the scientific base, innovation, and knowledge dissemination essential for success. Individual researchers contribute by advancing our understanding of the marine environment and informing evidence-based conservation strategies, which are critical. Networks and associations amplify this impact by creating collaborative platforms, fostering the exchange of ideas, and ensuring that the latest scientific knowledge informs the project's initiatives. In addition, the specific influence of Citizen Science Practitioners can further enrich the scientific landscape within the SHORE project. By actively involving the public in scientific research and data collection, Citizen Science Practitioners extend the reach of scientific initiatives, fostering a sense of collective responsibility and participation in marine conservation efforts. Their involvement contributes to a more inclusive and democratised approach to scientific exploration, in line with the wider aims of the SHORE initiative. It also arises a significant opportunity for collaboration among the public, NGOs, and the private sector.

Regional and Local Communities (specifically in the case of the country hubs - CH)

- Community Leaders
- Parent-Teacher Associations
- Local Environmental Groups
- Climate Movements

Role: Regional and local communities, particularly in the context of the CH, can emerge as key stakeholders in the SHORE project. These communities bring a nuanced and localised perspective to the project. Their role goes beyond that of beneficiaries to that of active participants, providing valuable insights, cultural context, and local knowledge that enrich the overall project's objectives. Local communities serve as integral channels for the implementation of the Blue Curriculum, collaborative projects, and the practical application of marine literacy initiatives.

Influence: The influence of regional and local communities within the SHORE project is considerable, influencing the effectiveness, relevance, and sustainability of the initiative. As active participants, local people bring unique perspectives on marine issues, cultural considerations and environmental challenges specific to their regions. Their influence ensures that the SHORE project is culturally sensitive, inclusive and aligned with the priorities of the communities it serves. In addition, these communities play a critical role in fostering a sense of ownership that creates a lasting commitment to sustainable marine practices. Collaboration between the SHORE project and regional and local communities can create a reciprocal relationship in which shared values and collective efforts contribute to the common goal of promoting ocean literacy and conservation.

Industry

- Companies with a focus on marine conservation
- Businesses with Corporate Social Responsibility (CRS) programs

Role: Companies committed to marine conservation can actively implement sustainable practices, invest in conservation projects and contribute to responsible corporate citizenship. Similarly, companies with CSR programmes play a vital role in funding initiatives, supporting educational programmes, and implementing sustainable business practices that align with the goals of the SHORE project.

Influence: The potential influence of industry stakeholders in the SHORE project provides an opportunity to bridge business interests with environmental conservation. Collaboration between the SHORE initiative and potential industry stakeholders reflects a potential synergy where business interests align with environmental sustainability, reinforcing a shared commitment to marine conservation and education.

Media and Communication Channels:

- Science Communication Platforms
- Educational Audio-visual Programs
- Environmental Blogs and Websites

Role: Entities such as science communication platforms, educational TV programs, and environmental blogs and websites play a key role in facilitating the dissemination of project-related information and enhancing public awareness within the SHORE project. These channels are important for translating complex scientific concepts into accessible information for the public.

Influence: Media and Communication Channels play a significant role in amplifying the reach and impact of the SHORE initiative through strategic dissemination efforts. They are considered influencers of public opinion and can greatly contribute to advancing the SHORE's goals.

As for the **secondary stakeholders**, they include:

International Organisations

- UNESCO, IOC, IPCC, WWF, etc.

Role: International organisations have global influence, influencing policy, providing platforms for international cooperation, and supporting initiatives that contribute to global marine conservation.

Influence: These organisations play a critical role in shaping a global narrative that actively emphasises the importance of ocean literacy and conservation, thereby proactively contributing to the creation of a unified global understanding of these critical issues.

Funding and Grant providers

- European Commission Institutes
- Foundations supporting environmental education
- Grant providers for educational initiatives

Role: Funding and grant providers serve as important pillars. They provide financial backing and support for projects and programmes that meet the objectives of environmental education and marine conservation.

Influence: The influence of these funders is critical. By providing resources, they are catalysts for the development and implementation of projects that promote ocean literacy. Their contributions not only provide financial support but also validate and reinforce the importance of initiatives aimed at increasing awareness and understanding of oceans among diverse audiences.

Technology Partners

- Companies providing educational technology solutions
- Online learning platforms and games-based companies

Role: Technology partners, including companies providing educational technology solutions and those specialising in online learning platforms and games, have an interesting role to play. They contribute innovative tools and digital platforms that use technology to increase ocean literacy and engagement among students.

Influence: These technology partners are making a significant impact by bringing innovation to education strategies. Educational technology companies provide tools that revolutionise the learning experience, while online learning platforms and gaming companies use digital platforms and gamification to make ocean-related content both engaging and accessible.

2.2. Stakeholders Analysis

The stakeholder analysis for the SHORE project was conducted through a review of stakeholder groups, incorporating input from a range of sources including internal brainstorming and experience, partner input and perspectives from previous project documentation. This process enabled us to identify stakeholder interests, concerns and potential impacts on the project, which were then categorised into different quadrants based on their level of interest and influence.

The analysis categorised stakeholders into distinct quadrants based on their level of interest and influence, as presented in Figure 3 and further developed below, enabling targeted engagement strategies.

