



# PREP4BLUE

METHODS AND TOOLS FOR MISSION OCEAN & WATERS

# Key Achievements Booklet



# Introduction



PREP4BLUE's objective is to support the R&I goals of the Mission 'Restore our Ocean & Waters' and facilitate its successful implementation, especially during this first phase (2022-2025). Through a series of pilots at the Mission's demonstrator or 'Lighthouse' sites, PREP4BLUE has developed practical tools, guidelines and methodologies to be used by stakeholders on all Mission-funded projects. This co-creation approach aimed to optimise and create synthesis across Mission activities and solutions, ensuring cohesion and connectivity across sectors, and between European citizens and stakeholders.

The following document provides an overview of key project outputs which will be of interest to Mission 'Restore our Ocean and Waters' stakeholders or anyone working on aquatic research projects in Europe.



# Project Objectives

The PREP4BLUE consortium brings together 18 organisations from across research, industry, government and the not-for-profit sectors from 9 different European countries. Over the past three years, the project partners have worked together to deliver on the project objectives.



- 01** **Co-create a dedicated structure to ensure alignment and connectivity** between EC, international, national and regional initiatives to achieve Mission objectives.
- 02** **Test and validate methodologies** to ensure active engagement and participation of European citizens in the co-design and co-implementation of the Mission's core R&I activities.
- 03** **Develop a best practice knowledge management system, supported by AI digital tools,** to ensure innovative solutions are identified, managed and effectively taken up by stakeholders to address Mission challenges across Europe.
- 04** **Provide recommendations for the creation of an enabling environment** from a regulatory and economic perspective, that paves the way for public and private investment in future initiatives aligned with the Mission objectives.
- 05** **Build a database of relevant projects and their innovative solutions** with high potential to contribute to the achievement of the Mission objectives in each of the Lighthouse sites.
- 06** **Design an inspiring and innovative communication strategy** to encourage citizens and stakeholders to engage with Mission activities and support the achievement of Mission objectives by 2030.

# Overview of PREP4BLUE Outputs





# Communications tools and resources for Mission 'Restore our Ocean and Waters by 2030' stakeholders

**Target users:** Mission Ocean and Waters Funded projects and charter signatories looking to enhance their digital media skills

## [PREP4BLUE Communication Toolkit](#)

A valuable directory providing Mission Ocean and Waters project beneficiaries with **access to the latest Mission communications resources, networks, news sources and branding guidelines.**

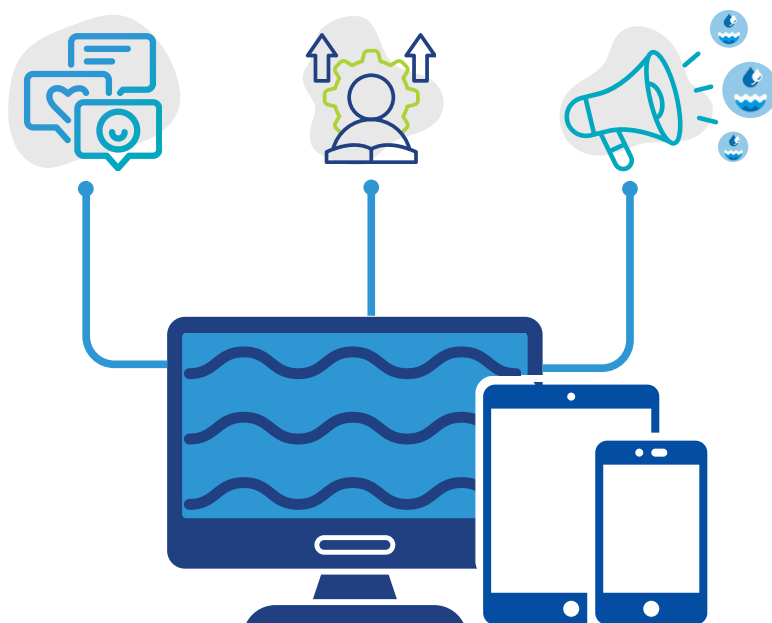
## [Mission Ocean and Waters Social Media Toolkit](#)

A Trello Board hosting a **variety of guidelines, examples and Mission-branded templates** to help Mission Ocean and Waters projects to enhance their digital media engagement and reach new audiences.

## [Mission Ocean and Waters Digital Academy](#)

An innovative Digital Academy to help Mission-funded projects and charter signatories grow their digital media skills and capabilities.

