



SWIM

Sustainable **W**ater and **I**ntegrated **M**anagement of Fish
Migration and their Habitats in the Danube River Basin
and NW Black Sea

Communication Plan

Deliverable 7.1

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This document has been edited with the support of AI-assisted language tools used only to polish grammar, spelling, and clarity of the English language. All ideas, concepts, methods, and conclusions were conceived and developed by the authors. The content was subsequently reviewed and validated by the authors and designated reviewers to ensure accuracy and alignment with the project objectives.

Glossary and Abbreviations	
CINEA	European Climate Infrastructure and Environment Executive Agency
EC	European Commission
WP	Work Package
D	Deliverable
M	Month
SOs	Specific Objectives
KPIs	Key Performance Indicators

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Executive Summary

This Deliverable 7.1 – *Communication Plan* presents the overarching communication strategy, tools, templates, and governance framework guiding all communication activities of the **SWIM** – Sustainable Water and Integrated Management of Fish Migration and their Habitats in the Danube River Basin and the North-Western Black Sea project. **SWIM** is financed by the Horizon Europe Programme of the European Commission (Grant Agreement n° 101113015).

Developed during the early stages of the project under Work Package 7 – Dissemination, Education, and Exploitation of Project Results, and led by INOVA+, this document outlines how **SWIM** will communicate its objectives, activities, and results to a diverse range of audiences, including decision-makers, experts, local communities, and the general public. The plan establishes clear communication goals aligned with the project's ambition to restore and protect migratory fish habitats, foster stakeholder cooperation, and build basin-wide public support.

The Communication Plan outlines the project's branding and visual identity, key messages, target audiences, channels and tools, as well as internal coordination mechanisms. It also describes how communication activities will support policy alignment, replication, and long-term sustainability of results through initiatives such as the **SWIM** Alliance, the **SWIM** Info Points, the project website, and targeted media outreach in the Danube Basin. By making key project documents available in the partners' languages, **SWIM** also aims to raise basin-wide support for the protection of migratory fish habitats and ensure a wider dissemination of its results.

This document lays the ground for **SWIM** communication activities and is intended both as a guide and a living framework. It will be regularly recalled, eventually reviewed, and adjusted throughout the project lifetime to ensure responsiveness to emerging needs, milestones, and opportunities, while maintaining coherence with the Grant Agreement and the overall **SWIM** strategy.

1. Introduction

1.1. About the SWIM project

SWIM – Sustainable Water and Integrated Management of Fish Migration and their Habitats in the Danube River Basin and the North-Western Black Sea – addresses the dramatic decline of migratory freshwater fish species caused by habitat fragmentation, pollution, climate change, and hydromorphological alterations. Across Europe, migratory fish populations have declined sharply, with some species experiencing population collapses of over 90%, particularly in large transboundary river systems such as the Danube.

The project responds directly to EU and regional policy priorities, including the Water Framework Directive, Biodiversity Strategy for 2030, Nature Restoration Regulation, and the EU Strategy for the Danube Region. It develops and demonstrates integrated, science-based, and nature-based solutions to restore river connectivity, improve habitat quality, and strengthen the protection status of key migratory fish habitats.

SWIM is implemented through 13 concrete activities across 7 pilot sites located in the Upper, Middle and Lower Danube, the Danube Delta, and the North-Western Black Sea. These pilots test restoration measures, monitoring methodologies, digital tools, and governance approaches that can be replicated at the basin scale.

A core feature of **SWIM** is its integrated technical approach, combining ecological monitoring of migratory fish and habitats; hydrological and climate modelling; nature-based solutions for habitat restoration; digital tools for data integration and decision support; stakeholder engagement and policy co-creation.

This integrated approach ensures that ecological restoration actions are supported by robust data, predictive tools, and stakeholder ownership.

1.1.1. SWIM Specific Objectives

The project is structured around 13 Specific Objectives (SOs), which guide both implementation and communication activities.

TABLE 1 SWIM'S SPECIFIC OBJECTIVES (SO)

SO1	To contribute to the implementation of EU and regional policies on the protection and restoration of migratory fish habitats.
SO2	To establish an integrated online tool for data collection related to the habitats of migratory fish species to support the Mission's Digital Ocean and Waters.
SO3	To demonstrate concrete, effective, ecologically friendly, sustainable solutions for the improvement of migratory fish species habitats.

SO4	To contribute to the protection and improvement of the migratory fish species status in the DRB and NW Black Sea by a strong helix approach with the involvement of associated regions.
SO5	To evaluate the pressures on migratory fish habitats and to provide recommendations for a multisectoral, interdisciplinary response against migratory fish habitat loss.
SO6	To highlight the socio-economic benefits of the recovery of migratory fish populations and raise support of local communities for the protection of selected key habitats.
SO7	Contribute to the establishment of strictly protected habitats for migratory fish species in selected river stretches of the Danube River Basin.
SO8	To pave the way for establishing strictly protected areas ("no-take zones") for selected key habitats of migratory fish species in the NW Black Sea.
SO9	To provide policy recommendations regarding concrete measures to increase protection of selected key habitats for migratory fish species.
SO10	To strengthen the protection status of selected key habitats by raising awareness and support of major stakeholders in the DRB and NW BS regions.
SO11	To capitalise results of former projects and ensure synergies with running projects relevant for the protection of selected key habitats of migratory fish species.
SO12	To replicate and scale up key project results at the basin-wide level and beyond the project area.
SO13	To ensure the accessibility of key project results and raise basin-wide public support for the protection and conservation of migratory fish species.