Figure 3 - Stakeholders Analysis Matrix

Educational institutions, teachers, educators and students

- Interests: Support in integrating ocean literacy into the curriculum, fostering students' understanding of and connection to the marine environment.
- Concerns: Adequate resources, training, and long-term commitment to ocean literacy.

- Potential impact: Directly influencing the success and sustainability of educational initiatives and shaping students' perspectives on marine conservation.

Quadrant: Manage Closely (Interest: Medium-High/ Power: Medium)

Rationale: These stakeholders have a high interest and potential impact on the success of educational initiatives. While they may not have the highest power, their engagement is crucial, necessitating close management to address their concerns and ensure effective collaboration.

Governmental and Non-Governmental Organisations (NGOs)

- Interests: Enforcement of environmental regulations, policy integration of marine education and active involvement in conservation efforts.
- Concerns: Clear communication channels and effective coordination.
- Potential impacts: Shaping policies and regulations and contributing to the legitimacy and reach of the project.

Quadrant: Keep Satisfied (Interest: Medium-High/ Power: High)

Rationale: Given their high interest and power, it is essential to keep the government and NGOs satisfied. Regular engagement, alignment meetings, and clear communication will help maintain their support and collaboration.

Scientist and researcher community

- Interests: Advancing scientific understanding and contributing to evidence-based conservation strategies.
- Concerns: Ethical research practices, proper attribution, and alignment with their scientific objectives.
- Potential Impact: Providing a scientific foundation, influencing conservation strategies, and disseminating knowledge.

Quadrant: Keep Informed (Interest: Medium/ Power: High)

Rationale: While their interest may not be as high as some other groups, their significant power makes it important to keep them informed. Regular updates on research collaboration and project progress will foster positive engagement.

Regional and local communities

- Interests: Localised understanding and application of marine literacy, cultural sensitivity, and community involvement.
- Concerns: Cultural misrepresentation, displacement of local practices, and equitable distribution of project benefits.
- Potential Impacts: Directly affects the cultural relevance, application, and acceptance of the project within local communities.

Quadrant: Monitor [Interest: Medium-High/Power: Low to Medium (varies)]

Rationale: Given the diversity in power within regional and local communities, continuous monitoring through community forums and engagement with community "ambassadors" will be essential.

Industry

- Interests: Implementing sustainable business practices, CSR, and potential positive brand association.
- Concerns: Impact on business operations, cost implications, and potential conflicts between profit motives and conservation goals.
- Potential Impacts: Promote financial support, implement sustainable practices, and corporate responsibility.

Quadrant: Keep Informed (Interest: Medium/ Power: High)

Rationale: Industries have significant power, but their interest might not be as high. Keeping them informed about project achievements and initiatives will help maintain positive relations.

Media and Communication Channels

- Interests: Amplifying public awareness and disseminating information on ocean literacy.
- Concerns: Accuracy in reporting, potential misinterpretation of project goals, and maintaining ongoing media interest.
- Potential Impact: Influences public perception, increases project visibility, and contributes to widespread awareness.

Quadrant: Keep Informed (Interest: Medium/ Power: Medium)

Rationale: Media plays a vital role, but their interest and power may vary. Keeping them informed about project milestones and providing regular press releases will help maintain positive coverage.

International organisations

- Interests: Global collaboration, alignment with international policy, and contribution to global conservation efforts.
- Concerns: Alignment of projects with global priorities, effective coordination, and recognition of their impact.
- Potential Impact: Increased global reach, legitimacy, and alignment of the project with international conservation agendas.

Quadrant: Keep Satisfied (Interest: High/ Power: High)

Rationale: Given their global influence and interest, it's crucial to keep international organisations satisfied through active participation in their events and initiatives, global forums, and raising awareness of their regular updates.

Funding and Grant Providers

- Interests: Supporting initiatives related to ocean literacy, blue economy, and sustainability.
- Concerns: Proper utilisation of funds, measurable project impact, and sustained commitment to project objectives.
- Potential Impact: Financial backing, catalyst for project development, and validation of initiatives promoting ocean literacy.

Quadrant: Keep Satisfied (Interest: High/ Power: High)

Rationale: As key contributors, maintaining the satisfaction of funding and grant providers is crucial for ongoing support. Clear communication, outreach and showcasing the impact of their contributions will be essential.

Technology Partners

- Interests: Through innovative educational technology solutions enhance ocean literacy.
- Concerns: Ethical use of technology, alignment with educational goals, and ensuring accessibility.
- Potential Impact: Revolutionising education strategies, providing tools for engaging learning experiences, and contributing to technological advancements in ocean literacy.

Quadrant: Keep Informed (Interest: Medium/ Power: Medium)

Rationale: Technology partners have moderate interest and power. Keeping them informed about technological needs and potential collaboration opportunities will be beneficial.

Each stakeholder group's interests, expectations, concerns, and potential impact play a crucial role in shaping how the SHORE project engages with them. The tailored communication and dissemination strategies will address these specific aspects, ensuring effective collaboration and support from each stakeholder category.

