bioagora

Bio Knowledge Agora: Developing the Science Service for European Research and Biodiversity Policymaking

Connecting biodiversity knowledge and decision-making

D7.1 Initial Plan for Dissemination, Exploitation and Communication
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LIST OF ACRONYMS AND ABBREVIATIONS

Acronym / Abbreviation	Meaning / Full text
BDS2030	EU Biodiversity Strategy for 2030
CBD	UN Convention for Biological Diversity
DG	Directorate-General
EU	European Union
EA	Executive Agency
GA	Grant Agreement
JRC	Joint Research Centre
KCBD	EU Knowledge Centre for Biodiversity
KER	Key Exploitable Result
KPI	Key Performance Indicator
MEA	Multilateral Environmental Agreement
PDEC	Plan for Dissemination, Exploitation, and Communication
SPI	Science-policy interface
SSBD	EU Science Service for Biodiversity
VET	Vocational education and training
WP	Work package

BACKGROUND: ABOUT THE BIOAGORA PROJECT

BioAgora is a collaborative European project funded by the Horizon Europe programme. It aims to connect research results on biodiversity to the needs of policy making in a targeted dialogue between scientists, other knowledge holders and policy actors. Its main outcome will be the development of a Science Service for Biodiversity. This new service will fully support the ecological transition required by the European Green Deal and the European Union's Biodiversity Strategy for 2030.

The BioAgora project was launched in July 2022 for a duration of 5 years. It gathers a Consortium of 22 partners, from 13 European countries, led by SYKE, the Finnish Environment Institute. Partners represent a diversity of actors coming from academia, public authorities, SMEs, and associations.

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PREFACE

Communication, dissemination, and exploitation of results are key elements in the building of an engaged community of stakeholders around a research project. The goal of project communication is to inform and engage the stakeholders to disseminate and exploit the project results and outcomes while in the same time maximising the visibility and recognition for the project as part of the EU research and innovation agenda. BioAgora's Plan for Dissemination, Exploitation, and Communication (PDEC) is produced at an early stage (month 7) of the project and focuses on defining the position of BioAgora in the emerging EU biodiversity governance landscape. The plan identifies key target groups for communication and dissemination among three main categories of stakeholders and sets objectives and channels for interaction with them. Specific messages presenting role of the project are formulated in consultation with the EC, which sets the basis for effective and coordinated communication and consequent successful dissemination and exploitation of the project results for maximum impact of BioAgora. The plan also aims to streamline the communication activities of the project partners to achieve synergies and multiplier effects. Finally, it sets targets for measuring and evaluating the project outreach.

The BioAgora PDEC is a living document, planned to be updated in month 24 (June 2024) and in month 36 (June 2025), unless more urgent need of revision arises.

SUMMARY

BioAgora's Plan for Dissemination, Exploitation and Communication (PDEC) underpins the necessary communication work needed for the successful implementation of the project and the attainment of its results. BioAgora's Key Exploitable Result (KER) is the Science Service for Biodiversity (SSBD), part of the EU Biodiversity Knowledge Centre. Communication work by the project aims to foster the acceptance of SSBD by the target audiences as the main vehicle for knowledge exchange between science and policy in the EU. The multi-modal mix of communication and dissemination tools and channels described in this plan will be used to engage the essential participants in the SSBD foundation. Guided by strategic communication objectives for its target groups, the plan formulates key messages and ideas that BioAgora will communicate in order to support the implementation of the planned project actions and attainment of results.

In addition to being a strategic document, the PDEC serves as a practical guideline for the communicators, setting the BioAgora standards on how to conduct communication, dissemination, and exploitation activities. The communication tools described in this plan include the BioAgora's website, newsletter, policy briefs, factsheets and other printed materials, social media channels and media relationships, as well as events, such as conferences, workshops and business meetings. The PDEC cross references the different communication tools to the specific target groups and sets Key Performance Indicators (KPIs) for effective performance evaluation.

1. WHY: AIMS OF THE PDEC

The aim of this Plan for Dissemination, Exploitation and Communication (PEDC) is to support the achievement of the BioAgora objectives by ensuring that all relevant stakeholders and target groups are informed, engaged and as far as possible, actively support the project.
The BioAgora objectives are:

1. To develop a functional **Science Service for Biodiversity** (SSBD).
2. To **connect** research results to the needs of environmental policy in a targeted dialogue between science, other knowledge holders and policy actors.
3. To develop multiscale **demonstration cases** across EU Member States to ratchet up the implementation of biodiversity commitments included in the EU Biodiversity Strategy for 2030 (BDS2030).
4. To encourage socially just practices that ensure that the SSBD recognises plural knowledge and relational values of biodiversity.

The PDEC will support these objectives specifically by:

- Informing a wide range of target audiences about the importance of the BioAgora project for the establishment of the SSBD as the science pillar of the Knowledge Centre for Biodiversity (KCBD).
- Highlighting the added value BioAgora as a central coordination mechanism for biodiversity related science/policy interface and its relationship to similar initiatives.
- Promoting the future SSBD as the main source of scientific evidence about biodiversity at EU level for policymakers.
- Raising the sense of urgency among stakeholders on whose decisions the implementation of the EU Biodiversity Strategy depends on and clarify the value of scientific evidence in formulating pertinent decisions.

BioAgora operates on the interface of science and policy. On the side of science, BioAgora engages with researcher community spanning numerous disciplines of natural (e.g. conservation biology, ecology, climatology) and social sciences (e.g. economics, political science). The scientific community is organised in academic institutions such as universities, academies, research centres. Scientists sit on numerous consultative bodies to advise their governments. At EU level through numerous science-policy platforms and EU funded research projects, scientists share knowledge relevant to policy questions.

On the policy side, BioAgora engages with decision-makers whose responsibility is to advance biodiversity protection, restoration and research in Europe through legislative and policy decisions. The project has already been given unprecedented visibility and role in the design of the SSBD and a central position in the EU biodiversity governance model.
Specifically, BioAgora is tasked by the EC with the design of the mechanism through which science-based evidence (knowledge) can feed into policy decisions. This mechanism is named the **Science Service for Biodiversity** (SSBD) and represents the scientific pillar of the EU Knowledge Centre for Biodiversity.

2. WHO: TARGET AUDIENCES

According to Gluckman (2018) within the science-policy interface, there are four categories of roles: knowledge generators, knowledge synthesizers, scientists who aggregate and try to understand the knowledge, and knowledge brokers. These categories include significant actors such as the researchers, policy makers, and boundary organizations that attempt to connect and mediate between science and policy.

Conceptually, we group the SPI actors in **three main circles**: knowledge providers, knowledge users and Interest groups, who are also knowledge users and providers (Fig. 1). These categories are not fixed, they partly overlap and blend with each other in different contexts.
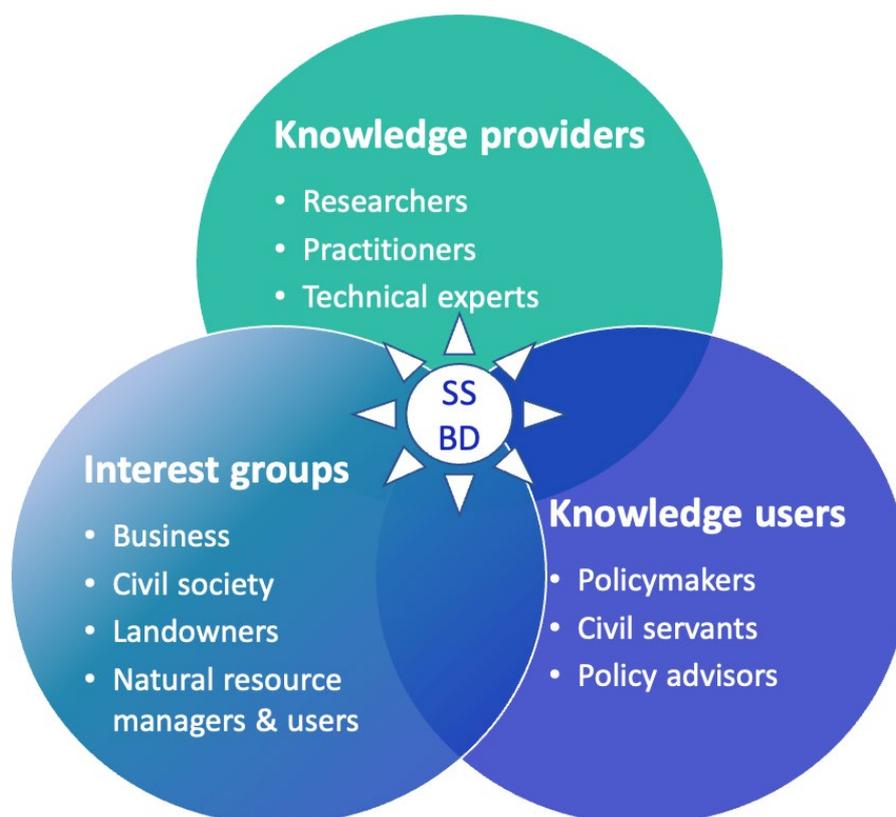
Fig. 1. Main target audience categories of BioAgora

The **knowledge providers** include researchers from biodiversity related disciplines from academic institutions in the Member States; practitioners working in the field of biodiversity management and monitoring; technical experts working in governmental, municipal and private organisations who manage biodiversity and natural resources.