1.1.2. Work plan structure and relevance for communication activities

The development of a Communication Plan, including its objectives and overall strategy, as well as its successful implementation, is closely linked to the work carried out across **SWIM's** work plan structure, that is, its Work Packages (WPs). As communication activities depend on the timely and coordinated contribution of all partners – particularly through the provision of information on activities and achievements – the reference to planned work is an essential component of this deliverable.

TABLE 2 SWIM'S WORK PLAN STRUCTURE

WP	Focus area	Lead	Communication Relevance
WP1	Project Management	UNIZG	Governance, milestones, coordination updates
WP2	Monitoring and Data Definition	GEOS	Monitoring results, scientific insights
WP3	Hydrological Modelling & SWIM Platform	CZU	Modelling outputs
WP4	Pilot Site Implementation & Research	DDNI	Demonstration activities, field and success stories
WP5	Legislative Recommendations	IAD	Policy briefs, regulatory alignment
WP6	Stakeholder Recommendations	AIH	Stakeholder engagement, D&E activities, SWIM Alliance

WP7	Dissemination, Education & Exploitation	INOVA+	Overall communication strategy and execution
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1.2. Objectives of this deliverable

This deliverable fulfils the Grant Agreement requirement for D7.1: *Communication Plan*. Developed during the first three months of the project within the framework of WP7, and led by INOVA+, it sets out a coherent and effective communication framework to support the achievement of **SWIM**'s objectives.

SWIM's Communication Plan defines a structured approach to communicating the project's goals, activities and achievements, by:

- Translating complex technical and scientific results into accessible messages;
- Raising awareness of migratory fish conservation challenges and solutions;
- Increasing the visibility of **SWIM** activities at local, regional and basin-wide levels;
- Supporting policy dialogue and the uptake of project recommendations;
- Ensuring the long-term accessibility and reuse of project results.

In doing so, it establishes the foundation for all future communication activities and materials, ensuring consistency, quality, and full compliance with EU visibility requirements.

The objective of this Communication Plan is to outline the strategies and activities designed to raise the visibility of the **SWIM** project, engage key stakeholders, and ensure the effective dissemination of its results. Effective communication is recognised as a critical enabling factor for increasing public awareness, fostering policy alignment, and supporting the long-term sustainability of the project's outcomes. It is important to mention that this plan is conceived as a living document, capable of adapting to evolving project needs and external circumstances throughout the entire duration of the project.

1.3. Methodology

The communication strategy will involve multiple channels, including a project website, social media outreach, public workshops, and press/media relations. Emphasis will be placed on ensuring the accessibility of key results in multiple languages, creating tailored policy briefs for decision-makers, and engaging the public through workshops and local events, as well as through the establishment of the **SWIM** Info Points throughout the Danube River Basin. The **SWIM** Alliance will also play a vital role in fostering collaboration and knowledge transfer across stakeholders.

2. Communication Objectives

2.1. Overarching strategy and goals

The overarching communication strategy of the **SWIM** project is designed to inform, engage, and mobilise stakeholders and citizens around the protection and restoration of migratory fish habitats across the Danube Basin and the North-Western Black Sea region. Its primary objective is to maximise the visibility of **SWIM** activities and results, build broad public understanding and support for conservation and restoration measures, and facilitate the long-term sustainability and uptake of the project's outcomes.

To achieve this, the strategy focuses on:

- Maximising project visibility through the use of diverse communication channels targeting stakeholders at local, regional, basin-wide and international levels;
- Strengthening public support for migratory fish conservation, particularly in relation to habitat protection and restoration;
- Supporting policy uptake by translating scientific and technical results into clear and accessible messages;
- Fostering long-term impact through the development of lasting networks, synergies, replication mechanisms, and initiatives such as the **SWIM** Alliance and the network of **SWIM** Info Points.

Communication activities are designed to accompany the full project lifecycle, from early awareness-raising to the dissemination of results, impacts, and legacy actions towards the end of the project and beyond.

The effectiveness of communication and dissemination activities is also assessed through a set of clearly defined goals and Key Performance Indicators (KPIs). This provides an objective basis for monitoring performance and ensuring that communication efforts contribute meaningfully to the overall strategic objectives of the project.

While selected indicators related to visibility and public engagement are defined within this Communication Plan, a comprehensive set of dissemination and exploitation KPIs will be further developed and consolidated in Deliverable 7.2 – Dissemination and Exploitation Plan, due in M9.

