Co-operation for the Convention on Biological Diversity

Plan for Exploitation and Dissemination of Results

Deliverable D5.2

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Preface

Effective communication, dissemination, and exploitation of outcomes are essential in creating an involved community of stakeholders around a research project. The main objective of project communication is to inform and engage stakeholders, disseminate and exploit project outcomes, and enhance visibility and recognition for the project as part of the European Union (EU) research and innovation agenda. CO-OP4CBD's Plan for Exploitation and Dissemination of Results (PEDR) is developed in the early stages (month 6) of the project and focuses on positioning CO-OP4CBD in the emerging EU biodiversity governance landscape. The plan outlines the target groups for communication and dissemination within three main stakeholder categories, as well as objectives and channels for interaction with them. In consultation with the European Commission (EC), specific messages presenting the project's role are formulated, serving as a foundation for effective and coordinated communication, and successful dissemination and exploitation of CO-OP4CBD's outcomes for maximum impact. The plan aims to streamline partner communication activities to achieve synergies and multiplier effects. Finally, it establishes targets for measuring and evaluating the project's outreach. The CO-OP4CBD PEDR is a dynamic document scheduled to be updated in month 24 (November 2024) and in month 46 (September 2026), unless an urgent need for revision arises.

Summary

CO-OP4CBD recognises the critical role of communication, dissemination, and exploitation in ensuring the transfer and uptake of knowledge beyond the project's lifespan. To this end, CO-OP4CBD's strategic objectives, target groups, and key messages will guide its actions in the relevant fields. CO-OP4CBD will adhere to a well-crafted PEDR that outlines the communication messages, target groups, communication tools, channels, and approaches to disseminate project results efficiently. Furthermore, the plan includes key performance indicators (KPIs) to quantitatively monitor the effectiveness of dissemination activities and a timeline for implementation and updates. In addition, the document will identify the project results that will be subject to exploitation. CO-OP4CBD will leverage a strong graphic identity, including a project logo, website, leaflets, posters, and templates, in combination with innovative communication tools such as project videos, email marketing, search engine optimization (SEO), and blog articles. The PEDR will be revised and updated in Month 24 (M26) and Month 46 (M46) of the project.

List of abbreviations

DEC	Dissemination, Exploitation, Communication
DoA	Description of Action
EC	European Commission
EU	European Union
IAF	Integrated Assessment Framework
ICP	Internal Communication Platform
KER	Key Exploitable Result
KPI	Key Performance Indicator
PCC	Project Coordination Committee
PEDR	Plan for Exploitation and Dissemination of Results
R&I	Research & Innovation

SBSTTA   Subsidiary Body on Scientific, Technical and Technological Advice

SEO   Search Engine Optimisation

UN   United Nations

WP   Work Package

1   Communication

As the broadest of the Dissemination, Exploitation, Communication (DEC) activities, CO-OP4CBD's communication initiatives began at the onset of the project and will persist after its conclusion. The primary objective of these efforts is to promote, publicise, and elucidate the project's outcomes to CO-OP4CBD stakeholders and also a broader audience, including the general public, media, national, European and global institutions, and non-governmental organisations (NGOs), preparing the ground for effective engagement through dissemination activities.

The communication objectives will be pursued through targeted communication activities through the communication channels described in this document. They include the project's website, social media profiles and submissions of news through newsrooms (EurekAlert!, AlphaGalileo, ScienceDaily), participation in international events and conferences, and collaboration with other research projects and networks (BioAgora, Biodiversa+, etc.).

Effective external communication is important for the success of the project and its impact. The communication activities of CO-OP4CBD must reach a wide range of stakeholders (Section 1.1) and the general public.

The Communication Plan developed by Work Package (WP) 5 will list the planned communication activities with date (different types), responsible person/team, and identify the best channel to provide communication support to the events listed on the calendar. For example, some events may be best promoted through social media, while others may be better suited for email newsletters or press releases. By tailoring the communication approach to each event, the project can maximise its impact and reach the most relevant audiences.