The **knowledge users** include different categories of decision-makers in the context of public policy formulation and implementation: civil servants and policy officers (EU bodies) and government authorities (Member States), politicians (MEPs, political cabinets, ministers) and policy advisors.

The third circle includes representatives of **interest groups** relevant but not directly responsible for biodiversity policy formulation and implementation, such as environmental

NGOs, business and sectoral organisations with an impact on biodiversity, land-use, marine and fisheries.

Interactions between scientists and policymakers take place in SPI in the form of working groups, consultative committees, permanent or ad hoc bodies, etc. The interest groups are thematically involved in consultative processes of policy formulation and take active part in all aspects of biodiversity policy implementation. The engagement of all three circles is essential for the EU Biodiversity Strategy goals and for the successful creation and functioning of SSBD.

Therefore, BioAgora must develop target-group specific communication approach for an effective outreach and dissemination.

> Background: Work package 2 undertakes a social network analysis of actors involved in the science-policy interface, which builds on existing experience with science-policy networks, complemented by new research. The results of this analysis (expected in August 2023) will feed into a revised version of this document. The preliminary grouping and characterisation of stakeholders is necessary to define the target audiences for communication during the first year of the project.

The BioAgora partners, in consultation with the European Commission, set the following **communication and dissemination objectives** for the three main target categories:

Table 1. BioAgora initial communication and dissemination objectives for the three main target categories (for the first year of the project).

O#	Target category	Communication (C) and dissemination (D) objectives
1	Knowledge providers	C1. To increase the awareness and recognition of BioAgora as the project tasked to design the SSBD. D1a. To endorse and embrace the process of establishment of the SSBD and contribute to its institutionalisation. D1b. To encourage the targeted provision of knowledge about the state, trends, conservation, restoration and management needs of biodiversity to the SSBD.
2	Knowledge users	C2. To increase the awareness and recognition of BioAgora as the project tasked to design the SSBD as a key element of the EU biodiversity governance model. D2. To endorse and embrace the process of establishment of the SSBD and contribute to its institutionalisation.
3	Interest groups	C3. To increase the awareness and recognition of BioAgora as the project tasked to design the SSBD. D3. To stimulate the reliance on scientific knowledge and evidence base into policy discussions and asks.

From the three circles of stakeholders described above, the PEDC draws a list of seven target audiences, on which BioAgora Communications will initially focus (Table 2).

Table 2. Main BioAgora target groups for communication and dissemination (with a focus on communication in the first year of the project).

T#	Main BioAgora target groups
T#1	Scientific community
T#2	European Commission DGs and Executive Agencies
T#3	European level policymakers (Commissioners and cabinet members, MEPs)
T#4	European and international science-policy platforms
T#5	International NGOs
T#6	Business and sectoral organisations at EU level relevant to biodiversity, land and marine use
T#7	Media, esp. with a focus on European public policy, including the general public

The target groups and sub-groups or organisations have been defined in detail below. Specific contact persons for each target group are collected in a separate document, not publicly available for reasons of privacy.

2.1. Scientific community

The European scientific community delivers new data and knowledge on the state and trends of biodiversity and the impacts of human activities or climate change on it. It is of great importance that this knowledge is disseminated in the form and destination that support knowledge-based decision-making to safeguard biodiversity. BioAgora`s main message to the scientific community is that *by actively engaging with the SSBD, such knowledge will be placed at the core of biodiversity decision-making*, which is crucial for establishing a *long lasting and sustainable coordination between science and policy*. Informing the scientific community about the role of SSBD as a main vehicle for scientific and evidence-based policymaking is highly important BioAgora's communication action. For maximum reach we not only focus on scientists and their research institutions but also on organisations that fund or promote science, collaboration and knowledge management at European and international levels.

What is more, the success of the project depends not only on the mobilisation of the existing knowledge on biodiversity, but on the active participation of *scientists as agents of knowledge dissemination*. The scientific community has already established some direct interactions and activities with BioAgora. Scientific organisations are also being identified as key actors in building the new governance for biodiversity in EU. This process of mapping and engaging will

continue to evolve as part of all work packages throughout the project. The refined definition of this target audience will be integrated in the revisions of the PEDC.

Table 3. List of relevant organisations within the scientific community and associations of research funding bodies

Full name	Abbreviation	Short description
Biodiversa+	n/a	Biodiversa+ is the European co-funded biodiversity partnership supporting excellent research on biodiversity with an impact for policy and society. Biodiversa+ is one of key collaborators we aim to work closely and build joint action. With their help we will target researchers involved in biodiversity-related projects.
NetworkNature	n/a	NetworkNature is a resource for the nature-based solutions community, creating opportunities for local, regional and international cooperation to maximise the impact and spread of nature-based solutions.
The Global Biodiversity Information Facility	GBIF	The Global Biodiversity Information Facility is an international organisation that focuses on making scientific data on biodiversity available via the Internet using web services.
Science Europe	n/a	Science Europe is the organisation representing major public organisations that fund or perform excellent, ground-breaking research in Europe. Through Science Europe we will target researchers involved in biodiversity-related projects.
European Research Council	ERC	The European Research Council is a public body for funding of scientific and technological research conducted within the European Union. Through ERC we will target researchers involved in biodiversity-related projects.
Horizon Results Booster	HRB	Horizon Results Booster offers expert free of charge support services to boost the exploitation potential of your research results, disseminate effectively, and go to market.
EU Green Deal Coordination Office	n/a	The Green Deal Coordination Office is a service provided by the European Commission aiming to enable and encourage coordination among the 74 projects funded by the Horizon 2020 Green Deal call.

European Forest Institute	EFI	The European Forest Institute is an international organisation established by European States, which conducts research and provide policy support on forest-related matters.
European Marine Research Network	EuroMarine	EuroMarine creates, facilitates and funds, training, networking and research opportunities to address emerging issues in marine sciences.
European Strategy Forum on Research Infrastructures	ESFRI	ESFRI aims to support a coherent and strategic approach to European research infrastructure policy-making. It is organised as a European Commission's expert group with membership limited to EU member states, countries associated to the research framework programme and the European Commission.
Consortium of European Taxonomic Facilities	CETAF	The Consortium of European Taxonomic Facilities is a taxonomic research network formed by scientific institutions in Europe.
Citizen Science Association	CSA	CSA is a member based professional organization for practitioners and researchers of citizen science.
Local Governments for Sustainability	ICLEI	ICLEI is an international non-governmental organization that promotes sustainable development. ICLEI provides technical consulting to local governments to meet sustainability objectives.
European University Association	EUA	The European University Association represents more than 800 institutions of higher education in 48 countries, providing them with a forum for cooperation and exchange of information on higher education and research policies.
l'Europe de l'Enseignement Agronomique	EUROPEA	EUROPEA an association working for the development of vocational education and training (VET) in the green sector of Europe.

For an overview of relevant Horizon Europe and other research projects see 5.3. Communication and coordination with relevant initiatives and projects of this document.

2.2. European Commission DGs, EAs, and European agencies

The European Commission includes numerous target groups of BioAgora as the project's main output - the SSBD - is the scientific pillar of the Knowledge Centre for Biodiversity (KCBD) hosted by Joint Research Council (JRC). In close collaboration with KCBD, we will communicate different research and policy activities. We expect all relevant Directorate Generals (DGs),

Executive Agencies (EAs), European agencies to use the SSBD to obtain biodiversity-related science-based advice and knowledge for appropriate decision-making. In the context of targeted communication, the following specific bodies will be addressed:

Table 4. Target and collaborative European Union bodies (DGs, EAs, and European Agencies) for BioAgora

Full name	Abbreviation
EU Knowledge Centre for Biodiversity	EU KCBD
Directorate-General for Environment	DG ENV
Directorate-General for Agriculture and Rural Development	DG AGRI
Directorate-General for Climate Action	DG CLIMA
Directorate-General Research and Innovation	DG RTD
European Environment Agency	EEA
European Research Executive Agency	REA
European Climate, Infrastructure and Environment Executive Agency	CINEA
European Commission's Joint Research Centre	JRC
European Research Council Executive Agency	ERCEA
The Directorate-General for Maritime Affairs and Fisheries	DG MARE
DG for Internal Market, Industry, Entrepreneurship and SMEs	DG GROW
The department for International Partnerships	DG INTPA
The Directorate-General for Regional and Urban Policy	DG REGIO
The Directorate-General for Energy	DG ENER
EU Mission "Restore our Ocean and Waters"	Mission Oceans
The Mission on Adaptation to Climate Change	Mission Climate
The Mission on Climate-Neutral and Smart Cities	Cities Mission
Mission 'A Soil Deal for Europe'	Mission Soils
The Green Spider Network	GSN

The specific contacts are stored separately and are sourced from official EU repository here.

