

# MERLIN



**Deliverable D5.1 MERLIN  
Dissemination and Exploitation  
Plan *(first version)***

[www.project-merlin.eu](http://www.project-merlin.eu)

# MEDISON



## Imprint

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## MERLIN Key messages

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- 1. MERLIN has defined seven principles for making impact that build the framework for communication, dissemination and exploitation in the project.**
  - 2. Along these principles, six relevant target groups are specified, for which different tools of communication and dissemination are determined.**
  - 3. All activities are centred around the ‘MERLIN key outputs’, which are the 33 project deliverables with public dissemination level.**
  - 4. These key outputs are grouped into clusters to streamline the communication and dissemination activities along six main thematic strands.**
  - 5. Centrepiece of this dissemination and exploitation plan is the specification of all MERLIN key outputs and the envisaged dissemination and exploitation channels.**
  - 6. Eleven key performance indicators and target values have been identified for the different communication and dissemination tools.**
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# 1 Introduction

MERLIN is committed to the goals of effective project communication, dissemination and exploitation. These include:

- Promoting the project's action and its results, by providing targeted information to multiple audiences;
- Disseminating results through appropriate means to ensure a long lasting impact;
- Ensuring open access to all project results, including peer-reviewed scientific publications;
- Ensure 'exploitation' of the results by preparing their application by a wide range of users.

The dissemination and exploitation planning in MERLIN is dedicated to achieve these ambitions. It aims at providing a structured and systematic approach to plan, coordinate, monitor and assess all impact-related activities. In particular, it represents a means to capture and monitor the project results, to select the right tools to inform about them, to prepare their uptake by end-users and to manage open access. Key for effective dissemination and exploitation is the close review and regular update of the plan over the project's lifetime. This first version will be updated as part of the periodic project reporting due in spring 2023, autumn 2024 and autumn 2025.

The boundaries between the activities of communication, dissemination and exploitation are blurry, and it might be appropriate to recall the definition for each of these activities following Scherer et al. (2018)<sup>1</sup>:

- *Communication* is defined as “a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.” The objective of communication is to reach out to society and show the impact and benefits of EU-funded research and innovation activities, e.g. by addressing and providing possible solutions to fundamental societal challenges. Communication focuses on Informing about and **promoting the project** and its results/success.
- *Dissemination* is defined as “the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.” The objective of dissemination is to transfer knowledge and results with the aim to enable others to use and take up results, thus maximizing the impact of EU-funded research. Dissemination focuses on describing the project's results and **making the results available** for others to use.
- *Exploitation* is defined as “the utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.” The objective of exploitation is to effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn research and innovation actions into concrete value and impact for society. Exploitation focuses on **making concrete use of the project's results**.

MERLIN's Description of Action has defined seven principles for making impact that outline the framework for communication, dissemination and exploitation in the project. These principles range from activities of co-creation with stakeholders to demand-driven production or cooperation with economic sectors. Along these principles, six relevant target groups are specified, for which different tools of communication and dissemination are determined.

All communication, dissemination and exploitation activities are centred around the 'MERLIN key outputs', which in principle are the 33 project deliverables with public dissemination level (as specified in the MERLIN Description of Action). These key outputs are grouped into clusters to streamline the communication and dissemination activities along six main thematic strands:

- Best-practice restoration case studies (10 deliverables)
- European-scale restoration (5 deliverables)
- Green economy (3 deliverables)
- Restoration training (2 deliverables)
- Restoration marketplace (2 deliverables)

<sup>1</sup> Scherer, J., Weber, S., Azofra, M., Ruete, A., Sweeney, E., Weiler, N., Sagias, I., Haardt, J., Cravetto, R., Spichtinger, D., Ala-Mutka, K., 2018. Making the most of your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation, The European IPR Helpdesk. Brussels. 36 pp.

→ Restoration mainstreaming (11 deliverables)

Generic key messages formulated for each thematic cluster help framing the overall communication target. Centrepiece of this dissemination and exploitation plan is the listing of all MERLIN key outputs, including their due date, relevant target groups and related key messages, communication and dissemination tools as well as key performance indicators to measure the impact.

The impact of MERLIN is monitored and evaluated using selected key performance indicators.

## 2 MERLIN principles for generating impact

MERLIN has defined the following key principles to maximise its impact:

Co-development with stakeholders: MERLIN avoids developing restoration approaches in isolation and discussing them with stakeholders at a later stage, but establishes innovative ways of co-development between stakeholders and scientists at both, the case study and the European levels. At the case study level, case study boards chaired by the implementation partners and involving local communities and a range of economic sectors are responsible for fine-tuning the implementation of measures and for generating the optimisation and scalability plans. At the European level, strategies for mainstreaming the implementation of different restoration measure types are co-developed by MERLIN and by umbrella organisations representing different sectors.

Demand-driven products: All tools produced by MERLIN are demand driven. Their scope and functionalities are jointly defined by future users (local communities, community of practice, investors, policy makers; compare Figure 1). For the training materials to be produced by MERLIN, we have conducted an online survey in the European restoration community of practice during the proposal preparation phase, which helped sharpening the learning targets and methodologies (compare Figure 1). Once prototypes are available (e.g. draft learning materials), they are tested by the community of practice and further optimised. The resulting products are then disseminated and marketed. This procedure guarantees for a maximum involvement of users from the very beginning of the project, and thus guarantees that procedures and tools suitable for the users will be developed.

Modular systems: MERLIN moves away from the approach of developing individual restoration tools in isolation. All MERLIN products and results are embedded into two generic systems, the MERLIN Academy and the MERLIN Marketplace. However, we are aware that few water managers apply the entire range of products, but rather use individual components. It is therefore mandatory to build the overall procedure in a way enabling the individual use of products, but at the same time assuring linkages between them. This is performed by common data platforms and standards and a common terminology applied throughout the entire procedure. An advertising agency has been included among the participants and is responsible for the corporate identity of all MERLIN products and results.

Cooperation and competition: We are aware that restoration and NBS are the edge of becoming “mainstream”. Presently, several projects have started or are about to start, which all target the development and implementation of NBS. Before economic drivers will regulate supply and demand of NBS, there is a high probability of parallel developments supported by public money. Publicly funded NBS-related research projects as a whole have to be aware of this situation and have to balance their cooperation and competition. At the same time, there has to be a competition for the best and most cost-effective solutions. We align our principal dissemination tools (in particular the MERLIN Academy) with Oppla, thus embedding MERLIN’s results into the overall array of European NBS projects.