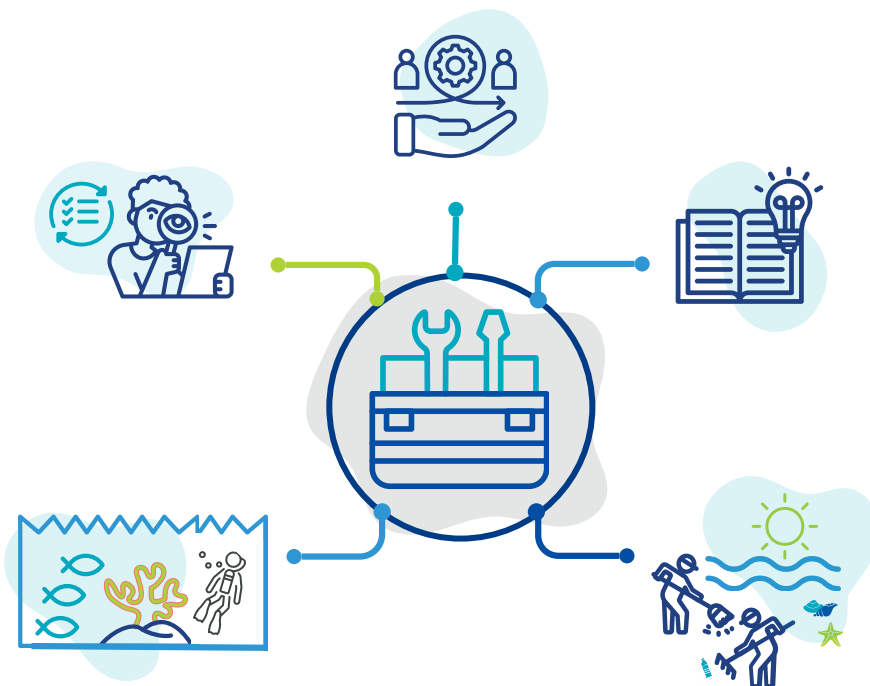
Access training videos, tutorials, example content, templates, checklists, audit tools, strategies and more!



# Innovative tools and resources for inspiring Citizen Engagement with Mission 'Restore our Ocean & Waters by 2030'

**Target users: All European Marine and freshwater projects planning citizen engagement activities**

## Toolbox for Citizen Engagement



Exploring how citizen engagement can be facilitated in marine and freshwater projects, this practical toolbox presents:

- ✓ **Key theory**
- ✓ **Approaches for planning and managing citizen engagement activities.**
- ✓ **Examples of stakeholder engagement tools.**
- ✓ **Advice on aligning activities the requirements of the Mission Implementation Plan and Work Programme.**

## Beneath the Surface

A collection of **Recommendations** and **Good Practices** in Aquatic Citizen Science to Support the EU's Mission Ocean and Waters. Based on PREP4BLUE's extensive research on aquatic Citizen Science.

## PREP4BLUE Citizen Engagement Webinar Series

An inspiring series where participants will **learn how to design a project, work package, or programme of activities** in alignment with the citizen engagement targets of Mission Ocean. Ideal for those applying for funding or currently engaged in marine and freshwater projects.

# Innovative tools and resources for inspiring Citizen Engagement with Mission 'Restore our Ocean & Waters by 2030'

## [Database of Citizen Science Initiatives](#)

A **database of over 1000 aquatic citizen science** initiatives. Accessible through PREP4BLUE's Wavelinks application, the searchable database allows Mission stakeholders and citizens alike to get involved and be inspired by the innovative citizen science activities taking place across Europe.

## [Portfolio of Mission-relevant pilot citizen engagement activities](#)

An **exploration of PREP4BLUE's experience** of mobilising citizen engaged networks across Europe to participate in Mission Ocean & Waters. This includes the development of national ocean literacy networks, city-based networks for Mission Ocean & Waters, ocean science-arts networks, and more.

## **Project Publication**

'Planning for Citizen Participation in the EU Mission to Restore our Ocean and Waters by 2030' published in Maritime Studies, available [here](#).



# Knowledge Management Tools for accelerating impact in the Mission 'Restore our Ocean & Waters by 2030' ecosystem

Target user: Mission Ocean & Waters and other stakeholders working to fast-track the uptake and impact of their solutions.

## Knowledge Transfer Methodology



**A three-step methodology which** can be used by Mission-funded projects, policy makers, applied research and industry stakeholders **to ensure the take-up and application** of their Mission-relevant solutions.

## Knowledge Transfer Analysis Criteria

A set of criteria and indicators, for prioritising knowledge and respective pathways to impact with potential to contribute to Mission Ocean and Waters objectives and targets.