3. Stakeholder Engagement Strategies and Activities

The success of the SHORE project relies heavily on the involvement of key stakeholders, especially schools and students. This report outlines the key components of our stakeholder engagement plan in a systematic manner, which has been carefully structured to promote understanding, inclusivity, and transparency. SHORE's stakeholder engagement objectives are multifaceted:

- **Identify and understand:**
  Systematically identify, assess and understand the various stakeholders, including individuals, groups or organisations, with an interest in or affected by the SHORE project and its activities.
- **Map stakeholder relationships and communication planning:**
  Visualise and map the relationships between different stakeholders, identifying potential collaborations, conflicts or dependencies that may arise during the project. At the same time, tailor communication strategies and messages to the specific needs and preferences of each stakeholder group. This integrated approach aims to create a comprehensive understanding of stakeholder dynamics while optimising communication efforts for successful project outcomes.
- **Ensure understanding:**
  Implement an open, inclusive, and culturally responsive engagement process that is critical to informing stakeholders, particularly schools and students, about the SHORE project.
- **Build relationships:**
  Aim to build and maintain productive relationships between the project team, educational institutions, and other relevant stakeholders through open dialogue and engagement processes.
- **Engage priority groups:**
  Use a variety of strategies, including interviews, meetings, and focus group discussions, to ensure that the perspectives of stakeholders and educational communities are taken into account.
- **Manage expectations:**
  Communicate project benefits to avoid unrealistic expectations within schools and among students and promote a pragmatic understanding of project opportunities.

This comprehensive stakeholder engagement plan not only prioritises stakeholder identification and understanding but also strategically maps relationships and tailors communication strategies. Together, these elements can contribute to the cohesive and effective delivery of the SHORE project.

Regarding communication, it is important to note that the primary goals are aligned with the communication and dissemination goals and activities, aimed to maximise the project's impact by:

- *It is imperative to expand our knowledge about the ocean and rivers in Europe through the Mission Ocean: Communicate on the importance of expanding knowledge about the ocean and rivers underscores the critical role these ecosystems play and encourage a deeper understanding of the ecological*

significance among the target audience, fostering a sense of responsibility for their preservation.
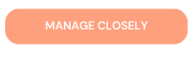
- *Engaging schools and fostering awareness among children and the younger demographic is key to a sustainable future: Recognise the younger generation as key stakeholders and empower them to become advocates for sustainable practices and conservation efforts.*

- *Communities play a vital role in supporting the blue transition: Acknowledge the crucial role of communities and encourage active community participation, fostering a sense of ownership and cooperation in addressing ocean and river literacy.*

- *SHORE offers grants to support local initiatives: Highlight the availability of grants as tangible support for implementing projects and as an incentive for schools to actively participate.*

- *SHORE provides tools and materials for the effective implementation of blue projects: Provide practical tools and materials that will support the effective planning and execution of their projects.*

- *Participating schools have the opportunity to become the "Ocean Ambassador of the Year": Motivate schools and individuals to excel in their initiatives, creating a sense of achievement and recognition within the project community.*

- *Blue projects will contribute to a more sustainable and environmentally conscious society: Encourage participants to view their contributions as part of a broader legacy and stressing the lasting effects, instilling a sense of responsibility for the well-being of the oceans and rivers among current and future generations.*

The following analysis, strategies, and activities are designed to foster meaningful interactions and collaborations with key stakeholders, aiming to ensure their active involvement throughout the project lifecycle.

3.1. Educational Institutions, teachers, educators and students

Educational institutions, teachers, educators and students			
Description/Role	Expectations	Interests	Concerns
Educational institutions, teachers, educators and students are at the heart of the SHORE project and have a direct interest in all its activities.	They expect effective implementation of the Blue Curriculum. They are looking for support to help teachers integrate ocean literacy seamlessly into their teaching methods.	Their main objective can be to effectively incorporate ocean literacy into educational curricula, which will facilitate a profound comprehension and attachment to the marine environment among students.	Their concerns can revolve around the availability of adequate resources, comprehensive training programmes and a sustained, long-term commitment to ocean literacy initiatives.

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Educational institutions, teachers, educators and students			
	They expect access to engaging educational materials that enhance the learning experience.		

Key Message: "Ocean literacy is integral to a sustainable future. SHORE provides engaging materials and grants for blue projects, empowering schools to become Ocean Ambassadors. Join us in fostering a sense of responsibility for the preservation of oceans and rivers."

MANAGE CLOSELY	Objectives, Channels and Timing

Objectives, Channels and Timing
RAISE AWARENESS OF OCEAN AND WATER LITERACY **Channels:** Website, social media, newsletters, videos, printed materials. **Suggested Timing:** Monthly or every 2 months updates
PROMOTE GRANT APPLICATIONS AND THE IMPLEMENTATION OF BLUE PROJECTS **Channels:** Website, social media, newsletters, videos, workshops, direct contacts, popularisation events. **Suggested Timing:** Quarterly updates
INFORM ABOUT SHORE'S EDUCATIONAL MATERIALS AND HIGHLIGHT SUCCESSFUL RESULTS **Channels:** Website, social media, newsletters, videos, printed materials, workshops, and training. **Suggested Timing:** Quarterly updates
PROMOTE NEBS **Channels:** Website, social media, newsletters, videos, printed materials, workshops, direct contacts. **Suggested Timing:** Every 3 months updates

Potential impact	By directly influencing the success of educational initiatives, their involvement shapes students' perspectives on marine conservation and fosters a lasting commitment to environmental stewardship.