TABLE 3 SWIM'S COMMUNICATION KPIS

Communication activities	Timeline	Target groups	Target metrics
Branding and visual identity	Early stage of the project	All	By M6 of the project
Project website	Early stage of the project	All	> 1,000 visits/year
Social networks	During and after the project	All	> 1,000 social media followers

2.2. Target audiences

SWIM adopts a multi-level and multi-audience approach, recognising that effective and inclusive communication requires tailored messages and channels.

Key target audiences include:

- Decision-makers and public authorities: EU, national, and regional policymakers responsible for water management, biodiversity, and environmental protection;
- Experts and practitioners: researchers, environmental agencies, river basin managers, and NGOs;
- Local stakeholders and communities: municipalities, fishermen communities, associations, and citizens living near pilot sites;
- General public: individuals interested in nature conservation, river systems, and sustainable development.

Special attention is given to increasing the involvement of decision-makers in the **SWIM** Alliance through targeted communication, policy-oriented materials, and direct engagement to encourage their active participation and alignment of their actions with regional and national environmental policies.

3. SWIM Branding, Visual Identity & Messaging

3.1. Branding strategy

SWIM's branding strategy aims to create a clear, recognisable, and trustworthy identity that reflects the project's environmental mission and scientific credibility, while remaining accessible to non-expert audiences.

The visual identity emphasises:

- Connection between rivers, seas, and migratory fish species;
- Sustainability, nature-based solutions, and cooperation;
- Professionalism, coherence, and accessibility across all outputs.

3.2. Logo, colours, typography

The **SWIM** logo and visual elements are inspired by aquatic ecosystems and migratory fish species, using blue and green tones to symbolise natural elements, such as life and water. Typography choices ensure readability across digital and printed formats.

These elements are consistently applied across all communication materials to strengthen recognition and recall.