MERLIN further aims at close cooperation with projects financed under the same call. In particular, we review the tools available and currently under development and integrate them into the MERLIN Academy, to avoid overlaps and parallel developments and (depending on their workplans) align our initiatives to address sectors and policies (see below). Though Oppla, and other networks associated with the consortium partners (e.g. Scottish Conservation Finance Pioneers), MERLIN can coordinate its messages to a wider NBS community.

Cooperation with economic sectors: From the very beginning of the project, we closely cooperate with European umbrella organisations on agriculture, water supply, navigation, insurance, peat production and hydropower. Where possible, sectors are included as project partners (Agriculture: Naturland; Water Supply: Aqua Publica Europa; Peat: International Peatland Society). Where umbrella organisations chose not to be

funded as project partners, they participate in the roundtables (Agriculture: ELO; Insurance: Zurich RE; Hydropower: Eurelectric), with additional insights delivered through sector experts (i-Catalist; BFG as a member of PIANC; SKYE). These focus sector organisations work with the scientific partners to jointly develop strategies to mainstream restoration into the policies and value chains for these different sectors. In addition to the focal sectors, we involve several other sectors: forestry (e.g. CEPPF), fisheries (e.g. EIFAAC), tourism (e.g. EUROPARC), sand and gravel mining (e.g. EUPG), urban development (e.g. EU Urban Development Network), and banking and finance (e.g. European Banking Federation) in roundtable discussions to co-construct how restoration can be mainstreamed as part of policy and value-chain strategies. These co-developed strategies for restoration benefit both the environment and the economy; it enhances the acceptance of restoration approaches and prepare the implementation at the European scale.

**Engagement with policy:** To facilitate the rapid take-up of MERLIN's results into policies, we use the sectoral roundtables to discuss individual policies relevant for restoration that are complemented by cross-sectoral policy and business roundtables at the EU and Member State levels. Interim policy results are discussed in one-to-one meetings with policy entrepreneurs within the European Commission (DGEnv, DG Agri, DG Regio, DG Clima, DG Sante etc.), Parliament and Council to ensure that the contents align with the needs of these policy makers and are available when needed in the policy making process – mid 2024 is an important time to influence future policies and their budgets for example. Together with the sector-specific activities, these will lead to a combined route-map – including policy and financial recommendations.

**Investor involvement:** The leverage of private investments are key for mainstreaming restoration of freshwater-related ecosystems, in particular in Eastern and Southern European countries. MERLIN has involved a company of business angels that will mainly be engaged in identifying investors for the MERLIN case studies, the twin case studies and other restoration projects beyond the coverage of MERLIN. This, combined with the MERLIN Marketplace, will greatly contribute to spread MERLIN's ideas.

### 3 Target groups and communication/dissemination tools

MERLIN has a strong focus on interacting with various target groups. An entire workpackage worth 2 mio € (WP5) is dedicated to communication, also involving communication professionals. We have developed tailor-made strategies to interact with the community of practice, the administration, policy makers, investors and donors, the scientific community and the general public. As a general rule, communication is always interactive, i.e. we step away from the mere presentation of the project. Most communication activities are hosted under WP5, but selected elements will be part of WPs 1-4 and 6. An overview is provided by Figure 1.

**Community of practice:** A focus of MERLIN's communication activities is the community of practice, i.e. water and land managers, SMEs offering restoration-related services and products, as well as parts of the public administration involved in restoration activities. The main means of communication will include:

**Case study boards:** For all WP1/2 cases, boards are implemented in the starting phase of the project, in which MERLIN partners work with a wide spectrum to stakeholders and community representatives to jointly develop optimisation and scalability plans. Case study boards have been established in the first three project months and have regular meetings throughout the project's duration. The frequency of the meetings differs between case studies, depending on the maturity of the planned restoration activities.

**Twinning of case studies:** All MERLIN case studies have a "twin" case, addressing similar problems with comparable methods. The cases learn from each other and provide MERLIN with the opportunity to disseminate its approaches and findings to another case study in direct contact. A kick-off meeting between the twinned projects will be held. This identifies mutual areas of interest and of learning from each other. Afterwards, a case study-specific plan is made on how to transfer MERLIN's approaches to the twin and vice versa. Further communication is facilitated through the MERLIN Marketplace (WP5). The MERLIN approaches used by the twinned projects is documented to assess impact of the project.

**MERLIN Academy:** The MERLIN Academy aims at training the community of practice, in particular in technical, social, governance and financial aspects related to restoration. The contents of the teaching materials result from WPs 1-4 and are developed within WP5. The Academy uses an open-source Learning Management System and includes live webinars (online training workshops) or recorded e-learning sessions (webinars/presentations) accessible for users at any time. By default, the teaching materials are in English, but include subtitles in various languages. We plan at least to provide three different curricula: for administration and managers, for

restoration practitioners and for the scientific community with focus on students. For the latter group, we evaluate how training components of the MERLIN Academy could feed into university curricula.

**MERLIN Marketplace:** A peer and consultancy marketplace for restoration projects and related products and services is established, to enable an effective and interactive communication and match-making between restoration professionals. It is based on the consideration that effective upscaling of restoration is driven by communication and networking: knowledge on good practices inspires replication, the financing community seeks for investment opportunities and various actors in the area of restoration need to be connected. Communities that are engaged in the initial development include: (1) natural reserves/Natura2000 managers, (2) restoration project managers and consultancies, (3) innovative and sustainable companies involved in restoration/NBS, (4) potential investors and potential donors as well as (5) the established community of 3000+ individuals with an interest in NBS that already exists within Oppla, the EU repository of Nature-based Solutions.

**Freshwater restoration blog:** With the project's start, we have initiated a bi-weekly blog written by a professional journalist describing restoration projects, thus extending, supporting and informing the community of practice and the general public about restoration approaches and benefits. It is a continuation of the Freshwater Blog ([freshwaterblog.net](http://freshwaterblog.net)) run by the coordinator, that is one of the most successful science blogs in the field of biodiversity. Blog posts target novel restoration approaches as well as restoration governance, financing and in particular case studies from Europe and beyond.

**MERLIN Restoration Award:** We organise a yearly awarded "best restoration prize" where projects can be proposed by the community in various categories and are then evaluated by an external jury. The winners are featured on the website, the MERLIN Academy and in specific blog posts.

**Social media:** Social media channels – predominantly Twitter and LinkedIn – are used to communicate project news, publications, blog posts, events and findings to engage global communities of practice with the project themes.