3.2.   Governmental and NGOs

Governmental and NGOs			
Description/Role	Expectations	Interests	Concerns
Governmental bodies and NGOs play a pivotal role in amplifying and extending the impact of the SHORE project.	They expect alignment between SHORE's objectives and broader conservation policies. They anticipate regular updates on project progress and achievements. They might seek opportunities for collaboration to	Their core interests can align with the project's goals, emphasizing ocean literacy as a fundamental component of environmental education and conservation.	Their concerns might revolve around the necessity for transparent policy alignment, clear communication channels, and ensuring a cohesive integration of SHORE's initiatives with existing conservation frameworks.

Governmental and NGOs			
	enhance the project's societal and environmental impact.		

Key Message: "Your role is pivotal in shaping policies and driving conservation efforts. Join the SHORE community. Events and newsletters will keep you informed about progress, achievements, and upcoming initiatives, fostering collaboration and support."

KEEP SATISFIED	Objectives, Channels and Timing

SUPPORT AWARENESS RAISING OF OCEAN AND WATER LITERACY
Channels: Website, social media, newsletters, videos, printed materials, popularisation events, direct contacts.
Suggested Timing: Quarterly updates

ENCOURAGE SHARING OF KEY MESSAGES WITHIN COMMUNITIES
Channels: Website, social media, newsletters, videos, printed materials, direct contacts, popularisation events.
Suggested Timing: Quarterly updates

INFORM ABOUT SHORE'S GRANTS FOR SCHOOLS
Channels: Website, social media, newsletters, videos, printed materials, direct contacts, popularisation events.
Suggested Timing: Quarterly updates

Potential impact	Directly influencing policies, governmental and non-governmental organisations can contribute to the creation of a supportive ecosystem for the SHORE project, ensuring its broader societal and environmental relevance.

3.3. Scientists and Researchers Community

Scientists and Researchers Community			
Description/Role	Expectations	Interests	Concerns
Scientists and researchers play a key role in advancing the scientific understanding of marine ecosystems and are therefore essential to the success of the SHORE project.	They expect platforms for knowledge exchange and collaboration. Opportunities to share and discuss research findings within the SHORE community. Assurance that their research will contribute meaningfully to project initiatives.	Their interests lie in contributing to and staying informed about cutting-edge research, collaborating on innovative projects, and ensuring their findings are integrated into ocean literacy initiatives.	Potential concerns may include the need for effective communication channels for ongoing collaboration and ensuring their research aligns with SHORE's objectives.

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Scientists and Researchers Community

Key Message: "Your research expertise is vital for advancing marine conservation. Join SHORE activities to share findings, discuss collaborative opportunities, and ensure cutting-edge research integration into project initiatives. The SHORE events will foster ongoing collaboration and address emerging challenges or opportunities."

KEEP INFORMED	Objectives, Channels and Timing
Objectives, Channels and Timing	

FACILITATE KNOWLEDGE EXCHANGE AND COLLABORATION
Channels: Mission Oceans Helix, Scientific Events (Physical or Virtual), Research Collaboration Meetings (Virtual).
Suggested Timing: Quarterly updates

SHARE AND DISCUSS RESEARCH FINDINGS
Channels: Mission Oceans Helix, Scientific Events (Physical or Virtual), Research Collaboration Meetings (Virtual).
Suggested Timing: Quarterly updates

INTEGRATE CUTTING-EDGE RESEARCH INTO PROJECT INITIATIVES
Channels: Mission Oceans Helix, Virtual meetings, Project documentation, Collaborative platforms.
Suggested Timing: Quarterly updates

Potential impact	Directly influencing the scientific foundation of the project, their engagement contributes to informed educational content and enhances the credibility of SHORE's initiatives.

3.4. Regional and Local Communities

Regional and Local Communities

Description/Role	Expectations	Interests	Concerns
Regional and local communities, represented by community leaders, Parent-Teacher Associations (PTAs), local environmental groups, and climate movements, are integral components of the SHORE project. These entities play key roles in mobilizing local support, advocating for sustainable practices, and fostering community engagement in ocean conservation.	Expectations include active involvement in educational initiatives. Anticipation for collaboration on awareness campaigns that address localized issues.	Their primary interests include addressing localized environmental issues, contributing to broader conservation objectives, and actively participating in community-led initiatives for ocean conservation.	Concerns may relate to the need for effective communication channels to engage communities and overcome potential challenges.

Key Message: "Your communities play a vital role in the blue transition. SHORE offers grants for local school's projects, supporting sustainable practices. Share our messages to amplify the importance of ocean literacy and conservation within your community."

MONITOR	Objectives, Channels and Timing
Objectives, Channels and Timing	

Regional and Local Communities

RAISE AWARENESS ON OCEAN LITERACY
Channels: Community forums, localised campaigns, direct community engagement.
Suggested Timing: Every 2 Months updates

INFORM ABOUT SHORE'S GRANTS FOR SCHOOLS AND TRAINING
Channels: Workshops, direct engagement with Parent-Teachers Associations, community leaders, and local environmental groups.
Suggested Timing: Every 2 Months updates

ENCOURAGE SHARING OF MAIN MESSAGES WITHIN COMMUNITIES
Channels: Community forums, newsletters, localised campaigns, direct contacts.
Suggested Timing: Every 2 Months updates

Potential impact	The involvement of regional and local communities has the potential to create a ripple effect, fostering a sense of ownership and responsibility for ocean conservation at the grassroots level.