Internal communication within the CO-OP4CBD consortium is equally important for the success and is primarily the responsibility of WP6 (Project Coordination). It will be facilitated through the custom made Internal Communication Platform (ICP) which serves as a portal to the repository of internal documents, templates, and presentations. It contains a mailing list of all active project members and their roles in different work packages which is kept up to date.

1.1 Target groups

CO-OP4CBD targets five distinct groups:

- **Target Group 1:** Negotiators to the Convention on Biological Diversity (CBD) from the European Union and its Member states and third countries, which includes national focal points (NFP) to the CBD and its subsidiary bodies including SBSTTA, as well as other relevant staff with mandate to take part in technical work and technical and scientific cooperation within the context of the CBD.
- **Target Group 2:** Clearing-House Mechanism (CHM) national focal points from EU Member states and third countries, representing a sub-set of Target Group 1 but is treated individually in the project to implement specific activities relating to the CHM.

- **Target Group 3:** European researchers or practitioners who provide or can provide input to technical discussions or aspects of implementation related to the CBD, including staff of the European institutions and of the- EU Member States.
- **Target Group 4:** Relevant staff at the CBD secretariat.
- **Target Group 5:** National focal points to CBD and secretariats of other biodiversity-related multilateral environmental agreements and initiatives who are engaged in work around synergies between these agreements, their procedures and the people involved.

Within Target Groups 1 to 3, there are three levels, including European Institutions, national governments of EU Member States, associated countries and all other Parties to the CBD. Some activities will address the needs of these subgroups, but some activities will focus on EU Member States and the European Commission. The project aims to engage each group to facilitate technical and scientific cooperation related to the CBD and work towards achieving synergies.

1.2   Communication channels per target group

CO-OP4CBD will establish various communication channels to effectively reach out to different target groups with communication messages and content relevant to their work responsibilities. The channels include the project website, social media, technical briefs, guidance documents (policy briefs, reports), presentations and training sessions at events and relevant conferences, activities and events with other relevant projects and initiatives, targeted communication materials (specialised newsletters per group, factsheets, policy briefs) and general communication outputs (press releases, news, videos, infographics). Different channels are considered effective per target group.

1.2.1 General communication channels

The general communication channels, which target all groups include the project website, targeted communications such as specialised newsletters per group, factsheets, policy briefs and general communication, including press releases, news, videos, infographics.

1.2.2 Specific communication channels

Target group 1 – technical briefs

Target group 2 – guidance (policy briefs, reports), presentations and training sessions at events and relevant conferences, activities and events with other relevant projects and initiatives

Target group 3 – social media, guidance (technical briefs, reports), presentations and training sessions at events and relevant conferences, activities and events with other relevant projects and initiatives.

Target group 4 – social media, activities and events with other relevant projects and initiatives

Target group 5 – guidance (policy briefs, reports), presentations and training sessions at events and relevant conferences, activities and events with other relevant projects and initiatives

The CO-OP4CBD **Calendar of Events** is an important tool of the project's communication and dissemination strategy. It includes an *internal calendar* of events organised by the projects managed by WP5. The calendar of events will help coordinate and streamline the project's communication efforts across the consortium and the project timeline and is

essential for internal communication and coordination. The calendar's *external* events relevant to the project, such as workshops, conferences, meetings, and other activities, are populated by the relevant WPs who follow them. The project partners will fill both sections of the Calendar (internal and external) with upcoming events at least two weeks in advance, so that the Communications team can follow the steps in the **Communication plan** to promote the events through the appropriate channel(s).

1.3   Social media

The European Commission's most recent instructions for Research and Innovation (R&I) projects funded by the EU suggest that CO-OP4CBD can benefit from the usage of social media. Social media is considered an appropriate platform for communication and dissemination activities, as it is cost-effective, time-saving, and has a worldwide reach for networking and communication. The ability to access information in real-time and the ease of knowledge exchange through feedback are some of the advantages of social media.