**Electronic newsletters** inform about the project's advancements in 6-monthly intervals.

**Website:** The project's website initially includes general information about the project and is systematically developed into an interactive online restoration exhibition. The coordinator has the overall responsibility for the project's website (see <https://project-merlin.eu>).

**MERLIN conferences:** Back-to-back to the main project meetings we have workshops with representatives of the community of practice. These workshops aim at discussing the MERLIN restoration approaches with the wider community and to take up alternatives.

**Communities and the general public** will be engaged by the following means:

**Case study boards:** Citizens and consumers are part of the case study boards and/or involved as volunteers in implementing the restoration measures in the cases or twinned projects. The boards greatly contribute to shaping the restoration measures in the optimisation and scalability plans, thus creating values for human communities.

**Monitoring:** Case studies engage citizens in the monitoring of restoration measures within WP1, i.e. citizen science components. This particularly concerns indicators of the implementation process, e.g. Societal challenges, Inclusive governance, Balance trade-offs and Adaptive management.

**Roundtables:** Civic society organisations such as European Youth Parliament will be invited to attend the roundtables and the workshop on 'just transitions'.

**Environmental education:** The case studies with a strong urban compartment (e.g. Emscher catchment) have environmental education components, in particular involving schools.

**Social media:** Social media channels target citizens living close to the restoration projects and the general public. It particularly targets the engagement of citizens, discusses the projects with them and collects / discusses ideas for enhancing restoration effects.

**Videos:** We produce a short animation video about MERLIN and several other videos introducing the case studies that are accessible through the project's website and social media, where the contents are also discussed with the general public. Videos will provide subtitles in different languages.

**Leaflet:** A project leaflet has been developed and printed, which presents the project outlines, objectives, partners and background information in simple language and in all languages of the case studies (see Deliverable D5.2 *MERLIN website and leaflet*).

**Traditional media:** Major findings of the project are always accompanied by press releases. Most of the press releases are published in national languages. We also target radio and regional TV channels.

**Freshwater restoration blog:** The blog posts are written in simple language and enriched with many pictures and videos, thus also attracting the general public.

	Community of practice	Communities and general public	Economic sectors	Policy makers	Investors and donors	Scientific community
MERLIN Academy			€			
MERLIN Marketplace			€			
MERLIN Restoration award						
Case study boards			€			
Roundtables & sector-specific strategies			€			
Mobilisation activities						
MERLIN Routemap			€			
Policy briefs			€			
MERLIN Conferences						
Scientific papers						
Traditional media						
E-newsletters						
Blog			€			
Social media & videos						
Website			€			
Inclusive monitoring (citizen science)						

Figure 1 - MERLIN's communication and dissemination tools broken down by target groups.

**Economic sectors:** MERLIN closely works with four focus sectors (agriculture, water supply, insurance, navigation) and two additional sectors (peat mining, hydroelectricity). Other sectors are involved in the generation of the restoration route-map (forestry, fisheries, tourism, mining, urban development, banking and finance).

**Roundtables and sector-specific strategies:** The principal means of communication with the economic sectors are roundtables to develop sector-specific restoration strategies. Roundtables are currently established and

then successively meet at mid-term and towards the end of the project. In between, working groups composed of umbrella organisations for the different sectors and scientific partners of MERLIN work on strategy papers.

Case study boards: Representatives of the relevant sectors are included into the case study boards of the WP1/2 cases.

MERLIN Academy: The Academy offers specific contents for representatives of the individual sectors, both within the lifetime of MERLIN and beyond. These operationalise the strategy papers.

MERLIN Marketplace: One principal mean of the marketplace is to connect sectorial stakeholders among each other and with other restoration professionals.

Freshwater restoration blog: We plan special blog sessions on the synergies between sectors and restoration, showcasing best-practice examples.

**Policy makers**: MERLIN cooperates with a wide range of policy makers responsible for the implementation and refinement of sectorial policies and more general environmental directives. The cooperation with policy makers is embedded into WPs 4 and 5.

Roundtables: Within the roundtables organised by WP4 and drawing on the evidence of the WP1/2 case studies, MERLIN co-develops specific sectoral and cross-cutting policy recommendations on how to overcome barriers and how to build on opportunities, covering the range of governance mechanisms (regulations, incentives, finance, technical solutions and information provision). Relevant policies cover the primary and secondary legal instruments that regulate sectors, incentives and other fiscal or financial instruments, guidance, measurement, monitoring and reporting.

MERLIN combined route-map: The sectorial strategies are combined to a single route-map – including policy and financial recommendations –, which are discussed in the sectoral and cross-sectoral final roundtables. The draft route-map is discussed in one-to-one meetings with policy entrepreneurs within the European Commission, Parliament and Council.

Policy briefs condense the project's results to policy-relevant information, optionally together with sister-projects. The policy briefs are further distributed through social media and blog posts.

MERLIN Academy: Special contents of the MERLIN Academy address policy makers, in particular targeting arguments for more widespread restoration resulting from WP3 and WP4.

MERLIN conferences, website and electronic newsletters also contain policy relevant contents.

**Investors and donors** are a main target group of MERLIN. We aim to better connect the investment and restoration communities in order to leverage additional funds from private sources.

Mobilisation activities include interviews with potential investors to assess the barriers and opportunities for their participation in designing financing solutions with stakeholders. Furthermore, we use existing engagement in WP1/2 case study areas (using the WP2 stakeholder boards) and at EU level (using the sectoral communities of practice in WP4) to select financing mechanisms suited to extend the restoration activities, and three roundtable workshops in selected case studies to co-design financing solutions (WP3). Business angels have been included among the participants to facilitate the investor mobilisation.

MERLIN Marketplace: The MERLIN Marketplace connects investors with appropriate ongoing and future projects. This is done by tagging (categorising) each restoration/NBS project presented on the marketplace with a variety of metadata, which allow the estimation of the economic benefits and initialise the interconnection with investors.

Website, MERLIN conferences: We include special sections and sessions for the investor community.

The **scientific community** is addressed by:

Scientific papers: Scientific results are always published in international, peer-reviewed journals. For scientific publications generated in the project we aim for the gold-standard – i.e. open access publishing.

Conferences: Besides the MERLIN conferences, the project's results are presented on several topical conferences and events, including the major conferences on aquatic ecosystems, such as SIL, ASLO and SEFS.

Social media: The project's Twitter account are particularly used for disseminating scientific papers resulting from MERLIN.