FIGURE 1 SWIM'S PROJECT MAIN LOGO



FIGURE 3 SWIM'S PROJECT LOGO FOR LIGHT BACKGROUNDS

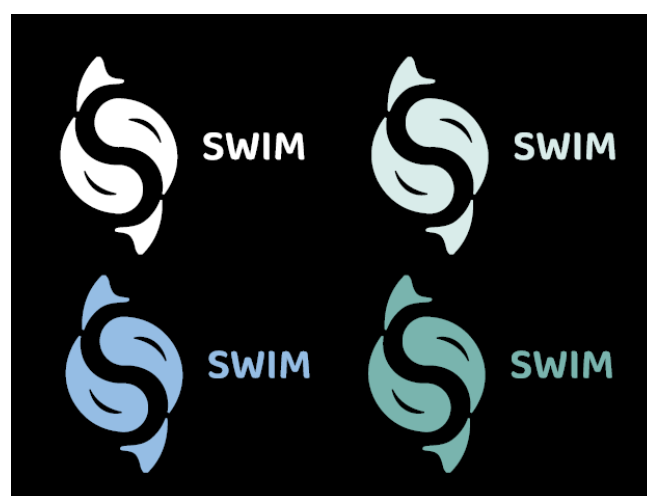


FIGURE 2 SWIM'S PROJECT LOGO FOR DARK BACKGROUNDS

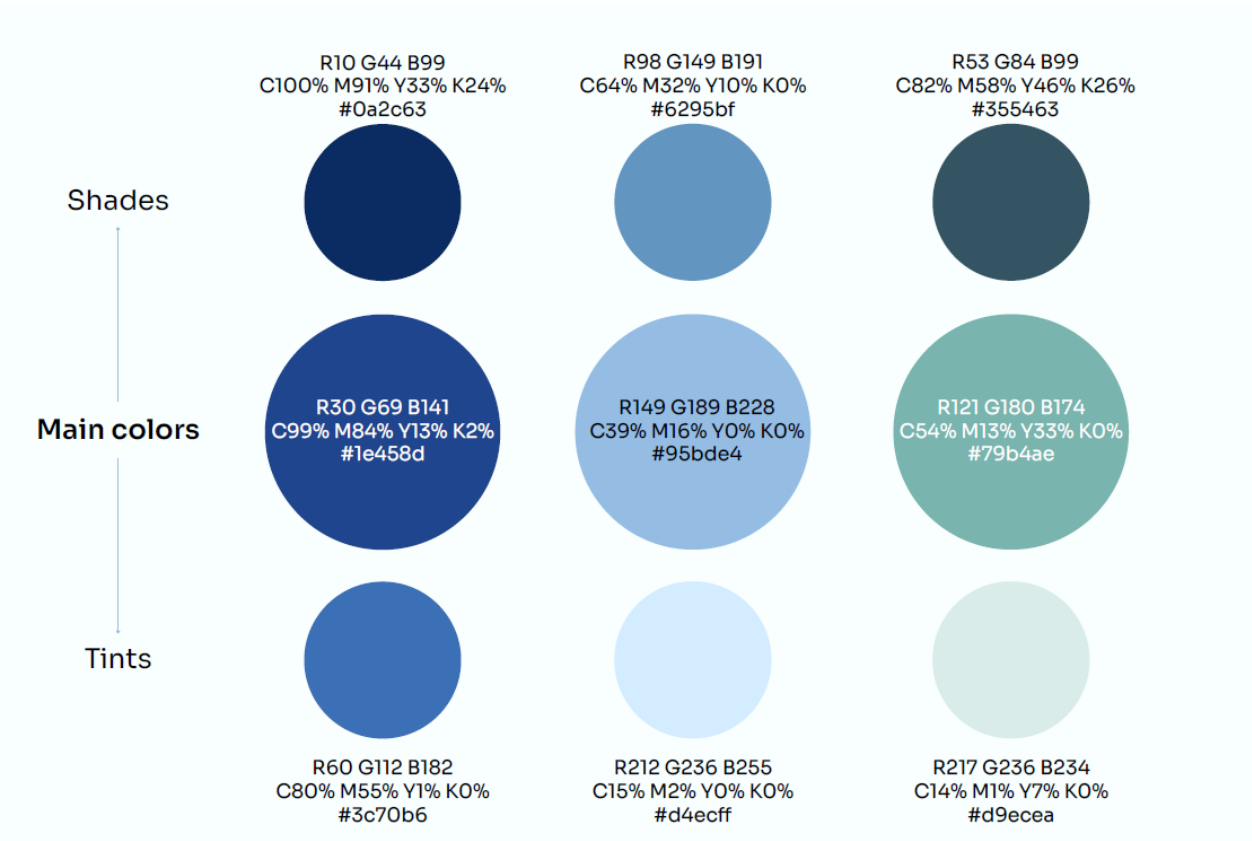


FIGURE 4 SWIM'S PROJECT MAIN COLOURS

TABLE 4 SWIM’S PROJECT TYPOGRAPHY

SWIM’s project typography	
Main & Web Font	Baloo 2 Semibold
Text font	Inter Regular
MS Office	Arial Rounded

3.3. Templates

Standardised templates have been developed for:

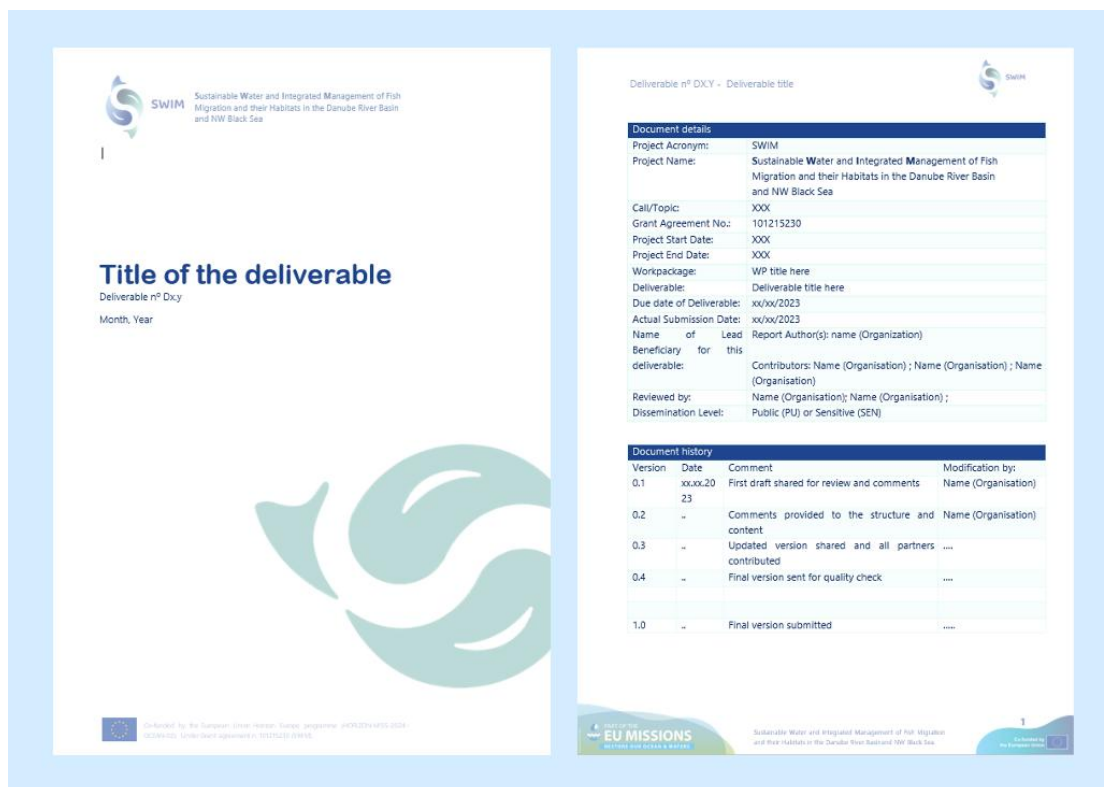
- Reports and project deliverables;
- Presentations;
- Promotional materials;
- Social media visuals.

These templates support partners in producing clear, high-quality and visually consistent content.

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3.3.1. Reports and project deliverables

Standardised templates have been developed for all **SWIM** reports and project deliverables to ensure clarity, coherence, and full compliance with Horizon Europe communication and visibility requirements. They are designed to support the clear presentation of objectives, methodologies, results, and conclusions, while allowing sufficient flexibility to accommodate the specific needs of different WPs and deliverable types.