3.5.   Industry

Industry

Description/Role	Expectations	Interests	Concerns
Industry stakeholders, including companies focused on marine conservation and those with CSR programs, are key stakeholders in the SHORE project. These companies actively contribute to sustainable practices, conservation projects, and responsible corporate citizenship.	Expectations include collaboration on marine conservation initiatives and funding for educational programs. Anticipation for aligning business practices with environmental sustainability.	Industry stakeholders can be interested in aligning business interests with environmental conservation, contributing to sustainable practices, and reinforcing their commitment to marine conservation and education.	Potential concerns may relate to ensuring that business practices align with the sustainability objectives of the SHORE project.

Key Message: "Your commitment to marine conservation is crucial. Join SHORE in implementing sustainable practices, investing in conservation projects, and contributing to responsible corporate citizenship. Collaborate with us to bridge business interests with environmental sustainability."

KEEP INFORMED	Objectives, Channels and Timing

RAISE AWARENESS ON OCEAN LITERACY
Channels: Direct collaborations, newsletters, project updates.
Suggested Timing: Twice a year update

INFORM ABOUT SHORE'S GRANTS AND EDUCATIONAL INITIATIVES
Channels: Videos, social media, Print materials.
Suggested Timing: Twice a year update

ENCOURAGE ADOPTION OF SUSTAINABLE BUSINESS PRACTICES
Channels: Joint initiatives, newsletters, direct contacts.
Suggested Timing: Twice a year update

Industry	
Potential impact	The engagement of industry stakeholders holds the potential to bridge business interests with environmental conservation, creating a synergy where economic activities align with environmental sustainability.

3.6. Media and Communication Channels

Media and Communication Channels			
Description/Role	Expectations	Interests	Concerns
Media and communication channels are an important means of disseminating the key messages and achievements of the SHORE project to a wider audience.	Their primary interest can lie in effectively communicating ocean literacy and the significance of sustainable practices to the public through various media platforms.	Expectation for regular, newsworthy updates on project milestones and achievements. Access to press releases to facilitate comprehensive coverage. The expectation for engaging and shareable content that fosters public awareness.	Potential concerns may include the need for timely, accurate and noteworthy information.

Key Message: "Your role is vital in shaping public opinion. Increase media coverage on ocean literacy and SHORE's activities. Feature our campaigns to raise awareness on the urgency of environmental conservation. Regular press releases will ensure broad coverage."

KEEP INFORMED	Objectives, Channels and Timing
REGULARLY RELEASE PROJECT UPDATES **Channels:** Press releases, social media updates. **Suggested Timing:** Quarterly updates	
ENGAGE THE PUBLIC THROUGH SHAREABLE CONTENT **Channels:** Videos, social media, Printed materials. **Suggested Timing:** Quarterly updates	
FACILITATE BROAD COVERAGE AND PUBLIC AWARENESS **Channels:** Press releases, social media updates. **Suggested Timing:** Quarterly updates	

Potential impact	Media and communication channels wield the power to amplify SHORE's messages, significantly impacting public awareness and fostering a sense of responsibility towards oceans and rivers.

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3.7. International Organisations

International Organisations			
Description/Role	Expectations	Interests	Concerns
International organisations, such as UNESCO, IOC, and IPCC, hold a pivotal role in influencing global policy, providing platforms for international collaboration, and supporting initiatives contributing to ocean conservation worldwide.	Expectations involve active participation in global forums and events. Anticipation for alignment of project strategies with global conservation agendas.	Their primary interest lies in fostering global cooperation, shaping policies, and contributing to initiatives that promote ocean literacy and conservation on a global scale.	Potential concerns may relate to ensuring that SHORE's initiatives align effectively with international priorities and goals.

Key Message: "As global influencers, your support is vital. Collaborate with SHORE to enhance global ocean literacy and conservation. Your involvement shapes a unified global understanding of these critical issues"

KEEP SATISFIED	Objectives, Channels and Timing
RAISE AWARENESS OF GLOBAL OCEAN LITERACY INITIATIVES Channels: Mission Ocean Helix, Participation in global forums, international events, newsletters Suggested Timing: 6 Month updates	
INFORM ABOUT SHORE'S ALIGNMENT WITH GLOBAL CONSERVATION AGENDAS Channels: Participation in global forums, international events, newsletters, Direct Contacts Suggested Timing: 6 Month updates	
ENCOURAGE GLOBAL COLLABORATION Channels: Newsletters, active engagement in global initiatives, participation in international forums. Suggested Timing: 6 Month updates	
Potential impact	The involvement of international organisations significantly influences global policies and narratives related to ocean literacy and conservation, contributing to a unified understanding of these crucial issues.