2.3. European level policymakers

Ensuring the success of BioAgora's objectives in transforming the way science informs policy depends on direct engagement and involvement of EU-level policymakers from various institutions such as European Commission, the European Parliament, and the Council of the European Union. Moreover, policy makers from the member states are also included in various working groups and committees, where they exchange opinions with the Commission and then inform the position of their national governments. Therefore, we include such consultative bodies among our targets. BioAgora actively follows EU level policymaking and informs researchers on ongoing activities.

Table 5. List of relevant EU-level policymakers for BioAgora

Full name	Abbreviation	Short description
European Parliament	EP	The European Parliament is one of the legislative bodies of the European Union and one of its seven institutions. The ENVI Committee is the main venue for biodiversity related policy making.
Members of the political cabinet of the European Commissioner for the Environment	n/a	European Commission > Cabinet of Commissioner Virginijus SINKEVIČIUS - Environment, Oceans and Fisheries > Cabinet staff (CA.27.CAB STAFF) and Special Advisers (CA.27.CAB SA)
EU Biodiversity Platform	EUBP	The mission of this group, chaired by DG Environment (Unit D.2 "Natural Capital and Ecosystem Health"), is to assist the Commission in the implementation of the EU Biodiversity Strategy for 2030. It brings together the European Commission, Member States' representatives and various stakeholders as well as the European Environment Agency in order to provide advice to the Commission on the development and implementation of biodiversity initiatives, to foster an exchange views and coordinate issues related to the implementation of the Nature Directives (Birds Directive and Habitats Directive). This Group also provides input to the EU Nature Directors as appropriate. BioAgora will closely follow (participate) in the work of EUBP and its Sub-groups and inform the scientific community about ongoing activities in EUBP.

The specific contacts are stored separately and are sourced from official EU repository here.

As far as the EU and its members states are parties to a number of Multilateral Environmental Agreements, their policy priorities are both reflected in, and influenced by the EU. The most relevant MEA in relation to biodiversity include:

Table 6. Most relevant Multilateral Environmental Agreements for biodiversity

Full name	Abbreviation	Short description
UN High-Level Political Forum on Sustainable Development / Global Sustainable Development Report	HLPF / GSDR	The HLPF is the central United Nations platform for the follow-up and review of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) at the global level.
Convention on Migratory Species of Wild Animals	CMS	CMS provides a global platform for the conservation and sustainable use of migratory animals and their habitats. CMS brings together the States through which migratory animals pass, the Range States, and lays the legal foundation for internationally coordinated conservation measures throughout a migratory range.
Convention on International Trade in Endangered Species	CITES	CITES is a multilateral treaty to protect endangered plants and animals from the threats of international trade.
The Ramsar Convention on Wetlands	RAMSAR	The Convention on Wetlands is the intergovernmental treaty that provides the framework for the conservation and wise use of wetlands and their resources.
United Nations Environment Programme	UNEP	The United Nations Environment Programme is responsible for coordinating responses to environmental issues within the United Nations system.
United Nations Development Programme	UNDP	UNDP is the United Nations' lead agency on international development.
The United Nations Educational, Scientific and Cultural Organization	UNESCO	UNESCO is a specialized agency of the United Nations aimed at promoting world peace and security through international cooperation in education, arts, sciences and culture. UNESCO World Heritage programme includes exceptional nature sites.

| Food and Agriculture Organization | FAO | FAO is an international organization that leads international efforts to defeat hunger and improve nutrition and food security as well as sustainable use of natural resources. |
| Agreement on the Conservation of Populations of European Bats | Eurobats | EUROBATS is an international treaty that binds its States Parties on the conservation of bats in their territories. |

2.4. European and international science-policy platforms

The science-policy interface (SPI) has been defined as "social processes which encompass relations between scientists and other actors in the policy process, and which allow for exchanges, co-evolution, and joint construction of knowledge with the aim of enriching decision-making" (van den Hove, 2007, p. 807). Science-policy platforms contribute scientific knowledge to the dialogue with politics, administration, economy and society and thus contribute to the solution of societal challenges (Swiss Science-Policy Platform).

BioAgora builds on the collective expertise of existing science-policy interfaces (SPIs) that integrate understanding of biodiversity, ecosystems, and the services they provide to society as well. Alternet and Oppla are affiliated partners of BioAgora contributing strongly, especially in stakeholder engagement, and building functional SSBD. Eklipse is also strongly involved in the project and its mechanisms and tools are used in the project.

Table 7. List of European and international science-policy platforms relevant for BioAgora

Full name	Abbreviation	Short description
A Long-Term Biodiversity, Ecosystem and Awareness Research Network	Alternet	Alternet aims to foster the European science-policy interface on biodiversity and ecosystem services.
Oppla	-	Oppla provides a knowledge marketplace, where the latest thinking on natural capital, ecosystem services and nature-based solutions is brought together.It is an open platform designed for people with diverse needs and interests - from science, policy and practice; public, private and voluntary sectors; organisations large and small, as well as individuals.

Establishing a European Knowledge and Learning Mechanism to Improve the Policy-Science-Society Interface on Biodiversity and Ecosystem Services	Eklipse	Eklipse was created in 2016 to help governments, institutions, businesses, and NGOs make better-informed decisions when it comes to biodiversity and ecosystem services in Europe.
Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services	IPBES	IPBES is an international intergovernmental organisation established to improve the interface between science and policy on issues of biodiversity and ecosystem services.
Subsidiary Body on Scientific, Technical and Technological Advice	SBSTTA	SBSTTA is the open-ended scientific advisory body of the Conference of Parties (COP) of CBD acting upon request of the COP. Its functions include: providing assessments of the status of biological diversity; providing assessments of the types of measures taken in accordance with the provisions of the Convention.
Forest Europe (also Ministerial Conference on the Protection of Forests in Europe)	Forest Europe	Forest Europe is a Pan-European voluntary high-level forest policy process, whose aim has been to develop common strategies on how to protect and sustainably manage forests.
Integrated European Long-Term Ecosystem, critical zone and socio-ecological Research	eLTER	The mission of eLTER is to facilitate high impact research and catalyse new insights about the compounded impacts of climate change, biodiversity loss, soil degradation, pollution, and unsustainable resource use on a range of European ecosystems and socio-ecological systems, representing the "critical zone" in which we live.
LifeWatch ERIC	LifeWatch	LifeWatch is a European Research Infrastructure Consortium providing e-Science research facilities to scientists investigating biodiversity and ecosystem functions and services in order to support society in addressing key planetary challenges.

European Topic Centre on Biodiversity and Ecosystems	ETC-BE	The goal of ETC-BE is to collect and monitor data on biodiversity, as well as issues and ecological pressures related to biodiversity.
Ecosystem Services Partnership	ESP	Worldwide network to enhance the science, policy and practice of ecosystem services for conservation and sustainable development
European Topic Centre on Climate Change Adaptation and LULUCF	ETC-CA	ETC CA is a Consortium of 16 European organisations with expertise in the topic area of climate change adaptation and Land Use, Land-Use Change and Forestry (LULUCF) working in partnership with the European Environment Agency.
European Topic Centre on Human Health and the Environment	ETC-HE	ETC-HE provides better understanding of environmental and climate pressures on health as well as policy implementation in the fields of air quality, air pollutant emissions, chemicals, environmental noise, industrial releases, water quality, soil contamination among other topics.
European Topic Centre on Sustainability Transitions	ETC-ST	ETC ST monitors and assesses sustainability transitions in Europe through systemic lenses; analyses sustainability transitions enablers: economics, finance, innovation, policies, and governance across scales; develops co-created knowledge for action, including foresight, with stakeholders.
Future Earth	Future Earth / DIVERSITAS	Future Earth is a global network of scientists, researchers, and innovators working to accelerate transformations to global sustainability through research and innovation.
Greifswald Mire Centre	GMC	GMC is the science-policy-practice interface for all peatland related questions.
Group on Earth Observations Biodiversity Observation Network	GEOBON	GEOBON is a global biodiversity observation network that contributes to effective management of policies for the world's biodiversity and ecosystem services.
International Council for the Exploration of the Seas	ICES	ICES is an intergovernmental marine science organization, meeting societal needs for impartial evidence on the state and sustainable use of seas and oceans.