The figure shows a template for a Word deliverable, divided into two main sections: a cover page and a content page.

Cover Page:

- Header: SWIM Sustainable Water and Integrated Management of Fish Migration and their Habitats in the Danube River Basin and NW Black Sea
- Title: **Title of the deliverable**
- Subtitle: Deliverable n° Dxy
- Footer: Month, Year

Content Page:

Deliverable n° DXY - Deliverable title

Document details

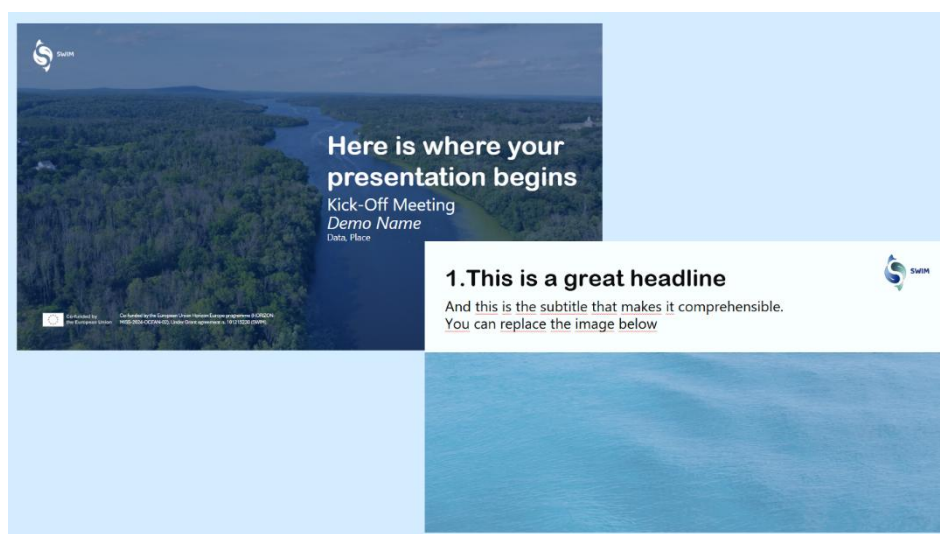
Project Acronym:	SWIM
Project Name:	Sustainable Water and Integrated Management of Fish Migration and their Habitats in the Danube River Basin and NW Black Sea
Call/Topic:	XXX
Grant Agreement No.:	101215230
Project Start Date:	XXX
Project End Date:	XXX
Workpackage:	WP title here
Deliverable:	Deliverable title here
Due date of Deliverable:	xx/xx/2023
Actual Submission Date:	xx/xx/2023
Name of Lead Beneficiary for this deliverable:	Report Author(s): name (Organization)
Contributors:	Contributors: Name (Organisation) ; Name (Organisation) ; Name (Organisation)
Reviewed by:	Name (Organisation); Name (Organisation) ;
Dissemination Level:	Public (PU) or Sensitive (SEN)

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0.3	-	Updated version shared and all partners contributed	----
0.4	-	Final version sent for quality check	----
1.0	-	Final version submitted	----

FIGURE 5 WORD DELIVERABLE TEMPLATE

3.3.2. Presentations



The figure shows a template for a presentation slide, divided into two main sections: a title slide and a content slide.

Title Slide:

- Header: SWIM
- Image: Aerial view of a river and forest.
- Text: **Here is where your presentation begins**
- Text: Kick-Off Meeting
- Text: Demo Name
- Text: Date, Place

Content Slide:

- Header: SWIM
- Text: **1. This is a great headline**
- Text: And this is the subtitle that makes it comprehensible.
- Text: You can replace the image below
- Image: Aerial view of a river and forest.

FIGURE 6 PRESENTATION TEMPLATE

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Presentation templates were developed to support the consistent and effective communication of **SWIM** activities and results in meetings, workshops, conferences, and public events. These templates are designed to be visually appealing and can be used by all partners when presenting project-related content to external audiences.

3.3.3. Promotion materials



Promotional materials play a key role in raising awareness of **SWIM** at local, regional, and basin-wide levels, supporting engagement with stakeholders and the general public, and reinforcing the project's identity across physical and digital environments.

At this stage, one roll-up has been produced and is being used as a core visual asset for public events and outreach activities. Additional promotional materials, such as flyers, posters, factsheets, and further roll-ups, may be developed as the project progresses, in line with emerging communication needs and milestones.

FIGURE 7 SWIM ROLL-UP

3.3.4. Social media visuals

A dedicated set of templates for social media visuals has been developed to support consistent, recognisable, and engaging online communication. These templates are primarily designed for use on LinkedIn, the project's social media platform, and are adaptable to

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different types of content, including news updates, event promotion, key results, milestones, and awareness-raising messages.