## 4 MERLIN key outputs

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### Output clusters

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The MERLIN key outputs for communication, dissemination and exploitation are grouped into six 'output clusters', each of which contains a set of individual thematically-related key results. The cluster themes cover the main work areas of the MERLIN project and are supported by generic key messages for communicating, disseminating and exploiting the project's results.

- Key output cluster 1:  
**Best-practice restoration case studies** (10 deliverables)  
Generic key message:  
***MERLIN demonstrates best-practice in European freshwater restoration***
- Key output cluster 2:  
**European-scale restoration** (5 deliverables)  
Generic key message:  
***MERLIN is scaling freshwater restoration up into broader landscapes***
- Key output cluster 3:  
**Green economy** (3 deliverables)  
Generic key message:  
***MERLIN fosters the green economy***
- Key output cluster 4:  
**Restoration training** (2 deliverables)  
Generic key message:  
***MERLIN is training the next generation of freshwater restoration-practitioners***
- Key output cluster 5:  
**Restoration marketplace** (2 deliverables)  
Generic key message:  
***MERLIN connects freshwater restoration service supply and demand***
- Key output cluster 6:  
**Restoration mainstreaming** (11 deliverables)  
Generic key message:  
***MERLIN initiates restoration processes***

### Timing

The results of the individual clusters become available in different project phases, with most outputs being produced in the last half of the project (Figure 2). While many results from ‘Output cluster 1: *best-practice restoration case studies*’ become available at an early project stage, the main results of ‘Output cluster 6: *restoration mainstreaming*’ are produced in the final three months of MERLIN.

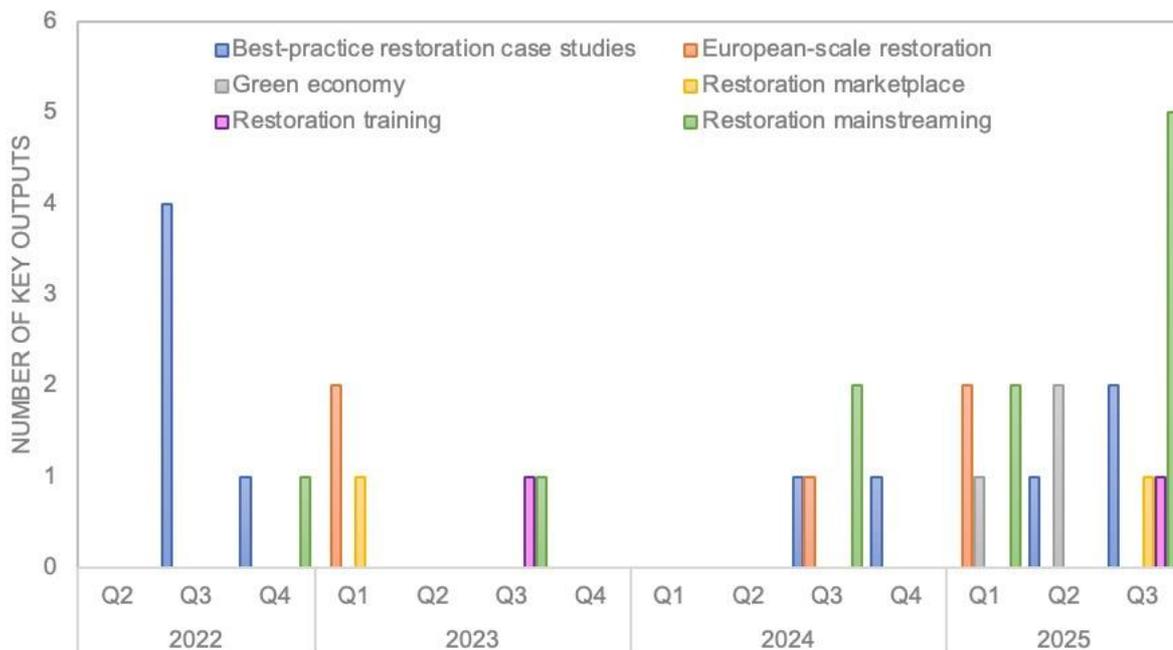


Figure 2 – Timing of MERLIN key outputs, grouped by ‘output cluster’.

On the following pages, the MERLIN key outputs are described, grouped into the six output clusters and sorted by the timing of their delivery and the dissemination relevance. Each description specifies the target audience including key messages, tools for dissemination and exploitation, as well as supporting communication channels and key performance indicators.

## Key output cluster 1: Best-practice restoration case studies

### Dissemination relevance: Very high

Key output 1.1	Online case-study portal to share knowledge and report findings (D1.1)
Due date	September 2022
Brief description	Online case-study portal to share knowledge and report findings. The portal will provide summary information on the 17 MERLIN case studies and data tracking their progress with the European Green Deal goal indicators. It will also be a portal to individual case-study websites.
<b>Target audience 1</b>	Community of practice
Key message	<i>Demonstrating best-practice in European freshwater restoration (advanced level)</i>
Tool	Web-portal
<b>Target audience 2</b>	General public
Key message	<i>Demonstrating best-practice in European freshwater restoration (basic level)</i>
Tool	Web-portal
<b>Target audience 3</b>	Investors and donors
Key message	<i>Best-practice examples of financing mechanisms for restoration</i>
Tool	Web-portal
Supporting communication channels	Blog-post, Social media, Oppla, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of accesses to portal</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>


**Special exploitation relevance**

Key output 1.2	New framework for monitoring systemic impacts of freshwater and wetland restoration actions (D1.2)
Due date	September 2022
Brief description	New framework for monitoring systemic impacts of large-scale freshwater and wetland restoration actions, including manual and training courses. The report will summarise the monitoring framework to be applied in the 17 case studies. It will include guidance on the indicators evaluating impact on Green Deal Goals and will be enriched by a systematic review of systems used in the case studies.
<b>Target audience 1</b>	Community of practice
Key message	<i>Measuring/evaluating the ecological, economic and societal effects of restoration actions</i>
Tool	Guidance document
Supporting communication channels	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

Key output 1.3	Reporting on implementation results for 16 case studies (D2.5)
Due date	December 2024
Brief description	Report on the participatory evaluation of the implementation process as well as impact and effectiveness of the implemented measures that were realised in months June 2022 to September 2024. The evaluation is based on indicators from WP1.
<b>Target audience 1</b>	Community of practice
Key message	<i>Demonstrating best-practice in European freshwater restoration (advanced level)</i>
Tool	Web-portal
<b>Target audience 2</b>	General public
Key message	<i>Demonstrating best-practice in European freshwater restoration (basic level)</i>
Tool	Web-portal
Supporting communication channels	Blog-post, Social media, Oppla, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of accesses to portal</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