3.8. Funding and Grant Providers

Funding and Grant Providers			
Description/Role	Expectations	Interests	Concerns
Funding and grant providers, including EC Institutes, foundations supporting environmental education, and grant providers for educational initiatives, play pivotal roles in supporting projects aligned	Expectations revolve around active collaboration to enhance global ocean literacy through joint efforts. A desire to create synergies and	Their core interest lies in supporting initiatives that contribute to advancing ocean literacy, fostering the blue economy, and promoting sustainable	Concerns may revolve around ensuring that funded projects effectively contribute to the advancement of ocean literacy and conservation.

Funding and Grant Providers			
with environmental education and ocean conservation.	harmonize activities with other blue projects and initiatives for a more impactful collective contribution.	practices on a global scale.	

Key Message: "Your support is pivotal for the sustainability of SHORE. By contributing to and participating in collaborative efforts, you enable initiatives related to ocean literacy, blue economy, and sustainability."

KEEP SATISFIED	Objectives, Channels and Timing

INFORM REGULARLY ABOUT PROJECT UPDATES
Channels: Website, social media, Newsletters, Videos, Print materials, Mission Oceans Helix, Clustering activities.
Suggested Timing: 6 Month updates

CONTRIBUTE TO AND PARTICIPATE IN COLLABORATIVE EFFORTS
Channels: Dedicated website sections, active social media engagement, regular newsletters, informative videos, and printed materials.
Suggested Timing: Quarterly updates

CREATE SYNERGIES WITH OTHER BLUE PROJECTS AND INITIATIVES
Channels: Mission Oceans Helix participation, clustering activities, collaborative content in newsletters and videos, and targeted social media campaigns.
Suggested Timing: 6 Month updates

Potential impact	The influence of funding and grant providers is critical. By offering financial support, they act as catalysts for the development and implementation of projects that significantly contribute to increasing awareness and understanding of oceans among diverse audiences. The potential impact of this group is substantial, as collaborative efforts can amplify the reach and effectiveness of initiatives related to ocean literacy, blue economy, and sustainability.

3.9.   Technology Partners

Technology Partners			
Description/Role	Expectations	Interests	Concerns
Technology partners, including those providing educational technology solutions and specializing in online learning platforms and games, play a crucial role. They contribute innovative tools and digital platforms that utilize technology to elevate ocean literacy and engagement among students.	They seek an environment conducive to experimentation and implementation of digital tools in the context of ocean literacy. They look forward to a supportive ecosystem that encourages the development of	These stakeholders can be invested in using their expertise to contribute innovative tools and digital platforms, leveraging technology to enhance education.	Their concerns revolve around ensuring alignment between their technological solutions and the specific needs of educational initiatives within the SHORE project. This includes addressing potential challenges related to integration and user adoption

Technology Partners			
	gamified learning platforms to make ocean-related content engaging and accessible.		
Key Message: "Technology is a powerful tool for ocean literacy. Join SHORE's efforts in offering innovative tools and platforms to enhance ocean literacy through technology. Your influence can revolutionize the learning experience and make ocean-related content engaging and accessible."			
KEEP INFORMED		Objectives, Channels and Timing	
REGULARLY RELEASE PROJECT UPDATES **Channels:** Social media updates. **Suggested Timing:** Quarterly updates			
INFORM ABOUT SHORE'S GRANTS AND EDUCATIONAL INITIATIVES **Channels:** Videos, social media, Print materials. **Suggested Timing:** 6 Month updates			
Potential impact	The potential impact of technology partners lies in transforming traditional educational approaches, making ocean-related content more engaging, accessible, and fostering a tech-enhanced learning environment.		

The planning and execution of stakeholder engagement in the SHORE project are integrated into the project timeline, aligning with key deliverables, milestones, and activities, as well as the three open calls foreseen. The project is strategically organised into distinct phases, each serving a specific purpose and addressing the evolving needs of the project.

The stakeholder engagement process in the SHORE project is a comprehensive and dynamic initiative that will unfold from M6 to M36, aligning with key project milestones, as presented in D5.1.

During the initial phase (M1-M6), the aim was to establish the groundwork for communication strategies. This included conducting a baseline stakeholder analysis, which serves as the foundation for planned engagement in the following phases. The primary focus of this phase was on preparing dissemination materials and tools. In the subsequent foreseen sub-phases, aligned with the open calls (M6-M33), communication and dissemination activities will be implemented to engage stakeholders and suit the unique characteristics of each call.

4. Clustering and Synergies with other projects

This section dedicates particular attention to the SHORE clustering activities and synergies to establish with other relevant projects.

As previously mentioned in Section 1.1, Clustering typically refers to a collaborative approach where multiple projects funded under the same program or call work together to exchange knowledge, share best practices, and create synergies to enhance the overall impact of their initiatives. In a broader sense, clustering involves the coordination and collaboration of projects that have complementary goals, objectives, or thematic areas. It aims to avoid duplication of efforts, promote the exchange of expertise, and create a more integrated and coherent impact across various projects.

As a coordination and support action, the SHORE project recognises the key role of clustering activities. The SHORE project aims not only to maximise its impact by promoting its activities and results near relevant stakeholders, but also to improve the efficiency of its actions and activities by learning from the experiences of other organisations and projects. Therefore, the SHORE consortium places particular emphasis on knowledge sharing and networking, seeking to collaborate with individual organisations and experts, as well as with analogous projects with similar funding structures.

