



**Advanced biodiversity monitoring for results-based
and effective agricultural policy and transformation**

Deliverable D6.2 (D24)
DEC plan and toolkit



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DELIVERABLE LEADER: ZFMK

AUTHOR: Christoph Scherber

CONTRIBUTORS: Ameli Kirse, Eva Niephaus

REVIEWERS: Martina Clausen, Daniel Dalton, Daniela Fonseca, Toni Ryyänen, Stephanie Timm

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Executive summary

This deliverable report outlines the Dissemination, Exploitation and Communication (DEC) plan for the BioMonitor4CAP project. The project aims to enhance the understanding of agricultural biodiversity and its benefits to ecosystem services. To achieve this goal, the project has identified targeted audiences from direct end-users, agriculture, nature conservation, public authorities, policy, NGOs, scientific communities, and civil society.

The dissemination and communication activities will require the design of document and presentation templates for project-wide use in all types of dissemination, creating an identity to brand BioMonitor4CAP's outputs, and detailed guidance on methods for preparing, writing, and organizing project deliverables reports and results for dissemination to different stakeholders and audiences. The dissemination and communication of BioMonitor4CAP findings will take place over three stages, each with a focus that follows the progression of the project.

The exploitation strategies will be driven by short-term goals of individual participants, which in turn will contribute towards shaping the long-term goals and overall strategy of the project. Both the short-term and long-term visions are equally important for guiding the project towards maximum value and impact creation.

1. Introduction

The goal of the BioMonitor4CAP project is to develop a comprehensive monitoring system to assess the impact of agriculture on biodiversity in Europe. To ensure maximum outreach and impact of the project results, effective dissemination, exploitation, and communication strategies are essential.

Dissemination refers here to circulating knowledge to those who can apply and develop it further, such as the scientific community, and therefore covers project results. Dissemination activities will stepwise increase towards the end of the project. Exploitation is the concrete use of results by relevant stakeholders. While communication activities are targeted to the public, and aim to inform citizens and other relevant stakeholders about the benefits of science and to engage them in scientific or monitoring activities. Communication takes place throughout the project duration.

This report provides an overview of the dissemination, exploitation and communication strategies planned for the project, specifically for Tasks 6.2a and Task 6.2b. DLG will oversee BioMonitor4CAP's DEC strategy, with specialized expertise in communication, exploitation, and dissemination of results.



2. Description of tasks

2.1. Designing communication pathways (T6.1)

Task 6.1 involves designing communication pathways for BioMonitor4CAP and coordinating internal and external communication efforts. This task has two sub-tasks: 6.1a and 6.1b.

2.1.1. Communication strategy for internal and external communication (T6.1a)

Sub-task 6.1a focuses on developing a communication strategy for internal and external communication, which will be regularly updated to ensure targeted communication and dissemination through messages, means, and channels adapted to the targeted group. The goal is to identify the most important target groups and their needs, which will provide a starting point for stakeholder mapping in WP6 and its utilization and analysis in WPs 3, 4, and 5. The communication strategy will also investigate possibilities for synergy with related European and national activities, projects, and programmes, such as EJPSOIL, to ensure that results are shared across Europe and beyond. A stakeholder database will be created to keep track of stakeholders and their information, which will be available for BioMonitor4CAP Consortium members at a data-secure repository in Google Workspace or Sciebo (ownCloud). Additionally, a communications toolkit, including visual identity and templates, will be created to ensure consistency and proper reference.

2.1.2. Linking BioMonitor4CAP to stakeholders, networks, and organizations for replicability (T6.1b)

Sub-task 6.1b aims to link BioMonitor4CAP to stakeholders, existing networks, and organizations for replicability to support exploitation. WP6 will facilitate and coordinate linking BioMonitor4CAP representatives from all participating countries to relevant stakeholders, transnational networks, and organizations that promote agricultural land management and practices enhancing biodiversity, as well as monitoring of biodiversity of agricultural land and other land use types. The network will include engaged farmers, conservationists, interested parties, academic institutions, private companies, and funding agencies. The communications manager, together with the coordinator, will design and implement the network's communication means and activities, which will include widely accepted social media and communication platforms to ensure efficient communication among network participants.