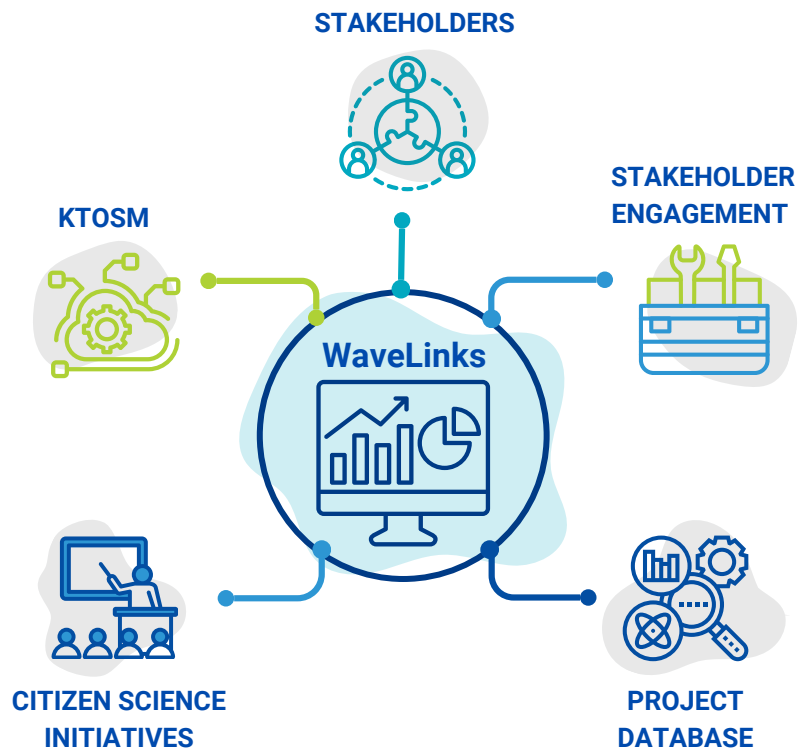
# Knowledge Management Tools for accelerating impact in the Mission 'Restore our Ocean & Waters by 2030' ecosystem

## WaveLinks

A web-application, which helps Mission stakeholders to identify **projects, stakeholders, solutions, policies, citizen science initiatives, stakeholder engagement methods** that could support their Mission-relevant activities.

The searchable databases allow Mission stakeholders to expand their network, foster uptake of solutions, transfer knowledge and track the progress of the Mission.

[wavelinks.eu](http://wavelinks.eu)



## Knowledge Transfer Online Showcasing Module (KTOSM)

Embedded in Wavelinks, the KTOSM is an **interactive tool for visualising linkages** between the solutions, stakeholders, funding opportunities and policies relevant to the Mission.

The KTOSM helps users to:

- ✓ **Navigate** the Mission Ocean & Waters ecosystem
- ✓ **Draft pathways to impact** for their solutions
- ✓ **Track the progress** of their knowledge transfer activities.

## Semantic Network

Behind Wavelinks is a powerful AI tool, that analyses databases and establishes linkages between stakeholders and solutions within the Mission Ocean ecosystem.

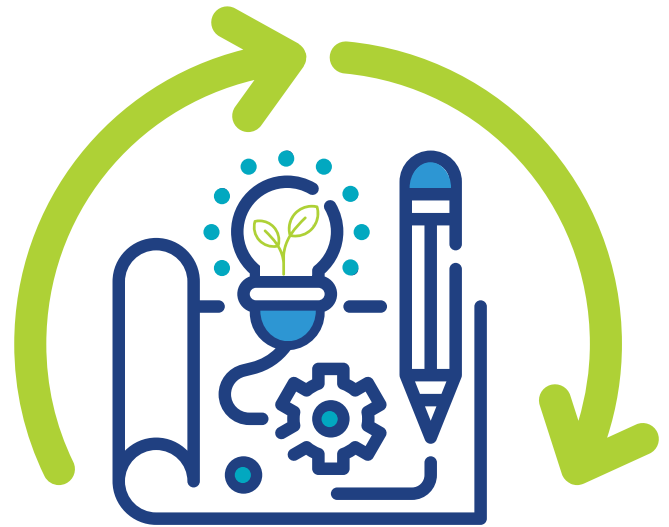
A programmer's guide for developing Semantic Networks is also available on the PREP4BLUE website.

# Tools for accelerating public and private investment in Mission ‘Restore our Ocean and Waters by 2030’ solutions

**Who is this for?** Mission R&I projects looking to scale solutions & Policy actors at European, Regional, National or Local level

## Sustainable Business Model Blueprints

A practical strategy that can be used to **screen, develop, and validate Sustainable Business Model blueprints** for a sustainable company, startup or project focusing on restoring the ocean and waters in line with Mission ‘Restore our Ocean and Waters’ objectives.