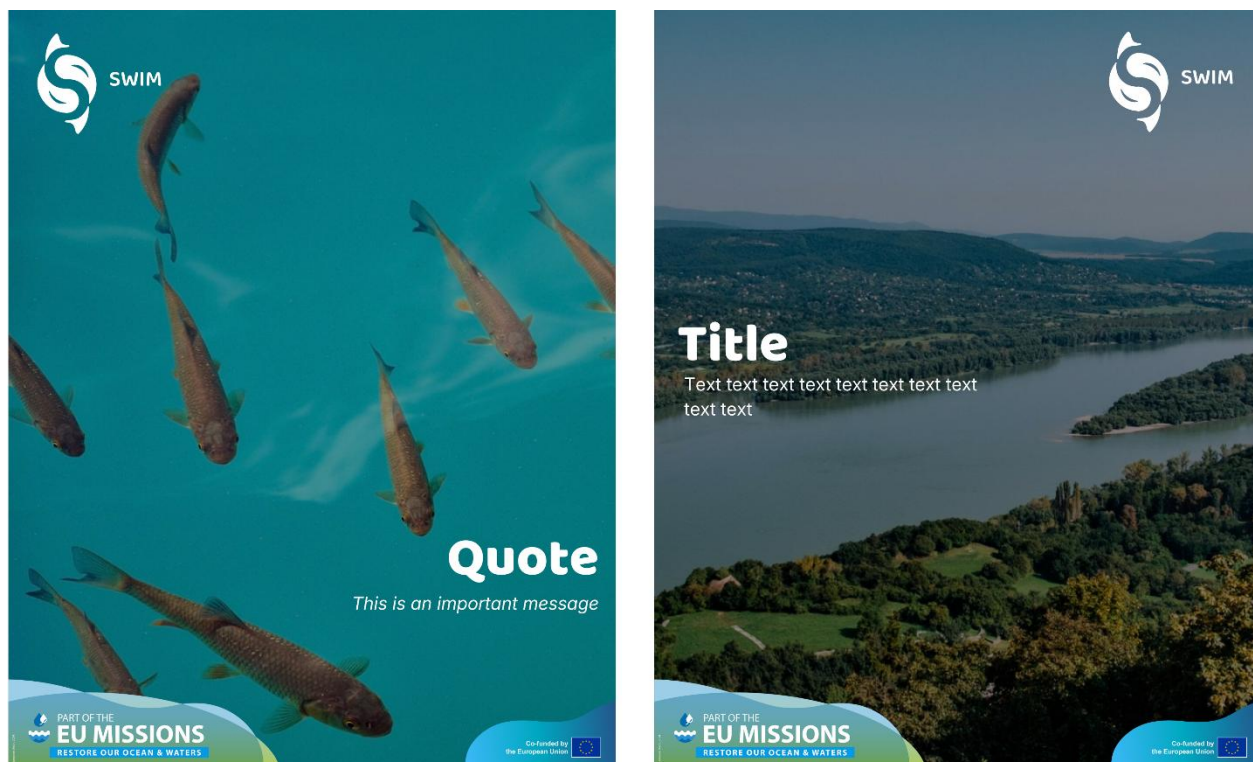


FIGURE 9 SHORT-FORMAT SOCIAL MEDIA TEMPLATES

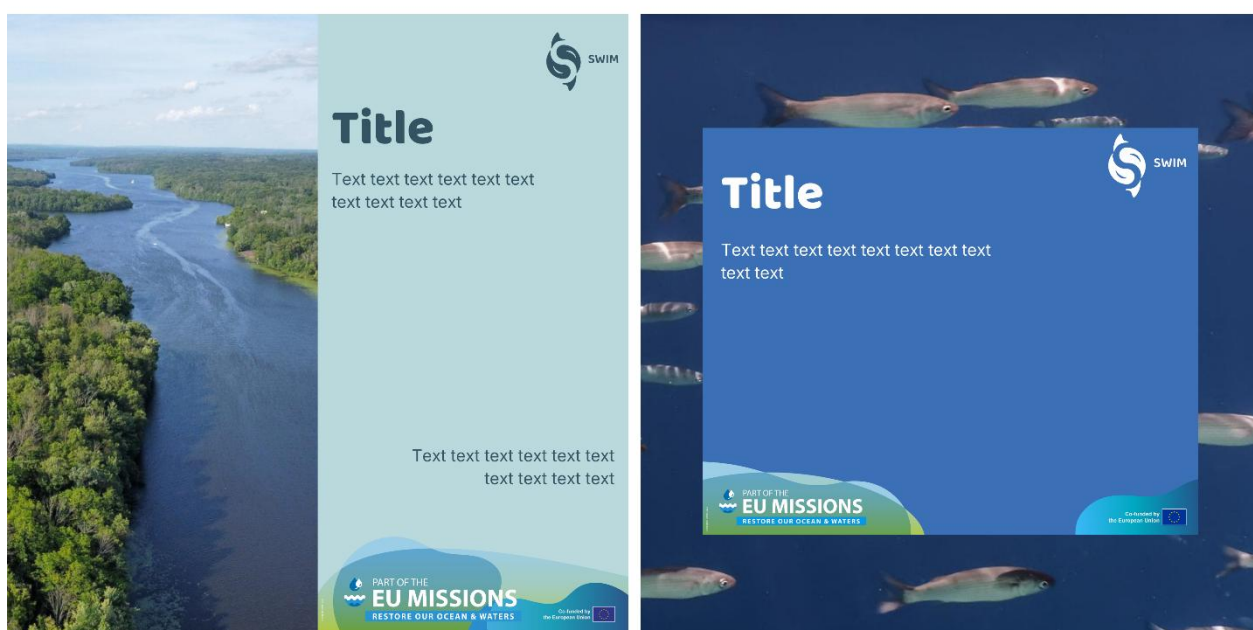


FIGURE 8 EXTENDED-FORMAT SOCIAL MEDIA TEMPLATES

3.4. Languages & localisation strategy

Given the significant linguistic diversity of the Danube Basin, the **SWIM** project places strong emphasis on multilingual communication as a key enabler of accessibility, inclusiveness, and stakeholder engagement. To ensure broad reach and meaningful uptake of project outputs, key communication materials and results will be made available in English and eight Danube languages – Bosnian (BA), Croatian (HR), Czech (CZ), Hungarian (HU), Romanian (RO), Serbian (RS), Slovak (SK), and Ukrainian (UA).

In particular, the project website will host multilingual content, and concise summaries of major results will be translated into all eight languages. This targeted localisation effort is designed to overcome language barriers, facilitate local and basin-wide engagement, and ensure that **SWIM**'s messages, findings, and impacts are accessible to diverse audiences across the region.

3.5. Key messages and partner communication guidance

The following key messages provide a common communication reference for all **SWIM** partners. They are drafted to ensure consistency across channels and audiences, while allowing adaptation to specific contexts, languages, and target groups.

TABLE 5 SWIM'S KEY MESSAGES

Key messages	
SWIM supports the protection and restoration of migratory fish habitats in the Danube River Basin and the North-Western Black Sea.	
The project combines science-based, nature-based solutions, and stakeholder cooperation.	
SWIM demonstrates practical, scalable actions through pilot sites across the basin.	
The project contributes to EU and regional policies on biodiversity, water management, and ecosystem restoration.	
Long-term impact is strengthened through knowledge sharing and collaboration, including the SWIM Alliance and the network of SWIM Info Points.	

TABLE 6 SWIM'S AUDIENCE-SPECIFIC MESSAGES

Audience-specific messages	
Decision-makers & public authorities	SWIM provides evidence-based recommendations to support policy development and implementation at local, national, and basin-wide levels.

Experts & practitioners	SWIM integrates monitoring, modelling, and field-based solutions to improve understanding and management of migratory fish habitats.
Local communities & general public	Healthy rivers and migratory fish are essential for biodiversity, ecosystem services, and local livelihoods.

While INOVA+ coordinates overall project communication, partners are encouraged to actively communicate **SWIM**-related activities through their own channels, particularly at local and national levels. To ensure coherence and accuracy, the following principles apply to all non-centralised communication actions:

- Communication should align with **SWIM**'s objectives, key messages, and visual identity;