Press release 

Key output 1.4	Evaluation of implementation process and results (D2.6)
Due date	June 2025
Brief description	Report on the participatory evaluation of the implementation process as well as impact and effectiveness of the implemented measures that were realised in months June 2022 to September 2024. The evaluation is based on indicators from WP1.
<b>Target audience 1</b>	Community of practice
Key message	<i>Demonstrating best-practice in European freshwater restoration (detailed level, technical language)</i>
Tool	Report
<b>Target audience 2</b>	General public
Key message	<i>Demonstrating best-practice in European freshwater restoration (basic level, simple language)</i>
Tool	Report
<b>Target audience 3</b>	Policy makers
Key message	<i>Success factors of large landscape-scale restoration for achieving Green Deal goals (and wider social and economic benefits)</i>
Tool	Report
<b>Target audience 4</b>	Investors and donors
Key message	<i>Best-practice examples of financing mechanisms for restoration</i>
Tool	Report
Supporting communication channels	<b>Press-release</b> , Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of media appearances</li> <li>• Number of report downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

## Dissemination relevance: High

Key output 1.5	Manuscript and policy briefing evaluating success of large landscape-scale restoration (D1.6)
Due date	September 2022
Brief description	Manuscript and policy briefing evaluating success of large landscape-scale restoration for achieving Green Deal goals and wider social and economic benefits. Manuscript analysing the data from the 17 case studies and their associated twinning projects evaluating the outcomes of large-scale freshwater and wetland restoration projects on European Green Deal goals.
<b>Target audience 1</b>	Policy makers
Key message	<i>Success factors of large landscape-scale restoration for achieving Green Deal goals (and wider social and economic benefits)</i>
Tool	Policy brief
<b>Target audience 2</b>	Scientific community
Key message	<i>Concept for landscape-scale freshwater restoration to achieve Green Deal goals (and wider social and economic benefit)</i>
Tool	Scientific paper
Supporting communication channels	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Impact factor of journal</li> <li>• Number of citations by the end of MERLIN</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

Key output 1.6	17 reports on case study optimisation strategies (D2.1)
Due date	September 2022
Brief description	Compilation of recommendations, improvement and optimisation plans for each case study (WP1) developed by stakeholder boards and international case study clusters, based on multi-perspective gap analyses.
<b>Target audience 1</b>	Community of practice
Key message	<i>Demonstrating best-practice in European freshwater restoration (advanced level)</i>
Tool	Web-portal
<b>Target audience 2</b>	General public
Key message	<i>Demonstrating best-practice in European freshwater restoration (basic level)</i>
Tool	Web-portal
Supporting communication channels	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

Key output 1.7	16 implementation plans (D2.3)
Due date	December 2022
Brief description	Detailed, prioritised and optimised plans for the realisation of implementation measures in months June 2022 to September 2024 in 16 out of 17 case studies. Plans include risk assessment, time and budget planning and distribution of tasks.
<b>Target audience 1</b>	Community of practice
Key message	<i>Demonstrating best-practice in European freshwater restoration (advanced level)</i>
Tool	Report, Web-portal
<b>Target audience 2</b>	General public
Key message	<i>Demonstrating best-practice in European freshwater restoration (basic level)</i>
Tool	Report, Web-portal
Supporting communication channels	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of accesses to portal</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

Dissemination relevance: Intermediate

Press release

Key output 1.8	Digital twins of four case-studies and “stories” (D1.3)
Due date	September 2024
Brief description	Digital twins of four case-studies and “stories” documenting their use by stakeholders / sectors. Digital twins demonstrating state-of-the-art environmental observation systems, and case-studies describing their use by businesses, agencies and the public for making decisions based on near real-time data. Four case-studies (Basque streams, Emscher catchment, Oulujoki-Iijoki catchments and Forth catchment) were selected based on their advanced stage of digital twins' implementation.
Target audience 1	Community of practice
Key message	<i>Demonstrating the multiple opportunities (and related efforts) of digital real-time representations of the natural catchment system</i>
Tool	Report
Target audience 2	Scientific community
Key message	<i>Methodology, gained benefits and challenges of establishing digital twins for river basin management</i>
Tool	Scientific publication
Supporting communication channels	Press release, Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of media appearances</li> <li>• Impact factor of journal</li> <li>• Number of citations by the end of MERLIN</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

<b>Key output 1.9</b>	<b>Digital reports on yearly results of the monitoring of the 17 case studies (D1.4)</b>
Due date	September 2025
Brief description	Digital reports on yearly results of the monitoring of the 17 case studies, to be presented on the best practice section of the MERLIN Marketplace. Annual online reports including data tracking their progress with the European Green Deal goal indicators.
<b>Target audience 1</b>	Community of practice
Key message	<i>Demonstrating best-practice in European freshwater restoration (advanced level)</i>
Tool	Web-portal
<b>Target audience 2</b>	General public
Key message	<i>Demonstrating best-practice in European freshwater restoration (basic level)</i>
Tool	Web-portal
Supporting communication channels	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of accesses to portal</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

Key output 1.10	Database of assessments of implementation and impact indicators (D1.5)
Due date	September 2025
Brief description	Database of assessments of implementation and impact indicators needed for identifying implementation gaps (for WP2), evaluating upscaling (for WP3) and evaluating transitioning communities (for WP4). A final database incorporating all the annual and project life-time data on the status of the implementation and impact indicators, plus associated metadata catalogue. Both to be archived in a secure, long-term open data repository.
Target audience 1	Community of practice
Key message	<i>Demonstrating best-practice in European freshwater restoration (advanced level)</i>
Tool	Online-database (linked to web-portal)
Supporting communication channels	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of accesses to portal</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

## Key output cluster 2: European-scale restoration

Dissemination relevance: Very high

Press release 

Key output 2.1	Screening maps (D3.1)
Due date	March 2023
Brief description	Europe-wide maps of the needs and potentials to restore floodplains, rivers and wetlands with a range of restoration measures. Screening maps that display Europe-wide the needs and potentials to restore floodplains, rivers and wetlands with a range of restoration measures.
<b>Target audience 1</b>	Policy makers
Key message	<i>Key regions in Europe with high potential for freshwater restoration: Main results</i>
Tool	Executive summary of report
<b>Target audience 2</b>	Scientific community
Key message	<i>Key regions in Europe with high potential for freshwater restoration: Methodology and results</i>
Tool	Report and scientific paper
<b>Target audience 3</b>	General public
Key message	<i>Where in Europe is freshwater restoration possible and feasible?</i>
Tool	Press-release
Supporting communication channels	<b>Press-release</b> , Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of media appearances</li> <li>• Number of report downloads</li> <li>• Impact factor of journal</li> <li>• Number of citations by the end of MERLIN</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