In summary, Task 6.1 aims to establish effective communication and dissemination pathways for BioMonitor4CAP through developing a communication strategy, stakeholder mapping, and building networks of relevant stakeholders and organizations. The results of this task will be reported in D6.3 ("Stakeholder database"), and D6.4 ("DEC activities and results").

2.2. Tools for dissemination, training and education (T6.2)

Task 6.2 includes the use of online tools and platforms as well as publications and participation in events to communicate and disseminate BioMonitor4CAP activities and results. This task has two subtasks: 6.2a and 6.2b.

2.2.1. Promotion material, online communication and platforms (T6.2a)

DLG is the leader of this task, and ZFMK and FE are involved in its execution. The task aims to utilize online tools and platforms for communication and dissemination. Social media platforms such as Twitter, LinkedIn, Facebook, Instagram, and portals such as ResearchGate will be used for everyday and academic communication. These platforms will be utilized to maximize outreach to all stakeholders and potentially to a broader public. Tutorials and podcasts to promote BioMonitor4CAP activities will be produced to be disseminated through ZFMK's and DLG's communication channels and other platforms such as YouTube. Tutorials and podcasts will be mainly targeted at farmers, interested citizens, and decision-makers, provided in the form of tailored education and training materials. WP6 partners will also publish the BioMonitor4CAP e-newsletter biannually to communicate project activities, findings, and overall topics via the networks of all project partners. Top articles will be shared on partners' websites in addition to the project website to reach larger audiences. The public website of BioMonitor4CAP (www.BioMonitor4CAP.eu) will act as a window to the project and as the gathering point that links to other platforms and repositories of the Consortium. E-learning tools, education, and training materials will be made available by DLG in collaboration with WPs 4 and 5. Technical summaries and decision support systems for practitioners (WPs 2 and 3) and decision-makers (WP5) will also be made available.

2.2.2. Publications and event participation to disseminate to a wider community (T6.2b)

DLG is the leader of this task, and all project partners will be involved in its execution. This task will ensure that research results are captured and disseminated to academia, farmers, commercial service providers, and decision-makers in a targeted way. The BioMonitor4CAP research team will be engaged to publish the research findings in peer-reviewed journals and present results at



international conferences (e.g., GEO BON Open Science Conference), trade fairs (e.g., www.agritechnica.com), and other events. The aim is to promote and increase the visibility of BioMonitor4CAP's work at a national and international level, so that BioMonitor4CAP will become a renowned source of scientific outputs and reliable methods and tools (public and/or private good) to monitor biodiversity of agricultural areas in Europe and beyond.

Activities and results of Task 6.2 will be reported in D6.4 "DEC activities and results".

3. Target Audiences

The project has identified targeted audiences from direct end-users, agriculture, nature conservation entities, public authorities, policy, NGOs, scientific communities, and civil society. These audiences are listed in Table 1.

Table 1. Stakeholder groups, activities, and means of communication, anticipated for BioMonitor4CAP. AGR, Agriculture; BIS, Businesses; CIS, Civil society; NCO, Nature conservation authorities; NGO, Non-governmental organizations; SCI, Scientific communities; PAU, Public authorities; POL, Policymakers, networks and institutions, international bodies. *alternatively, number of impressions/website visits

Stakeholder groups	What	Means
1st stage of Dissemination and Communication activities (M01-M18): The aim is to engage farmers, communities, conservationists, and stakeholders in the project		
All	Objectives, expected impacts and multi actor approach	Website, newsletters, press releases, social media
CIS, NCO, AGR, NGO, BIS	Objectives, presenting experiments and field trials to stakeholders and interested audiences	Field visits/ hybrid- workshops at research sites and demonstration farms
SCI	Results of the baseline analyses	Scientific publications, conferences, scientific meetings
2nd stage of Dissemination and Communication activities (M12-M36): The aim is to increase the project's profile, present initial results, and to emphasize the benefits to stakeholders.		
All	Evidence-based results and experiences from method development and research trials	Website, newsletters, press releases, social media, videos
AGR, NGO, CIS, BIS	Results from research and demonstration	Field visits and hybrid-workshops at research and demonstration sites