Scientific Committee of Problems of the Environment	SCOPE	SCOPE is an independent, international interdisciplinary body of natural and social science expertise focused on regional and global environmental issues, operating at the interface between scientific and policy making.
Social Sciences and Humanities Network	SSH Network	Acknowledging the importance of enhancing the contributions from the social sciences and humanities (SSH) in the work of IPBES, this network is dedicated to engage more SSH experts and knowledge in IPBES. SSH is a member organisation of ONet.
Global Covenant of Mayors	CoM	Mayors of Europe is an analytical and informative independent platform focused on best practices and positive examples achieved by all mayors across Europe.
Eurocities	Eurocities	Eurocities is the network of more than 200 cities in 38 countries, representing 130 million people, working together to ensure a good quality of life for all.

2.5. International environmental NGOs

The support and interest of the civil society is a prerequisite for the transfer of knowledge from science to experts and practitioners to policymakers. International NGOs represent broad public interests beyond the views of individual states. They have the influencing power to develop new norms by directly expressing pressure on governments' legislative bodies or indirectly by moulding public perceptions.

Table 8. List of international NGOs relevant for BioAgora

Full name	Abbreviation	Short description
EU Habitats Forum	EHF	EHF is an NGO coalition representing the voice of the environmental civil society organisations and coordinates communication between them and the European Commission.
European Environmental Bureau	EEB	The EEB is the largest network of environmental citizens' organisations in Europe.
The Wildlife Conservation Society	WCS EU	WCS EU engages with EU institutions, European governments, and other stakeholders to share scientific, technical, and policy expertise.
Greenpeace	Greenpeace	Greenpeace uses non-violent creative action to pave the way towards a greener, more peaceful world, and to confront the systems that threaten our environment.

Worldwide Fund for Nature	WWF	WWF is an international non-governmental organization working in the field of wilderness preservation and the reduction of human impact on the environment.
BirdLife Europe and Central Asia	BirdLife	BirdLife Europe & Central Asia works to conserve birds and biodiversity by focusing on species, sites and habitats, ecological sustainability and engagement of people. Based in Brussels, we are supported by 44 Partners from 43 countries, including in all EU Member states.
International Union for Conservation of Nature	IUCN	IUCN is an international organization working in the field of nature conservation and sustainable use of natural resources.
Federation of Nature and National Parks of Europe	EUROPARC	EUROPARC is an independent, non-governmental organisation which aims to work with national parks across Europe in enhancing protection.
The European Land Conservation Network	Eurosite	The European Land Conservation Network strives for a Europe where nature is cared for, protected, restored and valued by all.
Local Governments for Sustainability	ICLEI	ICLEI is an international non-governmental organization that promotes sustainable development at the level of urban and local government.

2.6. Business & sectoral organisations at EU level relevant to biodiversity & land use

Businesses and governments interact in the framework set by legislation and economic policies. Governments can create various incentives for the adoption of more sustainability-focused policies but increasingly often such policies are developed voluntarily initiatives by the business sector. Engagement with businesses and sectoral organisations translates to a more holistic implementation of biodiversity-based policymaking.

Table 9. List of business and sectoral organisations relevant for BioAgora

Full name	Abbreviation	Short description
The Confederation of European Business	Business Europe (BE)	BE works on behalf of its member federations to ensure that the voice of business is heard in European policy-making. BE interacts regularly with the

		European Parliament, Commission and Council as well as other stakeholders in the policy community.
Finance for Biodiversity Foundation	n/a	The aim of the Foundation is to support a call to action and collaboration between financial institutions via working groups, as a connecting body for contributing signatories and partner organizations.
Business for Nature	n/a	Business for Nature is a global coalition that brings together business and conservation organizations and forward-thinking companies.
EU Business @ Biodiversity Platform	EU B&B	The EU Business @ Biodiversity Platform provides a unique forum for dialogue and policy interface to discuss the links between business and biodiversity at EU level. It was set up by the European Commission with the aim to work with and help businesses integrate natural capital and biodiversity considerations into business practices.
The Confederation of European Forest Owners	CEPF	CEPF represents national forest owner organisations in Europe. At EU level, CEPF promotes the values of sustainable forest management, private property ownership and forest sectors' economic viability.
Bureau of Nordic Family Forestry (Cooperation of Norwegian, Swedish, Danish and Finnish forest owners' federations)	NSF	NSF follows and advocates closely forest-related policy developments in the European Commission, the European Parliament and the Economic and Social Committee, as well as relevant processes on pan-European and global level with special focus areas on climate, energy, bioeconomy and circular economy.
European Landowners' Organisation	ELO	The European Landowners' Organization is a non-profit organization representing the interests of the owners and managers of rural land, and rural businesses, within the EU.

2.7. Media

European media channels engaging with environmental, EU/international policy and sustainable development topics are likely to be interested in the EU biodiversity policy agenda. Through the media, BioAgora can help increase awareness about its objectives and expected impact. BioAgora project will identify and establish EU level media and journalists, which would have an interest in BioAgora and its themes or results and conduct targeted engagement with them for dissemination purposes. Engagement activities or appearances

should be periodically reported through BioAgora's reporting forms (See 5.6. Reporting forms).

Table 10. List of media channels relevant for BioAgora

Media name	Media type
Euractiv	EURACTIV is an independent pan-European media network specialised in EU affairs, established in 1999. We spark and nourish policy debates among stakeholders, including government, business and civil society. We cover policy processes upstream of decisions, summarising the issues without taking sides.
Politico	Political newspaper focusing on EU affairs
Euronews	Europe's leading international news channel, providing global, multilingual news with a European perspective to over 400 million homes in 160 countries.

3. WHAT: MESSAGING AND STRATEGIC POSITIONING OF BIOAGORA AND THE SSBD IN THE SCIENCE-POLICY LANDSCAPE IN EUROPE

This is the "corporate profile" of the project, i.e. a concise introduction carefully constructed so as to be used for future presentations of BioAgora and the project's role in relation to the new governance of biodiversity in EU. The Commission has actively developed more holistic and interconnected science-policy landscape to support evidence and science-based policy and decision-making.

3.1. What is BioAgora?

BioAgora is a Horizon Europe (RIA) funded project (2022-2027) that will build the scientific pillar for the Knowledge Centre for Biodiversity (KCBD). The project creates a fair and functional Service that connects biodiversity related research and knowledge directly to the needs of policymaking. BioAgora will also ratchet up the Biodiversity Strategy 2030 through multiscale demonstration cases across EU Member States and enhances the sustainability transformation for biodiversity in Europe.

3.2. Why is BioAgora needed?

There is a lot of research on biodiversity done throughout Europe. And there is a good set of policy and regulations to help protect biodiversity. Despite there are already plenty of different SPIs and governance structures listed above, actors and processes are not sufficiently orchestrated to support EU decision-makers. One such tool is the KCBD, designed to channel scientific knowledge into policy discussions. Scientific knowledge does not always reach decisionmakers in time, in the right format, or in response to current policy needs. That is why the EU Biodiversity Strategy for 2030 called for 'a science policy mechanism for research-based options for ratcheting up the implementation of biodiversity commitments'

3.3. What makes BioAgora stand out among similar initiatives?

Building on extensive experience on Science-Policy Interfaces (SPIs), BioAgora gets closer than ever to the EU policy mechanisms to preserve and manage biodiversity through its support for the KCBD. The BioAgora project will create an 'agora' for science and policy, with the aim of exchanging information and knowledge and coordinating inputs to ratchet up the actions supporting biodiversity and boosting the sustainability transformation in the EU.