Key output 2.2	Finalized scalability plans (D2.4)
Due date	September 2024
Brief description	Final regional scalability plans based on the draft versions (D2.2) and additional input from WP 3 and WP4.
<b>Target audience 1</b>	Policy makers
Key message	<i>Large-scale demonstrators of systemic upscaling and replication of best practice ecosystem restoration</i>
Tool	Policy brief
<b>Target audience 2</b>	Community of practice
Key message	<i>Co-developing restoration solutions with local communities and economy</i>
Tool	Individual plans for the case study areas
<b>Target audience 3</b>	General public
Key message	<i>Co-developing restoration solutions with local communities and economy</i>
Tools	Press-release
<b>Target audience 4</b>	Investors and donors
Key message	<i>Opportunities for green business from regional freshwater restoration</i>
Tools	Direct contacts to possible investors interested in the case study areas
<b>Target audience 5</b>	Economic sectors
Key message	<i>Sectors co-benefit from restoration</i>
Tools	Round tables
Supporting communication channels	Blog-post, Social media, Oppla, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of views of blog-post</li> <li>• Number of policy brief downloads</li> <li>• Number of media appearances</li> </ul>

Key output 2.3	Scenario maps (D3.2)
Due date	January 2025
Brief description	Estimation of benefits of implementing restoration measures on biodiversity and key ecosystem services under different restoration scenarios including a valuation of these benefits. Scenario maps that display estimated benefits of implementing restoration measures on biodiversity and key ecosystem services applying different restoration scenarios.
<b>Target audience 1</b>	Policy makers
Key message	<i>Key regions in Europe with high benefits of freshwater restoration: Main results</i>
Tool	Executive summary of report and associated maps
<b>Target audience 2</b>	Scientific community
Key message	<i>Key regions in Europe with high benefits of freshwater restoration: Methodology and results</i>
Tool	Report and scientific paper
Supporting communication channels	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of report downloads</li> <li>• Impact factor of journal</li> <li>• Number of citations by the end of MERLIN</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

 **Special exploitation relevance**

Key output 2.4	Guidance document and tutorial videos on how to get from Europe-wide screening to local restoration (D3.3)
Due date	January 2025
Brief description	Short guidance document and tutorial videos that showcase the modelling workflow and the examples on how to get from large, Europe-wide scale screening to the local restoration application, including cost-benefit analysis and financing schemes. Short guidance document and tutorial videos that showcase how eco-hydrological modelling can be used to quantify key aspects of biodiversity and ecosystem services, and thus provide inputs to a socio-economic assessment of the benefits of restoration and a description of the modelling workflow to display how to get from the large, Europe-wide scale screening to the local restoration application.
<b>Target audience 1</b>	Community of practice
Key message	<i>'How-to' on getting from large, Europe-wide scale screening to the local restoration application</i>
Tool	Guidance and video tutorials
<b>Target audience 2</b>	Scientific community
Key message	<i>'How-to' on getting from large, Europe-wide scale screening to the local restoration application: Modelling workflow</i>
Tool	Scientific publication
Supporting communication channels	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of accesses for the video tutorials</li> <li>• Number of guidance downloads</li> <li>• Impact factor of journal</li> <li>• Number of citations by the end of MERLIN</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

**Dissemination relevance: Intermediate**

Key output 2.5	Intermediate synthesis of the regional scalability plans (D2.2)
Due date	March 2023
Brief description	Draft version of a regional scalability plan for each case study based on SWOT analyses and experience transfer to identify the potential for implementation and replication of restoration measures on the regional scale. Serves as input into WP3 and WP4.
<b>Target audience 1</b>	Community of practice
Key message	<i>Co-developing restoration solutions with local communities and economy</i>
Tool	Draft plan
Supporting communication channels	Website, Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of downloads of the draft plan</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

## Key output cluster 3: Green economy

Dissemination relevance: Very high

**Special exploitation relevance**

Key output 3.1	Best practice catalogue of public and private financing and upscaling (D3.5)
Due date	January 2025
Brief description	Best practice catalogue of public and private financing and upscaling of large-scale restoration of fresh-water- related ecosystems in Europe. A catalogue that provides a compilation of best practices (e.g. crowdfunding) to finance and upscale largescale restoration projects. This will include public funding programmes and financing mechanisms, but also private financing solutions. Special attention will be given to examples where the private sector has been engaged, and specifically where private funding has been leveraged.
<b>Target audience 1</b>	Community of practice
Key message	<i>'How-to' on financing freshwater restoration projects</i>
Tool	Best practice catalogue
<b>Target audience 2</b>	Investors and donors
Key message	<i>'How-to' on investing into freshwater restoration projects</i>
Tool	Best practice catalogue
Supporting communication channels	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of catalogue downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>



### Special exploitation relevance

Key output 3.2	Briefs and guidelines on investment planning and financing solutions (D3.6)
Due date	June 2025
Brief description	Briefs and guidelines on investment planning and financing solutions including off-the-shelf instruments, blended finance strategies, and bankable project mechanisms. Briefs and guidelines on investment planning and financing solutions that will consist of short instructions on how to prepare access and implement private finance solutions and blended finance strategies. In particular, off-the-shelf instruments to guide restoration managers in accessing necessary funding will be developed and tested in selected basins of the MERLIN project. Guidance about upscaling funding and generating multiple revenues streams for each restoration project will be developed.
<b>Target audience 1</b>	Community of practice
Key message	<i>'How-to' on financing freshwater restoration projects</i>
Tool	Guidelines
<b>Target audience 2</b>	Investors and donors
Key message	<i>'How-to' on investing into freshwater restoration projects</i>
Tool	Guidelines
Supporting communication channels	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of guidelines' downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