The SHORE project includes a dedicated Work Package on Dissemination, Communication and Outreach (WP5) in which clustering activities to support close cooperation and joint dissemination strategies with other EU projects tackling similar issues play an important role through a dedicated Task T5.4. The SHORE project underlines the importance of interdisciplinary cross-collaboration with other high-impact EU-funded projects as a catalyst for effective communication, dissemination, and exploitation efforts.

The main objectives of this cross-project collaboration include:

- Explore potential synergies between the SHORE project and other initiatives funded under the same call. Extend this exploration to include relevant EU-funded projects that are aligned with the objectives of SHORE.
- Facilitate two-way communication and dissemination channels between SHORE and its sister projects to ensure a seamless exchange of information, updates and best practices.
- To foster the development of scientific and innovative ideas by encouraging collaboration and the exchange of ideas between SHORE and its sister projects.
- Contribute to the establishment of a strategic expert group focused on Mission Ocean to influence and support the formulation of future legislation and funding opportunities within this thematic area.
- Facilitate the formation of potential consortia that align with the core concepts of SHORE. Assist in identifying resources and pathways to help these consortia pursue their ideas effectively.

What can the SHORE Project offer?

The SHORE project has two strengths that can contribute to the wider scientific community. Firstly, our consortium comprises exceptional members with diverse expertise that can be used as valuable human resources. These include experts in marine literacy, environmental conservation, and educational methodology. Their knowledge, both pre-existing and acquired during the project, can be instrumental in supporting collaborative initiatives, hosting workshops, organising events and collaboratively producing joint outputs, strategies or papers.

Secondly, from a communication and dissemination perspective, SHORE is cultivating a growing community of followers on key social media platforms, including LinkedIn, Instagram, Facebook, and X. This growing online presence serves as a powerful tool to increase the visibility of actions and results not only within the project but also to support other related initiatives. In addition, SHORE will maintain ongoing communication through its website, regular newsletters and run a dedicated stakeholder community - Mission Oceans Helix - on the open innovation platform Crowdhelix.

Clustering Methodology

In terms of **clustering methodology**, in order to increase the visibility and impact of SHORE outcomes and events, the project will identify relevant EU projects and initiatives at the beginning of the project. This identification process is a crucial first step in the development of an effective and targeted networking strategy that will be implemented throughout the duration of the project.

The research to pinpoint pertinent projects for clustering will primarily commence by exploring initiatives proposed by other consortium partners and information available in CORDIS. This approach leverages the extensive expertise of SHORE partners, capitalising on their established networks and collaborations. For each project, the evaluation will consider the overall description of project objectives and activities, along with any additional information available online, to determine their suitability as potential targets for networking activities. This assessment process will be reiterated at the year 2 and year 3 of the project. Following the mapping exercise detailed above, the identified projects will be compiled and recorded in an online database accessible through the SHORE internal management platform.

Regarding the engagement strategy, to establish connections with the identified projects, the coordinators of each project will be reached out to. The initial email will include a brief introduction, along with a presentation outlining the project and suggesting initial collaboration opportunities such as profiling the projects on SHORE's website, supporting dissemination and communication through social media accounts, featuring the projects in the newsletter, and extending an invitation to join the Mission Oceans Helix community.

At M2, cooperation has already started with the ProBleu project "Promoting Ocean and Water Literacy in School Communities" (GA 101113001), funded under the same call, which participated in the SHORE kick-off meeting. Is also noteworthy to refer that the

Scientix 4 project (GA 101000063), which is a science education community in Europe, has disseminated the SHORE's open call through its website and the Scientix Digest.

As part of its clustering and synergies activities, SHORE is also actively engaged with the Mission 'Restore our Oceans and Waters". The leader of WP5, Euronovia, participates in the Mission Ocean Communication Collaborative to share information and discuss communication goals with the other projects from the Mission.

Networking and building synergies with other ocean literacy initiatives will be a key focus of the SHORE project, in line with our commitment to increasing collaboration and collective impact. Alongside our efforts, a dedicated section (overview in Annex 1) will be maintained to systematically identify and update information on new projects and initiatives. SHORE will proactively engage with these projects, encouraging discussions on potential collaborations and joint ventures.

Ensuring strong links with sister projects, optimising the use of EU funding and avoiding duplication will be integral to SHORE's objectives, particularly within WP5. The main aim will be maintaining effective communication with other projects, contributing to each other's annual meetings and organising joint events at international conferences. The Mission Ocean Helix events will serve as a valuable platform for collaboration with sister projects.

In addition, SHORE aims to explore various forms of collaboration, including the possibility of developing joint events on a case-by-case basis. As the project advances, identifying and evaluating relevant projects for clustering, combined with strategic outreach and collaboration, will contribute to a strong network of like-minded initiatives. This interconnected ecosystem will ensure a shared exchange of knowledge, expertise, and resources, fostering a dynamic community dedicated to addressing common challenges in ocean literacy and sustainability.

In conclusion, the SHORE project's approach to clustering aligns with the EU's framework for fostering research and innovation. The project's commitment to maximising its impact and efficiency is demonstrated through its proactive and collaborative approach. By engaging with diverse entities within clusters and seeking cross-project collaboration, SHORE aims to position itself as a key player in advancing ocean literacy and environmental conservation.