3.4. What is the SSBD?

The Science Service for Biodiversity (SSBD) is the scientific pillar of the Knowledge Centre for Biodiversity (KCBD) linking science with policymaking. The final structure, functions and governance of the SSBD have not yet been decided and the main goal of BioAgora is to

develop a fair and functional system. SSBD will be an integral part of a newly organized landscape within European biodiversity governance.
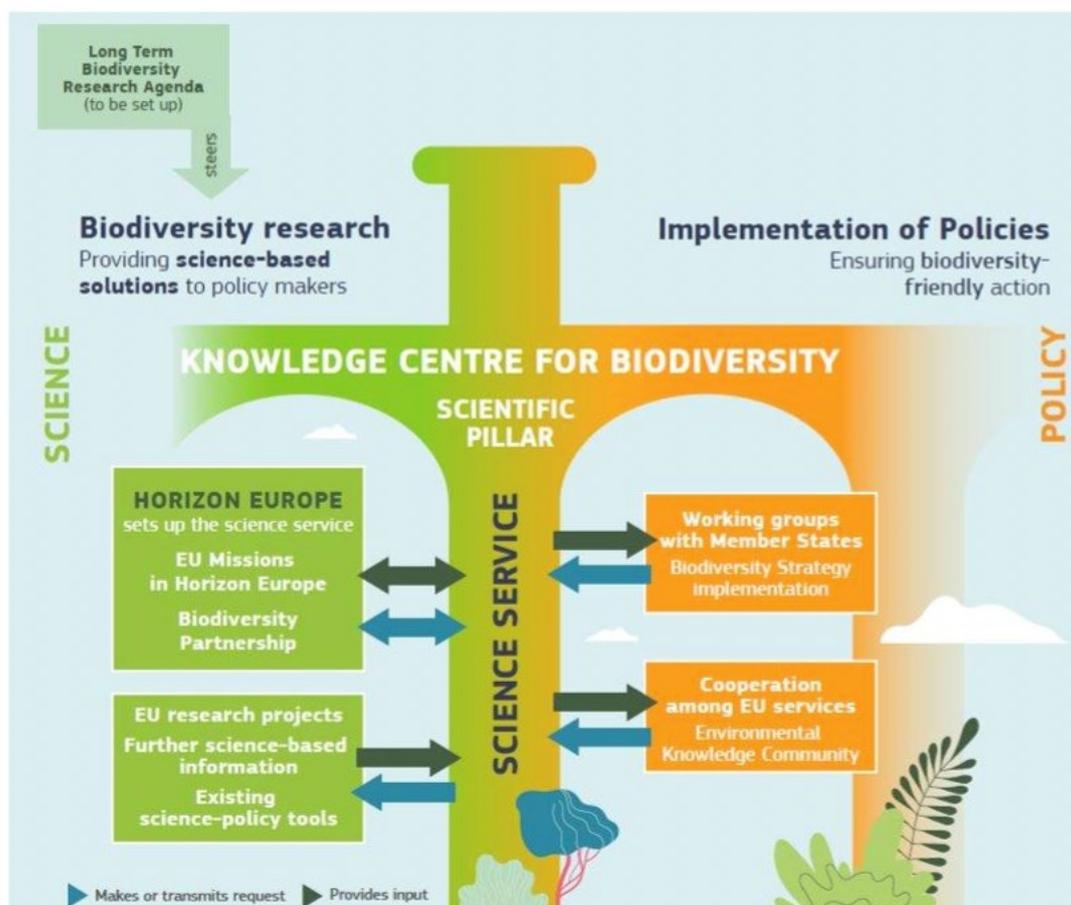

Fig. 2. The KCBD aims to be a bridge between biodiversity research and the implementation of biodiversity-related policies. The SSBD is meant to be the scientific pillar of the KCBD.

SSBD will:

- integrate outputs from EU funded biodiversity research & innovation projects into policymaking
- make use of and complement existing science-policy initiatives.

3.5. What is the place of BioAgora and the SSBD in the EU biodiversity governance landscape?

3.5.1 What is the KCBD?

The European Commission's Knowledge Centre for Biodiversity (KCBD) is an EC initiative established in 2020 to track and assess progress on the implementation of the EU Biodiversity Strategy for 2030 (BDS2030) and related international instruments; to foster cooperation and partnership within and across scientific and management sectors; and to underpin evidence-based policy development.

The KCBD works to:

- track and assess progress by the EU and its partners, including in relation to implementation of biodiversity-related international instruments;
- foster cooperation and partnership, including between climate and biodiversity scientists; and
- underpin policy development. The KCBD is co-chaired by DG Environment and the Joint Research Centre and it is steered by a committee with members from four other Commission services and the EEA. The KCBD is establishing a close cooperation with other Commission services and with a broad range of research networks and collaborators.

3.5.2. What is the EU Biodiversity Platform?

The EUBP is a collective consultative body supporting the Commission in the implementation of the EU BDS2030. It brings together the EC, Member States' representatives and relevant stakeholders as well as the EEA. It discusses and provides advice to the Commission on the development and implementation of biodiversity initiatives, to foster an exchange views and coordinate issues related to the implementation of the Nature Directives (Birds Directive and Habitats Directive). This Group also provides input to the EU Nature Directors as appropriate. Knowledge sharing, KCBD and the progress of SSBD take a permanent place on the agenda of EUPB. This will be the official channel through which member states and the Commission will discuss the science-policy interface on biodiversity.

3.6. Further questions to be answered by BioAgora in due course

- How does BioAgora support/develop the SSBD?
- How can you get engaged in BioAgora?
- How will the SSBD help you?
- How is the SSBD taking shape?
- How does BioAgora/SSBD support the European Green Deal/EU Biodiversity Strategy?

4. HOW: TOOLS AND CHANNELS

4.1. Visual identity

BioAgora's visual identity is a unique aspect of the project, which makes it a recognisable entity. Having clear guidelines about the visual aspects of the project's identity allows for a harmonised display of the project. In this way the brand image of BioAgora is enhanced as communication is conducted in a non-text manner. A uniform, clear, and visually pleasing features of BioAgora's brand identity enhance its reliability, professionalism, and recognition. The visual elements of BioAgora's identity are detailed in the project's brand manual - a document outlining the correct usage and different versions of the logo, the project's colour palette and fonts. The colours of the project are in the blue and green spectrum to signal the strong biodiversity focus of BioAgora. The logo is complemented with petals symbolically representing shoots of a new organism. The visual identity is further complemented with a set of templates - presentation, deliverable, and publications for social media.

For more detailed information about BioAgora's visual identity, consult D7.2 Visual identity, project branding, and website.

4.2 BioAgora website

The BioAgora website is the project's "business card." It is the main entry-point and output channel of the project and a repository for all BioAgora related public materials as well as ways to get involved in the project. On the website, visitors can learn about BioAgora's background and objectives, what the plans for the creation of SSBD are, all relevant news, an events calendar, and the newsletter subscription form.

The website adheres to all aspects of BioAgora's visual identity and has been designed to match the logo's style and colour scheme, which renders the overall identity streamlined and recognisable from external audiences. It has an attractive and modern look, easy navigation, and the latest content.

The value of the website as a communication tool lies in that it presents BioAgora to a wide audience using non-technical language to communicate the context of emergence and goals of the project. The website can be shared with new and potential stakeholder groups and other interested parties as an introduction to BioAgora.

On the website [feedback form](#) invites research communities, decision-makers, and any interested stakeholders to actively identify themselves and their intent to engage in the establishment of [the Science Service for Biodiversity](#).

For more detailed information about BioAgora's website, consult D7.2 Visual identity, project branding, and website.

4.2. Social media

Social media is a valuable tool in science communication as it facilitates users to share content, open discussions, and raise awareness about particular topics and new developments in scientific research. By using social media, users become also producers of knowledge and information by actively engaging with the source material and spreading it through their network.

BioAgora currently has presence on the following social media platforms:

- Twitter
  - Handle: @BioAgoraEU
  - Relevant hashtags: #EUbiodiversity, #HorizonEurope, #HorizonEU, #H2020, #EUGreenDeal
- LinkedIn
  - Handle: /company/bioagora-eu
  - Relevant hashtags: #EUbiodiversity, #HorizonEurope, #HorizonEU, #H2020, #EUGreenDeal
- YouTube
  - Handle: @BioAgoraProject

Engagement with BioAgora by the project partners:

- Who manages the BioAgora social media channels and how?
  - The BioAgora communication channels are managed by the BioAgora communication team and more specifically by project partners Pensoft Publishers with the support of Euronovia.
- What can partners do to amplify the social media footprint of BioAgora?
  - BioAgora partners have the responsibility to raise awareness about the existence and mission of BioAgora among their respective network of relevant audiences. Partners can consider:
    - Being clear in the messages they want to convey, i.e. have definitive answers to questions such as "What is BioAgora and what is its contribution to EU policymaking?"
    - Targeting the right audience that is expected to have an interest in BioAgora's themes
    - Use far-reaching tools such as social media for accessing a larger pool of interested audiences
    - Establish the importance of a "snowball" effect, i.e. communicate the importance of spreading BioAgora's messages to the engaged audience.

It is important to note that only project partners Pensoft Publishers and Euronovia have direct access to the management of all social media accounts. This ensures a streamlined communication style and uniformity of language. Project partners can share BioAgora's social media content through their personal or institutional accounts or alternatively, inform the communication team about any updates, which will be published in due time.

4.3. Promotional materials

Promotional materials relate to all digital or print materials specifically designed to promote the project and increase its visibility, user understanding, and consequent engagement with it. In BioAgora, the production of the following promotional materials is specified in table 11.