1.3.1   Social media platforms

CO-OP4CBD has created a distinctive corporate identity on two social media platforms, which has been actively maintained since the project's inception. The social media accounts currently in use for CO-OP4CBD are as follows:

- **Twitter:** @coop4cbd
- **LinkedIn:** @CO-OP4CBD

1.3.2   Followership of third party social media profiles

Social media provides the option to follow other **institutional profiles** linked to the project, enabling the tracking of possibly pertinent information they share and participating in project-specific content engagement with them. As part of this approach, CO-OP4CBD follows institutional profiles like European Commission (EC), the Food and Agriculture Organisation (FAO), UN Environment Programme (UNEP), UN Development Programme (UNDP), the Secretariat of the Convention on Biological Diversity (UNBiodiversity), IPBES, CITES, Ramsar Convention, ITPGRFA and others. The CO-OP4CBD website features a Twitter window, which displays the latest CO-OP4CDB activity on twitter, which is set to retweet the official CBD twitter account @UNBiodiversity, thus 'keeping an eye' on the latest information from the CBD Secretariat on behalf of the CO-OP4CBD community and fostering the links.

The European Biodiversity Partnership **Biodiversa+** (@BiodiversaPlus) is the European co-funded biodiversity partnership supporting excellent research on biodiversity with an impact for policy and society. It was jointly developed by BiodivERsA and the European Commission (DG Research & Innovation and DG Environment).

A list of **EU-funded projects' profiles** to follow on social media was found on the CORDIS website by searching projects relevant to the CBD, identified in the Horizon Europe Programme HORIZON.2.6 - Food, Bioeconomy Natural Resources, Agriculture and Environment. Table 1 lists the relevant projects.

Table 1: List of relevant EU-funded projects

Acronym	Title/Description
BioAgora (2022 - 2027)	The EU's Knowledge Centre for Biodiversity (KCBD) relies on BioAgora to set up a science service that will serve as its science pillar. BioAgora plays a crucial role in sharing scientific knowledge related to biodiversity with EU institutions and the wider community by utilising interactive platforms that facilitate two-way communication.
BIONEXT (2022 - 2026)	BIONEXT seeks to develop knowledge, tools, and guidance for mainstreaming biodiversity into policy making and provide concrete options on how to initiate, accelerate and upscale biodiversity relevant transformative change in society. This includes delivering an innovative Nexus Modelling Framework that will integrate scenarios and pathways in a co-production process with stakeholders, while modelling interlinkages between biodiversity, water, food, energy, transport, climate, and health, and enabling simulation of the impacts of indirect and direct drivers on biodiversity. Through its database of transformative change cases, BIONEXT will involve policy- and decision-makers and allows them to explore the concept of just transformative change. Plausible futures and desirable, nature-positive visions for Europe and multiple just transition pathways will be co-created in workshops and focus groups taking place in various cities around Europe.
CLEVER (2022 - 2025)	The CLEVER project identifies new leverage points for sustainable transformation informed by a novel holistic approach to quantify biodiversity and other impacts of trade in major raw and processed non-food biomass value chains. This will be the result of studying the links between international trade in agricultural and forest products and biodiversity. The final goal is to develop solutions for more sustainable production and consumption, influencing decision-making, in collaboration with stakeholders from politics, the private sector and civil society. With several members long engaged in science-policy interface, the consortium will leverage CLEVER knowledge and tools to strengthen IPBES and IPCC and enhance science-industry cooperation for sustainable bioeconomic transformation.
EuropaBON (2020 - 2023)	EuropaBON is working together with stakeholders to identify and address user and policy needs for biodiversity monitoring and investigate the feasibility of setting up a centre to coordinate monitoring activities across Europe.
NATURANCE (2022 - 2026)	The NATURANCE project aims to evaluate the effectiveness and viability of solutions that combine disaster risk financing and Nature-based Solutions (NbS) investments. By assessing the technical, financial, and operational feasibility, the project will provide insights into the performance of such solutions in addressing the challenges posed by natural disasters.

