



**MACRO CASCADE dissemination, exploitation
and IPR strategy paper
Macro Cascade – Project
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SUMMARY

The MACRO CASCADE project's Dissemination and Exploitation Plan sets the communication strategy, including goals, target groups, main messages and strategies. This document defines the indicators for the monitoring process and the measures to be taken in case of a communication crisis. In particular, this plan details the activities needed to spread the project's results and the new knowledge created, among partners, to the main target user groups and to other stakeholders. The lead users will be European start-up companies within seaweed cultivation, aquaculture (finfish, mussels) with an interest in bio remediation, regional and European policymakers and administrators within standards and spatial planning, industrial end-users and adaptors as well as environmental NGOs.

Furthermore, public authorities will be able to use the outcomes, e.g. in developing and adapting regulations and in setting strategic policies for enhancing the overall competitiveness and performance of the European fisheries and aquaculture sectors.

The mix of internal and external actions will ensure consistency in the activities and in reaching the target groups. Planned actions cover a wide range of fields, an active website, four fully operative social network profiles (Facebook, Twitter, LinkedIn, YouTube), press releases scheduled for every major project outcome, participation in several events and a wide array of promotional material (e.g., brochures, leaflets, posters, videos, newsletters).

This document details the communication strategy of the project. The main goals of the plan are explained in the first section. In the following sections the different target groups, messages and strategies are described. Furthermore, a section defines the monitoring process of the plan, including a communication crisis strategy. The final section describes issues concerning exploitation and IPR.

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