5. Next Steps

The SHORE project is now looking ahead to the implementation of actions aimed at fortifying engagement, collaboration, and impact. The stakeholder engagement and clustering activities processes will move towards a next phase, transitioning from the foundational planning stages to implementation.

Stakeholder Engagement

- **Implementation:** Building upon the stakeholder analysis presented in this report, the consortium partners will suggest, agree upon, and implement tailored actions for each stakeholder group. These actions will align with the unique characteristics and expectations of each stakeholder, ensuring effective and meaningful engagement.

- **Continuous Feedback**: The engagement process requires the establishment of continuous feedback cycles. Feedback will be gathered from stakeholders through interviews and direct interactions to enable iterative improvements in our communication strategies and project initiatives.
- **Communication Channels**: Our communication strategy will include a variety of channels, such as the project website, social media platforms, newsletters, videos, events, workshops, and direct contact (as presented in the D5.1). This will ensure that our messages reach stakeholders in ways that are most effective for them.

Clustering Activities
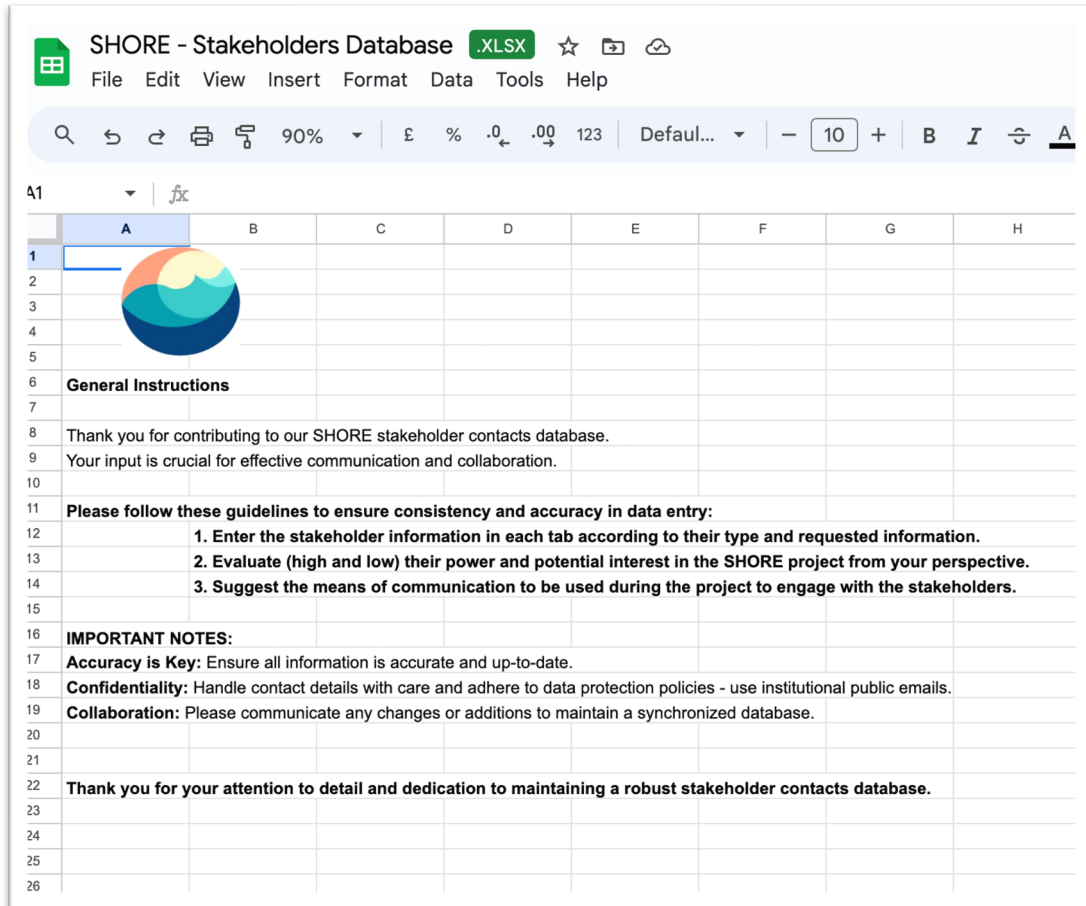
- **Mapping and Identification:** The SHORE project has initiated the identification and mapping of relevant EU projects and initiatives. This process is crucial for effective clustering activities as it allows pinpointing projects with synergies and collaboration potential.
- **Database Development:** The identified projects will be systematically compiled and recorded in an online database accessible through the SHORE internal management platform. This database will be a valuable resource for networking and collaboration.
- **Outreach and Collaboration:** The coordinators of the identified projects will be contacted to establish connections. This outreach will include an introduction to SHORE, outlining potential collaboration opportunities, and inviting them to join the Mission Ocean Helix community. This approach aims to foster a network of projects aligned with ocean literacy goals.

As we take these next steps, the SHORE project is committed to promoting significant connections, utilising collective expertise, and maximising the impact of ocean literacy initiatives.

5. Annexes

Annex 1 – Overview of the Stakeholders Online Database Form

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Empower students as the agents of change