Table 11. Detailed description and a schedule for production of promotional materials.

Promotional material type	Description
Brochure	An informative document with text and images that can be folded into a leaflet or a pamphlet
One pager	One page information sheet with text and images. A "business card"/introduction summarising the project's background and objectives.
Poster	Usually in large format with large scale text and brief information about the project. The focus of a poster is on the visuals. Will be available in a template format for potential customisation.
Roll-up banner	A self-supporting advertising display consisting of a banner - large vertical strip of fabric or other material with printed content - and a base into which the banner rolls in.
Factsheet	Textual representation of data or knowledge intended to present ideas clearly and efficiently with the help of few visuals.

For a schedule of implementation of the aforementioned promotional materials please see 5.2. Print materials of this document.

4.4. BioAgora Newsletter

BioAgora's newsletter is a periodic news bulletin to be released quarterly with updates and news about BioAgora. The thematic content of the newsletter focuses on:

- BioAgora project updates
- BioAgora events
- SSBD construction updates
- Stakeholder input/output
- General news on biodiversity SPI

In terms of contribution, the BioAgora consortium will distribute the newsletter as well as write articles for it. All project partners will suggest ideas for content.
The newsletter is distributed in digitally and will be made available on the BioAgora website after publication.

4.5. Press relations and media coverage

Local media channels on an EU level have been defined in 2.8. Media of this document.
The BioAgora website includes a "Press room" sub-tab, which is a space dedicated for members of the press sector, where useful information relevant contact persons can be found.

BioAgora will publish press releases for any significant occasion or new development of the project that would be of interest to the press. The platforms on which press releases are published are EurekaAlert! and AlphaGalileo.

The communication team is responsible for developing the content addressed to the media sector. The BioAgora partners are tasked with contributing to the further dissemination of the content, including and not limited to translations in the local language(s).

4.6. Policy briefs

BioAgora is a project that develops a fair and functional Science Service for Biodiversity, a solution-oriented service that will feed into the KCBD and support it to work with the European Commission (EC) and other users. In order to present its usefulness to policy makers, BioAgora will create a series of policy briefs consisting of a set of recommendations for more efficient, informed, and science-based decision-making.

BioAgora's policy briefs are a key impact product of the project. They will address direct policy needs and knowledge gaps and provide comprehensive guidance for how to address them. They will provide a focused, concise response in a style and form suitable for policy users.
Policy briefs follow an established and easy-to-follow structure. They begin with outlining the challenge and presenting its context, followed by a well-defined list of recommendation bullets points. Policy briefs do not exceed two-pages double sided.

BioAgora's policy briefs will be developed according to an internally established set of criteria and will be discussed and coordinated with the KCBD or the EU Commission.

4.7. Videos

Video materials are planned to be developed throughout the duration of the project. BioAgora partners and work package leaders are involved in the creation of any video materials from the first draft onwards.

One video has already been created titled: "BioAgora: Connecting biodiversity knowledge and decision-making." It is an introduction to the context within which BioAgora emerged and how it aims to transform biodiversity policy-making in Europe.

Another video is planned for production as a tutorial for the usage of the SSBD after it has launched.

All videos are uploaded to BioAgora's YouTube channel and website.

4.8. Events

The events BioAgora partners plan to attend in the future have to be documented in a living excel file that has to be periodically filled in by BioAgora partners: BioAgora-Events-calendar.xlsx. The calendar is for external events relevant to BioAgora and for events organised by BioAgora where external stakeholders will be invited.

After event or activity has passed, the partners have to fill in the necessary information in the relevant reporting form (See 5.6 Reporting forms) or report back to BioAgora's communication team.

The writing of news regarding new developments, activities, or events relevant for BioAgora, will be aligned with KCBD's news section.

4.8.1. Workshops

Dissemination activities such as the organisation of workshops will commence as soon as a prototype of the SSBD exists. The webinars will emphasise the strong need of the SSBD and present some of the content of the Service in the form of teasers.

Workshops are planned for month 37, month 38, month 39 of the project. The topics and content of these workshops are yet to be established by BioAgora partners. Furthermore, work package 5 plans to organise national-level public for a in selected countries as well as an EU-wide public forum using online tools with the aim of developing shared values.

4.8.2. Launching of the SSBD

In month 40 of the project an official launching event of the SSBD will be organised. This will be a one-day physical/online event organised by SYKE, Ben Delbaere, and Pensoft Publishers to inform on and promote the SSBD to its primary user groups by presenting its potential and functionality and how relevant groups can engage with it.

Further information about this event will be given in the final PDEC at M36.

4.8.3. Conferences

During its course, the BioAgora partners will attend a series of international and national conferences and fora with the aim of disseminating the value of BioAgora's outputs. Most important events and conferences are added to BioAgora's events calendar. The most important conferences are for example:

- IPBES annual meetings
- IPCC
- New European Bauhaus annual festivals
- European Commission's Information Days.

5. WHEN: TIMING OF IMPLEMENTATION

The current PDEC document is developed in month 7 (January 2023) of BioAgora and presents a plan for communication, dissemination, and exploitation action from month 1 (July 2022) until month 60 (June 2027). The project's communication, dissemination, and exploitation phases are divided into three main periods. During the initial part of the project, a process of building an organic network of BioAgora takes place, after which concrete steps in communication and dissemination occur. Finally, during the exploitation phase, the focus is on best practices for exploitation of BioAgora results.


Establishment	Consolidation	Application
M1-M12	**M13-M36**	**M37-M60**
• raising awareness • building a network • engaging with target groups	• communication and dissemination of specific results • impact evaluation • network feedback and analysis	• exploitation of results • workshops and launch of SSBD • impact evaluation of results
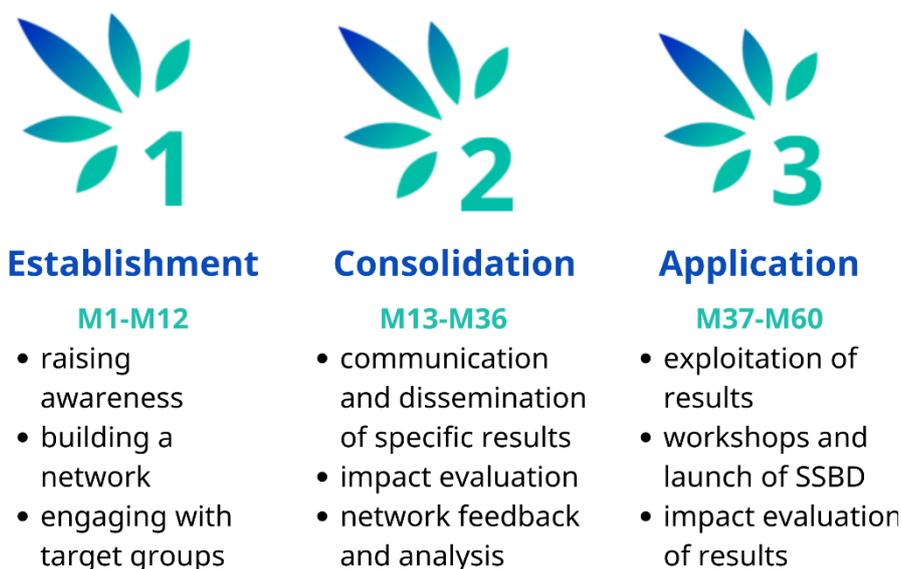
Fig. 3. Communication, dissemination, and exploitation stages of BioAgora.

● **Stage 1 - Establishment:** During this phase, taking place from the start of the project until month 12, BioAgora focuses on activities aimed at raising awareness about the project's existence and aims as well as constructing a network of relevant projects, institutions, and persons, who can be involved in the project throughout its duration and initiate further user engagement. From the beginning, the communication activities will focus on the interdependency between the BioAgora project, the KCBD, and the SSBD.

● **Stage 2 - Consolidation:** The focus during the second stage is on communicating and disseminating project results as soon as they're available. During this stage BioAgora will be able to evaluate the project's activities and impact through user feedback and responsiveness to BioAgora organised events.

● **Stage 3 - Application:** From month 37 until the end of the project in month 60 the focus will be on active and targeted exploitation of BioAgora results by organising a series of workshops aimed at presenting the value of the SSBD to the wider audience.

5.1. Social media

The following is activities related to outreach on social media:

- Twitter: stakeholders can contribute with short, to the point, messages using suitable hashtags (#) and connecting to the right accounts (@), following the right initiatives and using lists for retweeting.
- LinkedIn: creating events and discussions, images, videos, sharing articles and news entries, messages using suitable hashtags (#) and connecting to the right accounts (@).
- YouTube: a space for uploading BioAgora videos.