## Business Models for the scale-up and financing of Mission Ocean solutions

A series of business models and case studies to provide insights and recommendations for **fostering further and improved collaboration** between businesses, policymakers, academia, and NGOs and **accelerating the scale-up** of R&I solutions.

## A Roadmap for the piloting and scale-up of solutions developed by Mission ‘Restore our Ocean and Waters’ projects

A series of **detailed recommendations and solutions** for Policymakers looking to support Mission projects with the piloting and scale-up of their solutions.

Explores the policy and regulatory landscape, as well as challenges faced by R&I stakeholders.





# Tools for accelerating public and private investment in Mission ‘Restore our Ocean and Waters by 2030’ solutions

## [Critical assessment and key recommendations for European regions on utilising \(Inter-\) regional financing to support Mission objectives](#)

An in-depth **analysis of the Smart Specialisation Strategy priorities** of key European regions and their **alignment with EU Mission Ocean and Water’s objectives**. Designed to support national, regional and local authorities in maximising interregional funding opportunities.

## [Funding the scale-up of Mission solutions factsheets: Financing Models & Recommendations](#)

A series of factsheets exploring the funding models and recommendations which could be applied by Mission stakeholder to drive the scale-up of their solutions towards Mission objectives. Examples include cascade financing, concessional and blended finance, crowdfunding, grants and, equity and debt financing.



# Practical tools and resources for driving stakeholder engagement with Mission 'Restore our Ocean and Waters by 2030'

Target user: Mission 'Ocean and Waters' projects, NGOs, industry, research & local government actors working to engage specific stakeholders in marine and freshwater-related activities

## Stakeholder Engagement Toolkit

A collection of methodologies and guidelines on how to best identify, map and approach stakeholders oriented towards the objectives set in the EU Mission "Restore our Ocean and Waters by 2030".

Applicable across all four of the Mission lighthouses, the toolkit incorporates a comprehensive stakeholder mapping, with different examples provided per country.

## PREP4BLUE Stakeholder Engagement Webinar Series

A comprehensive webinar series to upskill participants in the use of different stakeholders' methodologies and tools. Over six one-hour sessions, participants will learn about best practice stakeholder engagement in line with the targets of the Mission Ocean.

The series is perfect for anyone working on Mission-funded projects and all those working on stakeholder engagement in marine and freshwater-related activities.



## PREP4BLUE Helpdesk

A Helpdesk to provide stakeholders with access to PREP4BLUE's bank of communications resources and tools. Users can get answers to 'Frequently Asked Questions' and get advice from our Panel of Experts on the implementation of their Mission-funded projects.



# Practical tools and resources for driving stakeholder engagement with Mission 'Restore our Ocean and Waters by 2030'

## [Database of Stakeholder Engagement Methodologies](#)

A **database of 49 distinct stakeholder engagement methodologies**. Accessible through PREP4BLUE's Wavelinks application, the searchable database allows Mission stakeholders to identify best practice approaches for stakeholder engagement that can support their Mission Ocean and Waters activities.

## [Guidelines for the Promotion of Gender Equality and Inclusiveness in Co-creation Events](#)

A series of guidelines for the promotion of gender equality and inclusivity in co-creation events. These guidelines will be of interest to anyone planning or implementing co-creation events for Mission stakeholders.

The guidelines are currently available in both Spanish and English, with further translations planned.



# Other Outputs

## Public Deliverables

All deliverables produced by the PREP4BLUE project are available on the project website [here](#).

## Media

A number of communication tools were produced throughout the project including the:

- Project Website ([prep4blue.eu](http://prep4blue.eu))
- Social Media (X and Bluesky)
- Project Factsheet
- Work Package Factsheets

## Project Legacy

To capture insights and ensure the legacy of the PREP4BLUE project the following outputs were produced:

- Project Legacy Video
- Report on 'Mission Ocean & Waters Cross-basin Lessons and Insights from CSAs'
- Report on 'Guidance for establishing Mission Ocean National hubs'

## Mission Ocean Waters

Mission Ocean Waters channels were established to engage Mission stakeholders and empower them to support the visionary goals of the Mission. Access a variety of digital media content to help promote Mission endeavors and connect with our channels [here](#).

Access all resources here





# Contact Information

**Access the  
PREP4BLUE  
website here:**



## **Contact us:**

### **Project Coordinator**

Cécile Nys, IFREMER  
[prep4blu@ifremer.fr](mailto:prep4blu@ifremer.fr)

### **Project Manager**

Eirini Apazoglou, EuroMarine  
[eirini@euromarinenetwork.eu](mailto:eirini@euromarinenetwork.eu)

### **Project Communications & Press**

Sarah Sarsfield, ERINN Innovation  
[sarah@erinn.eu](mailto:sarah@erinn.eu)

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