### Dissemination relevance: High

Key output 3.3	Cost-benefit-analysis for five selected areas (D3.4)
Due date	June 2025
Brief description	A socio-economic assessment of the benefits of restoration of the five basins identified in the Europe-wide screening as having high restoration potentials that will allow for the comparison of green and grey measures to tackle certain outstanding sectoral and societal challenges.
<b>Target audience 1</b>	Policy makers
Key message	<i>Demonstrating restoration benefits and trade-offs across wider landscapes</i>
Tool	Policy brief
<b>Target audience 2</b>	Scientific community
Key message	<i>Methodology and results on socio-economic assessments of restoration benefits</i>
Tool	Scientific publication
Supporting communication channels	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of downloads of the policy brief</li> <li>• Impact factor of journal</li> <li>• Number of citations by the end of MERLIN</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

## Key output cluster 4: Restoration training

### Dissemination relevance: Very high

★ **Special exploitation relevance**

**Press release** ★

Key output 4.1	MERLIN Academy (D5.3)
Due date	September 2023 (demo) and September 2025 (final)
Brief description	The deliverable will give an overview of the main functionalities of the Academy and will be structured as a user-manual. It will also contain a list of already implemented/planned curricula and courses and the target audiences they address. The second deliverable will also include a sustainability plan for the continuation of the Academy.
<b>Target audience 1</b>	Community of practice
Key message	<i>Providing state-of-the-art knowledge for successful freshwater restoration projects</i>
Tool	Academy curriculum
<b>Target audience 2</b>	Students
Key message	<i>Providing state-of-the-art knowledge for successful freshwater restoration projects</i>
Tool	Academy curriculum to be integrated into university curricula
<b>Target audience 3</b>	Investors and donors
Key message	<i>Learning how to best invest into freshwater restoration</i>
Tool	Academy curriculum
<b>Target audience 4</b>	Economic sectors
Key message	<i>Win-win opportunities for green business by freshwater restoration</i>
Tool	Academy curriculum
Supporting communication channel	<b>Press release</b> (only for final version), Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of registered users</li> <li>• Number of media appearances</li> <li>• Number of accesses to the academy website</li> <li>• Number of faculties adopting parts of the MERLIN academy curriculum</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

## Key output cluster 5: Restoration marketplace

Dissemination relevance: Very high



Special exploitation relevance

Press release



Key output 5.1	MERLIN Marketplace (D5.4)
Due date	March 2023 (demo) and September 2025 (final)
Brief description	The deliverable will give an overview of the main functionalities of the Marketplace and will be structured as a user-manual. The first deliverable will include test cases, the second will include a business plan for further maintaining the Marketplace after the project's end.
<b>Target audience 1</b>	Community of practice
Key message	<i>Matching restoration supply and demand</i>
Tool	Web-portal
<b>Target audience 2</b>	Economic sectors
Key message	<i>Business opportunities in freshwater restoration</i>
Tool	Web-portal
Supporting communication channel	<b>Press-release</b> (only for final version), Blog-post, Oppla, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of registered users</li> <li>• Number of media appearances</li> <li>• Number of accesses to portal</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

## Key output cluster 6: Restoration mainstreaming

Dissemination relevance: Very high

Key output 6.1	Focus sectoral strategies (D4.5)
Due date	January 2025
Brief description	Focus Sectoral Strategies for mainstreaming restoration, also for the MERLIN Academy. Building on D4.3 and D4.4, a strategy for mainstreaming aquatic restoration as a NBS for each of our focal sectors will be co-developed in the sectoral roundtable and reported in a document that is designed to support their sectoral representative bodies.
<b>Target audience 1</b>	Economic sectors
Key message	<i>Opportunities for mainstreaming restoration in business supply and value chains</i>
Tool	Report
<b>Target audience 2</b>	Community of practice
Key message	<i>Recommendations for green public procurement that foster restoration</i>
Tool	Report
Supporting communication channel	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of report downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

Key output 6.2	Infographics of societal and industry benefits (D4.6)
Due date	March 2025
Brief description	Infographics of societal and industry benefits tailored for sectors and policies. These will be 1-2 page visual briefings highlighting the project findings regarding the benefits for specific sectors and for the general public(s). The focus is on 'what this means for them' and not on scientific detail or methodology.
<b>Target audience 1</b>	Economic sectors
Key message	<i>Benefits of freshwater restoration for agriculture, water supply,</i>
Tool	Infographics
<b>Target audience 2</b>	General public
Key message	<i>Benefits of freshwater</i>
Tool	Infographics
Supporting communication channel	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of report downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

★ **Special exploitation relevance**

**Press release** ★

<b>Key output 6.3</b>		<b>Route-map for mainstreaming for EU and MS (D4.7)</b>	
Due date	July 2025		
Brief description	EU and Member State route-maps for mainstreaming restoration of freshwater-related ecosystems across sectors using policy and commercial governance levers to inform review of EU 2030 Strategy and Green Deal implementation. 50 pages cross-sectoral, combined route-map for the EC that will include integrated strategies to mainstream restoration in policy and value chains, aligning proposals with EU, Climate and Biodiversity agendas and timeline. It will be developed integrating the results of sectoral and cross-sectoral roundtables which reflect the synthesis of the results from WP1-3.		
<b>Target audience 1</b>	Policy makers		
Key message	<i>Integrated strategies to mainstream restoration in policy and value chains</i>		
Tool	Report		
<b>Target audience 2</b>	Economic sectors		
Key message	<i>Integrated strategies to mainstream restoration in policy and economy</i>		
Tool	Report		
<b>Target audience 3</b>	General public		
Key message	<i>Integrated strategies to mainstream restoration in policy and economy</i>		
Tool	Press-release		
Supporting communication channel	<b>Press-release</b> , Blog-post, Social media, MERLIN e-newsletter		
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of media appearances</li> <li>• Number of report downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>		

<b>Key output 6.4</b>	<b>Briefing on mainstreaming restoration of freshwater-related ecosystems whilst leaving no-one behind (D4.9)</b>
Due date	August 2025
Brief description	This briefing (up to 8 pages) will gather key challenges and opportunities that need to be taken into consideration while implementing the proposed policy and value-chain mechanisms to mainstream NBS, considering all the information lifted over the whole project, to ensure social justice (representation, involvement in decisions, distributions of outcomes) is considered.
<b>Target audience 1</b>	Policy makers
Key message	<i>How social justice issues can be taken into account in freshwater restoration</i>
Tool	Policy brief
<b>Target audience 2</b>	General public
Key message	<i>Freshwater restoration supports social justice</i>
Tool	Press-release
Supporting communication channel	<b>Press-release</b> , Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of media appearances</li> <li>• Number of policy brief downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