5.1.2. Social media campaigns

With the aim of increasing the focus and knowledge about BioAgora and its themes the following social media campaigns are planned to take place:

Table 12. BioAgora social media campaigns.

Name	Hashtag(s)	Description	Channels	Timing
Facts about the project	#BioAgoraFacts	Presenting facts about the project such as the background of the project and some statistics about biodiversity in Europe.	Twitter, LinkedIn	M12
Faces of the project	#BioAgoraPeople	Presenting the consortium of BioAgora like for e.g. WP leaders and their background, research interests, and role in the project.	Twitter, LinkedIn	M15
Early career researchers	#BioAgoraECRs	Presenting the background, interests, and work in BioAgora of PhD candidates involved in the project.	Twitter, LinkedIn	M22
Previous research campaign	#BioAgoraPreviousResearch	Showcasing relevant research of BioAgora partners.	Twitter, LinkedIn	M20

WP campaign	#BioAgoraWorkPackage	Presenting and explaining the different work packages and their tasks in an easily digestible way for the general public. Showcasing what has been done so far.	Twitter, LinkedIn	M22
The vision of SSBD	#BioAgoraSSBD; #ScienceServiceforBiodiversity	Presenting what the expectations of the SSBD are and how it benefits policymakers and the wider European society, by extension.	Twitter, LinkedIn	M6-ongoing
How to use the SSBD	#SSBDtutorials	Showcasing different features of the SSBD and how it enriches the policy landscape on biodiversity through its functions.	Twitter, LinkedIn	
BioAgora demonstration cases	#BioAgoraDemonstrationCases	Presenting the BioAgora demonstration cases with key information and facts.	Twitter, LinkedIn	M30
Yearly Highlights	#BioAagoraHighlights	At the end of each year throughout the project duration, a short clip with important milestones and activities for the	YouTube	Yearly

5.2. Print materials

Table 14. Schedule for print materials.

Type of print material	To be produced on	Format
Brochure	M12-16	PDF
One pager	M8	PDF
Poster	M12-16	PDF
Roll-up banner	Next AGM	2
Factsheet	On demand	PDF
Policy brief	Depends on relevant policy events and WP needs	PDF

5.3. Communication and coordination with relevant initiatives and projects

Communication between similar projects is of vital importance as it supports sister or other relevant EU initiatives, increases the visibility of BioAgora, and enhances knowledge exchange.

FP7 projects OPERAs and Openness jointly created Oppla, the EU repository of Nature-based Solutions (NBS), where the latest thinking on natural capital, ecosystem services and nature-based solutions is brought together and made accessible to researchers, practitioners and decision-makers.

The European NBS community is supported by NetworkNature,which together withthe European Biodiversity Partnership (Biodiversa+)is working on anew EU R&I roadmap for NBS. Project Eklipse has helped in bridging the gap between policy and knowledge on biodiversity and ecosystem services in Europe by responding to specific policy requests. Originally funded through Horizon 2020, today Eklipse contributes to the work of Horizon Europe project BioAgora, that is developing the Science Service for Biodiversity, connecting biodiversity knowledge and decision-making.

BioAgora's central position in the biodiversity governance landscape is a distinct advantage in ensuring horizontal coordination with the Green Deal Coordination Office.

Sister or relevant projects to BioAgora can conduct synchronised communications efforts and mutually reinforce one another so as to have a larger impact in European scientific research. Furthermore, similar projects can:

- Collaborate on newsletter production and exchange information or news;
- Participate in projects' annual meetings;
- Collaborate on scientific research;
- Engage through fast requests or other functions related to SSBD
- Monitor social media for new developments and promote them;
- Organisation of workshops or other knowledge exchange meetings.
- Gather lessons learnt from these projects into joint thematic policy briefs by projects working on similar topics (GD-SO is preparing a template).
- DGs would welcome preliminary results and exchanges before the results are available.
- Participation in Working Groups meetings organised by the GD-SO in spring 2023 to monitor policy developments.

In Table 15 relevant projects for BioAgora to liaise with are listed:

Table 15. Relevant projects for BioAgora

Project name	Website/Link	Social media handle
AD4GD	https://www.ad4gd.eu/	n/a
AgroLoop	http://www.agroloop.eu/	n/a
BIOcean5D	https://cordis.europa.eu/project/id/101059915	n/a
BioMonitor4CAP	https://cordis.europa.eu/project/id/101081964	n/a
BIONEXT	https://www.bionext-project.eu/	@BionextProject
BioScal	https://cordis.europa.eu/project/id/891592	n/a
BIOTraCes	https://cordis.europa.eu/project/id/889397	
BIOTRAILS	n/a	n/a
BIOTRANSFORM	https://cordis.europa.eu/project/id/289603	n/a
BlueRemediomics	n/a	@BlueRemediomics
BLUETOOLS	https://www.bluetools-project.eu/	@Bluetools_EU
CARINA	https://www.carina-project.eu/	n/a
CHARTER	https://www.charter-arctic.org/	@CharterArctic
CircHive	https://www.circhive.eu/	@CircHive
CircularInvest	https://circular-cities-and-regions.ec.europa.eu/ccri-projects/circularinvest-powering-access-investment-next-generation-circular-economy	n/a
COOP4CBD	n/a	@coop4cbd
CROPDIVA	https://www.cropdiva.eu/	@H2020Cropdiva
DECISO	https://cordis.europa.eu/project/id/101082232	n/a
DRYvER	https://www.dryver.eu/	@DRYvER_H2020

ECOTIP	https://ecotip-arctic.eu/	n/a
EUFORIE	https://cordis.europa.eu/project/id/649342	n/a
EUROPABON	https://europabon.org/	@EuropaBon_H2020
FOSTER	https://www.fosteropenscience.eu/	@FOSTERSCIENCE
FRAMEwork	https://www.framework-biodiversity.eu/	@H2020_FRAMEwork
FutureMARES	https://www.futuremares.eu/	@FutureMares
HERCULES	https://cordis.europa.eu/project/id/778360	n/a
IntercropValueES	https://cordis.europa.eu/project/id/101081973	n/a
InvestCEC	n/a	n/a
iPollinate	https://ipollinate.eu/	n/a
LEGUMINOSE	https://www.leguminose.eu/	@Leguminose_EU
MaCoBioS	https://macobios.eu/	@MaCoBioS
MARCO-BOLO	http://marcobolo-project.eu/	@MARCOBOLO_EU
MarginUp	https://cordis.europa.eu/project/id/101082089	n/a
MERLIN	https://project-merlin.eu/	@euMERLINproject
MIDAS	https://www.eu-midas.net/	n/a
NaturaConnect	https://naturaconnect.eu/	@NaturaConnect
NetworkNaturePLUS	https://cordis.europa.eu/project/id/101082213	n/a
OBAMA-NEXT	https://cordis.europa.eu/project/id/101081642	n/a
PLANET4B	https://www.planet4project.eu/	n/a
PONDERFUL	https://ponderful.eu/	@ponds4climate
RAINFOREST	https://cordis.europa.eu/project/id/796438	n/a
RELATE	n/a	n/a
REST-COAST	https://rest-coast.eu/	@RESTCOAST_H2020
SAFEGUARD	https://www.safeguard.biozentrum.uni-wuerzburg.de/	@Safeguard2021
SELINA	https://project-selina.eu/	@SELINAHorizonEU
SHOWCASE	https://showcase-project.eu/	@SHOWCASE_H2020
SoildiverAgro	http://soildiveragro.eu/	@SoildiverAgro
SPRING	https://wikis.ec.europa.eu/display/EUPKH/SPRING+project	
SUPERB	https://forest-restoration.eu/	n/a
SUSTRACK	https://forest-restoration.eu/	@SUPERB_project
TC4BE	n/a	n/a
TETTRIs	https://tetrris.eu/	@tetRRIs_project
TRANSPATH	n/a	@TranspathEU
Urban GreenUP	https://www.urbangreenup.eu/	@urbangreenUP

| WaterLANDS | https://waterlands.eu/ | @WaterLANDS_EU |
| wildE | https://cordis.europa.eu/project/id/895338 | n/a |

Furthermore, BioAgora will coordinate with EU platforms and EU initiatives such as:

Table 16. Relevant EU platforms and initiatives for BioAgora

Platform name (acronym)	Website
Oppla	oppla.eu
ThinkNature	https://www.think-nature.eu
Knowledge Hub	https://www.era-learn.eu/network-information/networks/biodivscen
BiodivScen	https://www.era-learn.eu/network-information/networks/biodivscen
Freshwater Information platform	http://www.freshwaterplatform.eu/
GeoIKP Platform for nature-based Solutions	https://geoikp.operandum-project.eu/

5.4. Measuring the impact of BioAgora C&D (KPIs)

The following table presents BioAgora's Key Performance Indicators (KPIs) throughout the project's duration.