- The project name, acronym, and EU emblem and funding acknowledgement must be correctly used;
- Partners are encouraged to inform the communication leader of strategic communication actions in advance, when feasible;
- After publication, partners should share links or materials with INOVA+ to support dissemination through central channels;
- Although an English summary should be provided, communication in national languages is encouraged to maximise outreach and inclusivity, as described in Subchapter 3.4;
- Sensitive or potentially controversial communication should be coordinated with the communication leader and the project coordinator.

These key messages and partner communication guidelines will be further aligned and coordinated with the dissemination and exploitation guidelines to be developed in Deliverable 7.2, ensuring coherence and continuity across all WP7 communication and dissemination activities.

4. Channels & Tools

4.1. Project website

The project website (swim-danube.eu) serves as the central communication hub for all **SWIM** activities and outputs. It is a key tool for ensuring visibility, transparency, and accessibility of the project, providing structured and up-to-date information to a wide range of audiences, including stakeholders, policymakers, experts, and the general public. As already stated, in line with the project's multilingual communication approach, the website is launched in

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English and versions in the eight Danube languages will also be made available, thereby facilitating inclusive access across the Danube Basin.

The website provides access to project results, news, and resources, with content tailored to different target audiences. It showcases project milestones and activities, including the establishment of information points, the implementation of pilot actions, and the outcomes of local workshops and events. The overall structure and content have been designed to ensure clarity, intuitive navigation, and ease of use for non-specialist audiences.

At the time of submission of Deliverable D7.1, the website is organised around the following main sections:

TABLE 7 SWIM'S WEBSITE NAVIGATION

SWIM's website navigation	
Homepage	A dynamic entry point presenting key facts about the project, along with the latest news and upcoming events.
About	A detailed overview of the project, including its objectives, work plan, and consortium.
Pilot Sites	Information on the seven pilot sites, presenting the thirteen pilot activities implemented within the project.
Associated Regions	An overview of associated regions, illustrating the applicability, transferability, and scalability of SWIM solutions beyond the pilot sites.
SWIM Alliance	A dedicated section introducing SWIM's transnational collaborative platform focused on migratory fish habitats and species.
News & Events	Regularly updated articles, announcements, and information on project-related events and activities.