Stakeholder groups	What	Means
AGR, NCO, CIS, BIS	Results relevant for practical agriculture and nature conservation	Fact sheets and educational materials via websites, newsletters, social media etc.
SCI	First scientific results from WPs 1 to 5	Scientific publications, conferences, scientific meetings
3rd stage of Dissemination and communication activities (M24-M48): The aim is to consolidate the engagement of stakeholders and disseminate final the project's final results.		
All	Results with relevance for both biodiversity and agriculture (WPs 1 to 5)	Regional hybrid- events (incl. DLG Field days, DLG AgriTechnica) at all demonstration sites, farm/field days
All	Progress, providing information, and final results (WPs 1 to 5)	Website, newsletters, press releases, social media, videos
All	Results with relevance for both biodiversity and agriculture. (WPs 1 to 5)	Final hybrid-conference (extended GA)
PAU, POL, CIS, BIS	Results on scaling, replication, and monitoring	Preparation of policy briefs, fact sheets, articles, etc.
AGR, NCO, NGO, CIS, BIS	Final results (WPs 1 to 5)	5 to 10 regional field visits and hybrid-workshops at research and demonstration sites
AGR, NCO, CIS, BIS	Results relevant for both biodiversity and agriculture (WPs 1 to 5)	Educational materials/fact sheets and podcasts through website and social media
SCI	Scientific results	Scientific conferences (TBD)
Exploitation activities		
AGR, NCO, BIS	Biodiversity monitoring systems and related business concepts	Website, social media, podcast, fact sheets, guidelines, and events (e.g. DLG AgriTechnica, DLG Field days)
AGR, NCO, BIS, CIS, NGO	Biodiversity data and related business concepts	
POL, AGR, BIS, NCO, CIS, PAU	Biodiversity monitoring systems and related agricultural practices to support rural development	Targeted presentation events, promotional workshops, project legacy planning



Stakeholder groups	What	Means
POL, AGR, BIS, NCO, CIS, PAU	Improved material co-developed for advisory services	

4. Dissemination and communication activities

The dissemination and communication activities will require the design of document and presentation templates for project-wide use in all types of dissemination, creating an identity to brand BioMonitor4CAP's products, and detailed guidance on methods for preparing, writing, and organizing project deliverables reports and results for dissemination to different stakeholders and audiences.

Dissemination and communication materials will be produced in English and partly in languages spoken at the research and demonstration sites to reach all stakeholders across the geographical extent of the project. The dissemination of BioMonitor4CAP will take place over three stages, each with a focus that follows the progression of the project.

5. Exploitation Strategies

Exploitation is considered here as the use of Biomonitor4CAP results in developing, creating and improving processes related to agricultural biodiversity, including shaping current policies. Exploitation strategies focus on the use of the results, translating research concepts into solutions that have a positive impact on the societies. Exploitation strategies are carried out through societal goals such as encouraging farmers to participate in monitoring activities and conserving biodiversity in their practices and encouraging industries demand more biodiversity-friendly inputs as well as political goals such as producing science-based policy briefs and recommendations that is expected to trickle-down to CAP plans in the future. Exploitation strategies include secondary goals such as improving public knowledge and action by considering how citizens could be inspired to pay attention to biodiversity-related issues or choosing biodiversity-promoting products. Also, commercial exploitation goals are advanced by making biodiversity business-relevant as has been the case with the climate change.

Exploitation will not only be limited to only immediate opportunities, but will also include exploration of the potential for more collaborative exploitation that reflects the position of each participant. The exploitation strategies will be driven by short-term goals of individual participants, which in turn will contribute towards shaping the long-term goals and strategy of the project. Both the short-term and



long-term visions are equally important for guiding the project towards maximum value and impact creation.

6. Conclusion

Effective communication and dissemination strategies are critical for the success of the BioMonitor4CAP project. Task 6.2a and Task 6.2b outline the planned strategies for promotion material, online communication and platforms, publications, and event participation. These strategies will ensure maximum outreach and impact of the project results to all stakeholders, including decision-makers, commercial service providers, farmers, and academia. The activities and results of these tasks will be reported in D6.4 "DEC activities and results."