CLIMB-FOREST (2022 - 2027)	The CLIMB-FOREST project seeks to enhance the European forestry sector's ability to combat climate change through a series of working packages focused on mapping current forest management practices and carbon sequestration levels in Europe, as well as quantifying biogeochemical and biophysical processes within European forests.
MAMBO (2022 - 2026)	The MAMBO project aims to create innovative and affordable tools for monitoring the conservation status and ecological needs of protected species and habitats, leveraging expertise from multiple fields including computer science, remote sensing, social science, environmental economy, citizen science, and biology. Through this interdisciplinary approach, the project seeks to develop effective solutions for managing and preserving biodiversity.
B3 (2023 - 2026)	B3 is a project aimed at revolutionising biodiversity monitoring by creating a connected and adaptable process, customised to the needs of policymakers. By streamlining access to biodiversity data, B-Cubed aims to equip decision-makers with the tools to effectively tackle the challenges posed by biodiversity change.
SOLO (2022 - 2027)	SOLO will identify current knowledge gaps, drivers, bottlenecks, and novel research and innovation approaches to be considered in the EU Mission 'A Soil Deal for Europe' research and innovation roadmap.
OBAMA-Next (2022 - 2026)	OBAMA-Next will develop a toolbox for generating accurate, precise, and relevant information to describe marine ecosystems and their biodiversity. The project will integrate new and emerging technologies, including remote sensing, eDNA, optical instruments, and citizen science, with existing marine monitoring techniques to improve the capacity to describe ecosystem function and biodiversity with higher spatial and temporal resolution.

In addition to account followership, the interaction in the enormous and sometimes chaotic social media space happens through hashtags. Several specific hashtags have been identified as as applicable to the project and the specific audience they are meant for:

- #EUBiodiversity, #BiodiversityGovernance: policy, scientific community at local and EU level, umbrella organisations
- #HorizonEurope #H2020: policy, scientific community at local and EU level, umbrella organisations
- #Biodiversity, #Wildlife, #ClimateAction: scientific community at local and EU level, umbrella organisations

1.3.3   Social media campaigns

CO-OP4CBD has planned particular social media campaigns to enhance the focus, targeting, and measurability of the social media efforts (Table 2). The project communication in Social Media will always mention @UNBiodiversity, #COOP4CBD, #EUBiodiversity #ForNature and #BuildBackBiodiversity hashtags. Additional specific hashtags may be used in relation to specific campaigns, but unnecessary proliferation of hashtags will be avoided.

Table 2: CO-OP4CBD social media campaigns

Name	Descriptions	Channels	Timing
Faces of the project	Introducing the CO-OP4CBD's consortium which includes WP leaders and their respective backgrounds, research interests, and responsibilities in the project.	Twitter, LinkedIn	M12
Previous research campaign	Highlighting the previous research conducted by partners of CO-OP4CBD.	Twitter, LinkedIn	M20
WP campaign	Introducing and clarifying the distinct work packages and their objectives in a clear and understandable manner for the general audience. Demonstrating the progress achieved to date.	Twitter, LinkedIn	M22
Yearly Highlights	A brief video summarising significant achievements and events of the project will be released at the end of every year during the project duration.	Youtube	Yearly

Moreover, there are some noteworthy dates in the year (Table 3), during which social media posts or campaigns can be shared.

Table 3: List of significant international events for the purpose of communication through social media and dissemination

Event name	Date (recurrent)
World Wetlands Day	2 February
World Pulses Day	10 February
World Wildlife Day	3 March
World Rewilding Day	20 March
International Day of Forests	21 March
World Water Day	22 March
Earth Day	22 April
World Bee Day	20 May
European Natura 2000 Day	21 May
International Day for Biological Diversity (World Biodiversity Day)	22 May
World Environment Day	5 June
World Oceans Day	8 June
World Rainforest Day	22 June
World Nature Conservation Day	28 July
World Rivers Day	Last Sunday of September (2023: 29 September)
World Habitat Day	First Monday of October (2023: 2 October)
World Animal Day	4 October
International Day of Climate Action	24 October

1.4   Interactive spreadsheet for upcoming events

To support efficient planning and communication activities for workshops and events organised by CO-OP4CBD project partners, an interactive spreadsheet has been developed. This platform enables project partners to easily submit relevant information about upcoming events, including the event name, dates, responsible work packages, leading project partner(s), target audience, and target audience level, at least two weeks in advance of the event. The communication team then uses this information to develop targeted communication strategies for each event.

The communication team analyses the target audience and event nature to determine the most effective communication channels, such as email, social media, newsletters, or other

relevant platforms. Additionally, communication materials such as flyers, posters, and infographics are prepared to support the communication strategy.