As a living communication tool, the website may be further adapted and expanded throughout the project to respond to emerging needs and communication priorities.

The website is built on the WordPress platform and is designed, developed, and maintained by INOVA+. It complies with recognised accessibility standards and is optimised for responsive performance across all devices, including desktops, tablets, and smartphones. Its visual identity is fully aligned with the project's branding guidelines, ensuring a professional, coherent, and user-friendly experience.

4.2. Social media strategy

SWIM's social media activities are designed to raise awareness of the project, disseminate its achievements, and engage a broad and diverse audience. The project primarily uses LinkedIn

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as its core social media platform, recognising its wide reach and suitability for engaging professionals, researchers, policymakers, industry representatives, civil society organisations, and citizens with an interest in migratory fish conservation and river restoration.

Content and messaging

Content shared on LinkedIn includes regular updates on project progress, key achievements, news, events, success stories, and broader thematic issues related to **SWIM**'s objectives. Content is structured around core categories to ensure consistency and balanced coverage, including: project milestones; pilot site activities and fieldwork highlights; accessible presentation of key results; promotion of public events, workshops, and webinars; and awareness-raising messages on migratory fish conservation and river restoration. To ensure visual consistency and alignment with the project's branding, a set of dedicated social media templates has been developed in line with **SWIM**'s visual identity, as presented in Subchapter 3.3.4.

Social media will also support the visibility and growth of the **SWIM** Alliance by promoting its activities, outcomes, and engagement opportunities, thereby strengthening transnational collaboration and stakeholder participation beyond the project consortium.

Frequency and consistency

To ensure regular visibility and sustained engagement, a minimum posting frequency of at least six posts per month will be maintained throughout the project. Posting intensity may increase around key milestones, events, or major outputs, as the project evolves.

Coordination and adaptability

INOVA+ coordinates social media activities, with content contributions provided by project partners. This collaborative approach ensures timely, accurate, and context-specific communication, while maintaining coherence across channels. Additional platforms may be activated if specific outreach needs arise. The strategy remains flexible and may be adjusted over time in response to project evolution, audience engagement, and monitoring results.

4.3. Press & media relations

A dedicated media list with a strong focus on the Danube Basin will be developed. Press releases and media content will highlight key milestones, pilot activities, and results, supporting wider dissemination and impact. To increase public awareness at the national level, key media releases will be translated into the partners' languages and disseminated with their support in local/national media, and made available on the project website.

4.4. Synergies with outreach networks

The project will collaborate with local outreach networks, stakeholders, and partner organisations to share achievements and foster replication of successful project outcomes. Efforts will also be made to establish partnerships with other European regions and international organisations for broader dissemination and impact.

5. Internal Communication

Effective external communication is underpinned by clear, timely, and well-coordinated internal communication among all project partners. Because of this, a structured internal communication approach is essential to ensure that external messages are accurate, consistent, and aligned with the project's objectives, timelines, and key achievements.

SWIM's communication leaders, INOVA+, work in close coordination with the project coordinator, UNIZG, and WP leaders to regularly collect information on activities, milestones, and results, align key messages, and plan the timely dissemination of outputs. This internal exchange enables INOVA+ to anticipate communication opportunities, respond efficiently to emerging developments, and ensure coherence across all external channels and materials.

All project partners play a central role in this process by contributing content, visuals, data, and local insights from their respective activities and regions. Their active involvement ensures that communication outputs accurately reflect on-the-ground implementation, capture the diversity of contexts across the Danube Basin, and strengthen the credibility and relevance of **SWIM's** external communication.

6. Conclusion

This Communication Plan (Deliverable 7.1) establishes a structured and coherent framework for communicating the objectives, activities, and results of the **SWIM** project throughout its lifetime. It defines the overarching communication strategy, target audiences, key messages, visual identity, channels, tools, and coordination mechanisms that will guide all project communication activities in line with the Grant Agreement and EU visibility requirements.

The deliverable responds to the need for increased visibility, accessibility, and stakeholder engagement in a complex, transnational context such as the Danube Basin and the North-Western Black Sea. Key challenges such as linguistic diversity, the technical nature of project results, and the need to engage audiences at different governance levels are addressed through a multilingual and multi-level communication approach, tailored messaging, and the use of complementary channels, including the project website, social media, media outreach, the **SWIM** Info Points and the **SWIM** Alliance.

D7.1's main contribution lies in providing a common reference framework for all partners, ensuring consistency, quality, and coordination in external communication, while enabling flexibility to adapt to project evolution and emerging opportunities. The inclusion of communication-specific KPIs supports monitoring and continuous improvement of communication performance.

As a strategic document developed at an early stage of the project, this Communication Plan has inherent limitations, as detailed actions and outputs will evolve in response to project progress and stakeholder feedback. For this reason, the plan is conceived as a living document and will be updated as needed.

A comprehensive set of dissemination and exploitation actions, including detailed KPIs related to uptake, replication, and sustainability of project results, will be further developed and consolidated in Deliverable 7.2, ensuring continuity and coherence across WP7 outputs.