★ **Special exploitation relevance**

**Press release** ★

<b>Key output 6.5 European scalability plan for freshwater-related ecosystem type restoration (D3.7)</b>	
Due date	September 2025
Brief description	A European scalability plan for restoration of freshwater-related ecosystem based on the screening and scenario maps, CBAs and guidelines on investment planning.
<b>Target audience 1</b>	General public
Key message	<i>Making freshwater restoration big across Europe</i>
Tool	Press-release
<b>Target audience 2</b>	Policy makers
Key message	<i>Scaling freshwater restoration up into broader landscapes</i>
Tool	Executive summary of report
<b>Target audience 3</b>	Scientific community
Key message	<i>Key regions in Europe with high benefits of freshwater restoration: Methodology and results</i>
Tool	Report and scientific paper
Supporting communication channel	<b>Press-release</b> , Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of media appearances</li> <li>• Number of report downloads</li> <li>• Impact factor of journal</li> <li>• Number of citations by the end of MERLIN</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

**Dissemination relevance: High**

Key output 6.6	Route-map for mainstreaming of freshwater-related ecosystems to inform IPBES, IPCC and IUCN (D4.8)
Due date	July 2025
Brief description	50 pages cross-sectoral, combined route-map for international IPCC / IPBES and IUCN platforms to mainstream aquatic restoration in global policy and value chains, and to integrate MERLIN’s findings into these global agendas and timelines. It will be developed integrating the results of sectoral and cross-sectoral roundtables, as well as external resources.
<b>Target audience</b>	Policy makers
Key message	<i>Mainstreaming aquatic restoration in global policy and value chains</i>
Tool	Report
Supporting communication channel	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of report downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

**Dissemination relevance: Intermediate**

Key output 6.7	Briefing on national/ EU sector perceptions workshops (D4.1)
Due date	November 2022
Brief description	Briefing on national/EU sector perceptions workshops and tailored briefings per sector. This briefing (up to 8 pages) will present the results of the application of the IUCN framework to highlight areas of consensus and difference regarding implementing NBS amongst four national and EU level stakeholders. It will focus on solutions identified in the workshop and identify training and support needs for MERLIN Academy.
<b>Target audience 1</b>	Economic sectors
Key message	<i>What supports or hinders the implementation of NBS by the economy?</i>
Tool	Briefing
Supporting communication channel	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of briefing downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

Key output 6.8	Briefings on policy opportunities for mainstreaming (D4.3)
Due date	September 2023
Brief description	A briefing (up to 8 pages) for the main policy domains will be prepared on where there is good coherence, and where there are gaps or conflicts, in the main policies that can support mainstreaming NBS. A particular focus will be put on existing and potential policy mechanisms (including finance) identified by sectoral stakeholders. The briefings are designed to be shared and used by EC policy makers in budget negotiations.
<b>Target audience</b>	Policy makers
Key message	<i>Which policy mechanisms will support freshwater restoration?</i>
Tool	Policy brief
Supporting communication channel	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of briefing downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

Key output 6.9	Briefings on value-chain opportunities for mainstreaming (D4.4)
Due date	September 2024
Brief description	This briefing (around 8 pages) will present, in an accessible language, different opportunities and mechanisms identified in WP1-2-3 and in the interaction with sectors, on how to use the markets and value-chain mechanisms related to the selected focal sectors. The briefing will include direct sector interventions, to improve their practices, as well as indirect, to gain the support/recognition of their consumers (including public procurement) to mainstream NBS.
<b>Target audience 1</b>	Economic sectors
Key message	<i>Value chains benefit from freshwater restoration</i>
Tool	Briefing
<b>Target audience 2</b>	Investors and donors
Key message	<i>Value chains benefit from freshwater restoration</i>
Tool	Briefing
Supporting communication channel	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of briefing downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

Key output 6.10	Briefing on final perceptions highlighting mechanisms (D4.2)
Due date	September 2024
Brief description	Briefing on final perceptions highlighting mechanisms that improved consensus (by sector). This briefing (up to 8 pages) will present the updated results of the application of the IUCN framework to highlight areas of consensus and difference regarding implementing NBS amongst four national and EU level stakeholders, focussing on where perceptions have changed.
<b>Target audience 1</b>	Economic sectors
Key message	<i>Economic mechanisms support freshwater restoration</i>
Tool	Briefing
<b>Target audience 2</b>	Policy makers
Key message	<i>Economic mechanisms support freshwater restoration</i>
Tool	Briefing
Supporting communication channel	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of briefing downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

Key output 6.11	MERLIN Policy briefs (D5.5)
Due date	July 2025
Brief description	The deliverable will contain a collection of policy briefs that were generated throughout the project.
<b>Target audience 1</b>	Policy makers
Key message	<i>Compiled policy recommendation of the MERLIN project</i>
Tool	Collection of policy briefs
Supporting communication channel	Blog-post, Social media, MERLIN e-newsletter
Key performance indicators	<ul style="list-style-type: none"> <li>• Number of policy brief downloads</li> <li>• Number of views of blog-post</li> <li>• Number of followers on Twitter and LinkedIn</li> </ul>

## 5 Monitoring and evaluation

Despite the performance indicators for the individual deliverables listed above, eleven key performance indicators have been identified for the different communication and dissemination tools used in MERLIN. For each indicator, target values have been defined, which allow for monitoring and evaluating the impact of the MERLIN outputs.

Communication and dissemination tool	Target group	Key performance indicator	Target value (at end of project)
MERLIN Academy	Community of practice; Economic sectors; Policy makers; Scientific community	Number of registered users	500
MERLIN Marketplace	Community of practice; Economic sectors; Investors and donors	Number of registered users	500
MERLIN Routemap	Community of practice; Economic sectors; Policy makers; Investors and donors	Development and delivery of routemap	--
Policy briefs	Community of practice; General public; Economic sectors; Policy makers; Investors and donors; Scientific community	Design and distribution	15 briefs and/or fact-sheets
Scientific papers	Community of practice; Policy makers; Scientific community	Publication (or submission) of scientific papers	25
Leaflets	Community of practice; General public	Publication of leaflets in all case study languages	17
E-newsletters	Community of practice; Policy makers; Scientific community	Publication of newsletters	6
Freshwater blog	Community of practice; General public; Economic sectors; Policy makers; Investors and donors; Scientific community	Publication of blog-posts	50
Social media	Community of practice; General public; Policy makers; Scientific community	Number of followers on the social media channels	3000
Traditional media	General public	Appearances in the media	30
Citizen science	General public	Number of activities	15