The interactive spreadsheet is accessible to all project partners, allowing them to stay informed about upcoming events and facilitating collaboration and knowledge exchange. Partners can access information regarding events organised by other project partners and plan their participation accordingly. This centralised platform ensures efficient communication and planning of project events and enhances the potential for successful collaboration and dissemination of project results.

All of the events that are added to the spreadsheet will be transferred to the internal website calendar as well, in order for all project partners to be aware of the upcoming workshops and meetings.

2 Dissemination

The objectives of dissemination are to provide the target groups listed below with the results and outputs generated by the project for their use, and where relevant to involve them in the development of these products (co-development).

The dissemination strategy includes sharing of the identified exploitable results of CO-OP4CBD with stakeholders and audiences. To this end, the results are presented in table 4, along with a brief summary of their significance and potential applications.

CO-OP4CBD relies on different modes of dissemination, both uni- and bi-directional, to meet the needs of a specific target group. Bi-directional dissemination includes the collection of input, expertise, and perceptions from stakeholders as a part of the co-development of the results and outputs.

2.1 Target groups for dissemination

The target groups most important for dissemination are:

- **Target group 1[1]** (Negotiators to the Convention on Biological Diversity (CBD) and other relevant staff of the European Commission, EU Member states and third countries).
- **Target group 2** (CHM national focal points from EU Member states and associated countries)
- **Target group 3** (European researchers or practitioners who can provide input to technical discussions or aspects of implementation related to the CBD agenda, including staff of the European institutions and of Member States).

2.2 Dissemination channels and tools

CO-OP4CBD will aim to disseminate and exploit its results through a variety of tools and channels. These include sharing project activities and outcomes via well-established institutional channels and networks (such as IUCN, ELO, IEEP, JRC, RCISD, etc.). The project also aims to receive knowledge, know-how, and perceptions from stakeholders to ensure communication is bi-directional. This will be achieved through the organisation of internal events such as preparation workshops for Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA), knowledge exchange workshops, training sessions for experts involved in the work of subsidiary bodies, CHM network meetings and training sessions for experts involved in the work of subsidiary bodies. Furthermore, it will be

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[1] For example, the participants in the International workshops for CBD National Focal Points: "Identification of CBD-relevant knowledge needs and best formats for expert support"

supported by attending external events such as the Twelfth meeting of the Informal Advisory Committee on the Biosafety Clearing-House, Sustainable Ocean Initiative Workshop on Ocean-related Capacity-building Needs for the Kunming-Montreal Global Biodiversity Framework, informal Advisory Group on Technical and Scientific Cooperation of the CBD and more. All of the events are included in the project's website calendar.

WP5 has been tasked with disseminating the Key Exploitable Results (KERs) to the target audiences identified in Table 4. These KERs represent the culmination of CO-OP4CBD's efforts. By disseminating them to the appropriate TG, the project aims to maximise the impact of its findings and ensure that they are put to good use.

To achieve this goal, WP5 will employ a range of dissemination activities and outputs that are best suited to reaching the identified target audiences. These outputs may include presentations, input papers, meeting minutes and summaries, reports, factsheets and others. In selecting these outputs, WP5 will consider factors such as the target audience's preferences and habits, as well as the most effective way to present the KERs in a way that is accessible and easy to understand.

Other channels for dissemination will include events organised by the project and events relevant for the project, such as workshops, webinars, training courses, and others.

In addition to these channels, WP5 will also leverage the various networks and partnerships that CO-OP4CBD has established throughout the project's duration such as BioAgora, NetworkNature, Transformative Change Cluster, Horizon Booster. By collaborating with these networks and leveraging their resources and expertise, WP5 can expand the reach of its dissemination efforts and ensure that the KERs are widely distributed.

As the collection of Key Exploitable Results develops during the course of the project, it will become a KER itself. The revised version of the PEDR will be more specific on this resource.

3 Exploitation

As a part of CO-OP4CBD strategy exploitation aims at maximising the use of exploitable results by the stakeholders and target audiences. The project will take action to use the results for commercial purposes, to tackle societal problems or in policymaking.