Table 17. Communication and dissemination tools according to target group.

Type	Tool	Target	Contribution to impact	Key Performance Indicator (KPI) until June 2027 (M60)
D	**Project website**	All	Inform and engage interested parties through providing general introduction about the project and its goals; provides easy access to key results, publications, and promotional materials	• News items: 15/year • News events in calendar: >30 • Users: +3000 • Geographical representation: >30 countries
D	**Attendance at scientific and general conferences**	Scientific community, EU institutions, policymakers, European	Presentation discussion of research results with the scientific community. Possibility for	• Number of attended events: ~15

D		and international initiatives, science-policy-society interfaces	knowledge exchange and receiving feedback. Online or in-person events.	
D	**Organisation of events with external participants (e.g. workshops & launching event of SSBD)**	All	Emphasise the strong need of the SSBD and present some of the content of the Service in the form of teasers.	● Number of events: 4/project duration ● Number of attendees: >50
D	**External promotional materials**	All	Written in non-technical language aimed at increasing awareness about the existence of the project and the challenges it aims to solve.	● Downloads: 150/item ● Distribution at in-person events: 50/event. ● Brochure: 1 ● Poster template: 1 ● One pager/leaflet: 1 ● Introduction presentation: 1 ● Roll-up banner: 1
D	**Policy briefs**	EU institutions, policymakers	Science-based set of recommendations Aimed at revising existing or creating new legislation.	4
D	**Infographics**	EU level policymakers	A visual representation of an idea usually present in factsheets.	● Set of infographics/project duration
D	**Factsheets**	All	Also known as factsheets present complex information using visual elements in	● 5/project duration

			easily digestible way.	
D	**Newsletter**	All	Provision of information about project progress, key events and activities, new publications, and news on relevant projects on initiatives.	3/year (2023-2027) - Number subscribers: 300
D	**Videos**	All	Provision of BioAgora content in an audio-visual format for higher engagement. Videos are published on YouTube platform.	- Number of videos: 5 - Combined views on YouTube: 700
C/D	**Press releases**	Media	Announcement of significant project milestones.	- Published PRs: 5 - Views on EurekaAlert!: 2000/item - Views on AlphaGalileo: 250/item
C	**Social media: Twitter (T), LinkedIn (L)**	All	Interact with BioAgora's network of projects, researchers, and institutions and share project news and events.	- Posts: 30 (T&L) - Followers: 3000 (T), 500 (L)

5.4.1. Measuring social media impact

Table 18 details the benefits and drawbacks of BioAgora's social media accounts.

Table 18. A comparison of the benefits and drawbacks of BioAgora social media accounts and their impact on the project.

Social media	Specification	Impact within BioAgora
Twitter	**Benefits:** Good for engagement with media outlets, policy makers, professionals and public interest groups. Has a large number of users. Users can be tagged in tweets to encourage dialogue and expand networks. Hashtags can be used to follow specific campaigns. **Drawbacks:** Has limited character space. Uncertainty about Twitter's future as a platform and possible shift to Mastodon.	• Generate interest and share ongoing news and activities through posts/tweets • Twitter lists: build a community around the project and get relevant news • Personal messages • Twitter Analytics
LinkedIn	**Benefits:** Allows for creating a network and has a more professionally-oriented audience. It is search-engine friendly and does not have limitations in terms of characters per post. Research results can easily be brought to the attention of the business-oriented users. Through the LinkedIn analytics, one can follow the post's impact. Also, the platform allows for a fast establishment of credibility. LinkedIn is also useful for creating contact with early career researchers. **Drawbacks:** Creating a stable network is a rather difficult and time-consuming process, as the platform is being used by an extensive number of users. Also, it has a considerable amount of commercial content and makes useful information difficult to receive engagement.	• Generate interest and share ongoing news and activities within a more professionally oriented audience • Direct messages • LinkedIn Analytics • A large number of users
YouTube	**Benefits:** Good broadcasting channel and can be linked to other social media platforms. It can also be used for sharing podcasts. Has a diverse audience. **Drawbacks:** It is not suitable for bilateral engagement, which makes it a bit more difficult and cost-inefficient to establish a good subscriber base.	• Share project video materials • Audio-visual information about BioAgora • YouTube analytics • A variety of users

5.5. Evaluation

In order to ensure that the most relevant and appropriate messages and ideas have reached the different target audiences, communication and dissemination activities will be prepared in advance. Changes during the project's duration may occur such as a change of the context within which a target audience operates. This necessitates the use of suitable mechanisms to review the progress and the extent to which the PDEC meets its objectives. Each activity will be evaluated to ascertain its effectiveness.

Potential challenges pertaining to various stakeholders, information sources, contents, communication and dissemination methods will be identified continuously and taken into consideration.
In order to ensure the effectiveness of the PDEC, a mid-term update will be done at M24 (June 2024), and a Final Plan for Dissemination, Exploitation and Communication of Results of BioAgora (PDEC) will be published at Month 36 as the deliverable D7.4. Furthermore, in order to conduct a comprehensive evaluation, process the following guidelines are adopted:

- Regular evaluation of communication and dissemination activities to ascertain productive methods;
- Dissemination activities will be focused on quality over quantity with the idea of ascertaining whether stakeholders and target audiences receive the right information;
- Any activity will be considered with its specifics to determine the most appropriate method or tool for its communication and dissemination;
- Communication and dissemination activities are considered effective when the target audience is engaged.

The list of KPIs defined in table [no]. will help track progress and effectiveness of the specified tools and methods for engagement and adapt them if necessary

5.6. Reporting forms

Reporting forms are a way of documenting important results associated with communication, dissemination, data, or publications during each reporting period of the project. In relation with the timely reporting of any activities associated with the project, the following four forms should be regularly filled out by partners so as to keep a record of all activities:

- Communication activities form
- Dissemination activities form
- Publications form
- Datasets form

At the end of each reporting period, the information provided by the partners will allow us to report the activities and evaluate the impact of our work.

6. EXPLOITATION

BioAgora's exploitation is based on:

- An attractive knowledge portfolio to continue enhancing the innovations after the project end;
- A description of the steps to promote the Science Service for Biodiversity as a single entry-point linking European research and biodiversity policymaking and scientific pillar of the KCBD.

The SSBD is the main Key Exploitable Result of BioAgora. In order to best support SSBD's exploitation its value will be communicated with and disseminated in alignment with existing platforms such as Oppla, the KCBD, Biodiversity Partnership and others. The KCBD will be consulted to make sure that the two web platforms are complementary and coherent in content.

In order to ensure the sustainability and exploitation of the SSBD, a comprehensive and viable business plan will be outlined as part of the work in WP4. Key business actors will be selected as part of a Business Plan Group, who will work to create a marketing and financial plan for the SSBD and its utilisation. This business plan will be tested between month 36 and month 60 of the project and will be updated regularly once the SSBD is in operation.

The KPIs for the SSBD will be outlined in a separate strategy in D7.3 Promotion strategy of the Science Service due in month 48 (June 2026) of the project.

7. GOOD PRACTICES

The following are good practices are advised to be followed by the project in general when conducting communication, dissemination, and exploitation activities:

Table 19. Good practices and measures to achieve them.

Good practices	How to achieve it?
Plan communication efforts beforehand	Make sure to consult the BioAgora PDEC before conducting communication or dissemination activities and begin planning ahead of time. Keep WP7 informed.
Ensure consistency in language	Adhere to a specific writing style and do not use slang. Avoid using jargon-intensive language unless you are certain your audience is familiar with the terms.
Include metrics or data when possible to add credibility to statements	For example, if you're conducting a workshop make sure to document the number of participants as well as rate their interest and contribution to the topics discussed on a scale from 1-5. You can consider asking the participants for immediate feedback based on the size of the event/activity.
Maintain transparency	Be open and communicative about project progress and challenges encountered throughout its duration. Consider sharing details about your own work regarding the project.
Avoid communication overload	For example, ensure only one project partner is responsible for all BioAgora social media communication as well as website content creation to ensure the information communicated is done gradually and double reporting does not occur.
Retain a focus only on project related themes	Clearly define topics of interest for BioAgora. Make sure to communicate and share only news/events/activities on those themes relevant for BioAgora. If you would like to communicate something on a different topic than that of BioAgora, make sure to draw clear lines on what is the connection to BioAgora.

8. REFERENCES

Gluckman, P. (2018). The role of evidence and expertise in policy-making: The politics and practice of science advice. Journal and Proceedings of the Royal Society of New South Wales, 151(467/468), 91–101. https://search.informit.org/doi/10.3316/informit.790608361026485