3.1 Target groups relevant for Exploitation

The Key Exploitable Results are primarily intended to become a valuable part of the working toolkit for **Target groups 1** and **2**.

3.2 Summary of the exploitation pathways

The exploitation pathways are listed by **Key Exploitable Results** in Table 4, along with a brief summary of their significance and potential applications.

3.3 Measures to maximise the exploitation

CO-OP4CBD will take the following measures to maximise the exploitation of the project's results:

- Documents generated within the project will be open access
- The documents will be produced in a read-to-print form (PDF) facilitating print on request in suitable number, thus reducing paper waste

- Every result will be communicated in the appropriate manner in order the reach the intended audiences
- If needed, texts will be translated in different languages in order to be easily understandable by the target audiences

Table 4: CO-OP4CBD Key Exploitable Results (KERs) and dissemination and exploitation pathways

Number	KER description	Producer	Target group	Dissemination pathway *(how will it be delivered to TG)*	Exploitation pathway *(how it will be used by TG)*	When	By whom (WP)
1	Consolidated list of thematic expert groups, with regular revisions to adjust to CBD bodies' agendas and evolutions within expert networks	FRB	TG1, TG2	Announcement during events	Published on the website and regularly updated lists	M36	WP2
			TG4	Newsletter			
2	Table of experts engaged in reviewing CBD documents (by the date of SBSTTA/SBI meetings)	FRB	TG1, TG2	SBSTTA/SBI meeting organisers	Published on the website and regularly updated lists	M48	WP2
3	Up to 12 technical issue briefs in English on CBD agenda items, to be issued prior to meetings of SBSTTA/SBI and presented at SBSTTA/SBI side events	FRB	TG1	SBSTTA/SBI side events/organisers	Distributed with meeting documentation and archived for future reference on the website.	M48	WP2

4	Participant list of the informal dialogues between negotiators and experts	FRB	TG1, TG3	Meeting organiser	Archived on the website	M48	WP2
5	Report on lessons learned for designing and implementing national indicator frameworks	UNEP-W CMC	TG 1, TG 4 and TG 5	Report distributed via website, presentations at meetings	Report used as good practice example and guideline by NFP	M24	WP3
6	Roadmap for enhanced accessibility of indicators and data;	UNEP-W CMC	TG 1,TG 2, TG 3,TG 4 and TG 5	Report distributed via website, presentations at meeting, training sessions at events	Report used as good practice for establishing and implementing national indicator frameworks	M34	WP3
7	Requirements and capacity needs report and recommendations in relation to the monitoring framework	UNEP-W CMC	TG 1, TG 4 and TG 5	Report distributed via website,	Report used better understand and report on progress made towards implementation	M36	WP3
8	Piloted assessment methodology to review ambition under the Kunming-Montreal global biodiversity framework	UNEP-W CMC	TG 1, TG 3, TG 4 and TG 5	Report distributed via website and email	Report used to examine likely pathways towards goals and targets; and recalibrate ambition levels	M40	WP3

9	Guidance on aligning scenarios and models with global and national targets, including opportunities for further development	UNEP-WCMC	TG 1, TG 3, TG 4 and TG 5	Webinars and training sessions at events	Report used to provide guidance for adoption and modification of scenarios and models	M40	WP3
10	Report setting out identified synergies and opportunities with other intergovernmental agreements and processes	UNEP-WCMC	TG 5	Presentations, publication of the report	Report used to streamline the work of relevant staff on multiple MEA agendas	M48	WP6
11	Report setting out the capacity needs to deliver scientific and technical cooperation	RBINS	TG1, TG3, TG4, TG5	Document distributed via website	The report will present how technical and scientific cooperation can be a means to deliver capacity-building.	M24	WP4
12	Bioland development (output: questionnaire)	RBINS	TG2, TG4, TG1	Document distributed via website. Questionnaire sent directly to Bioland users.	The report will present the results of the questionnaire, adaptations to Bioland resulting from the post 2020 GBF, and ways to promote the use of Bioland for technical and scientific cooperation and information sharing under the CHM.	M24	WP4

13	Report on knowledge needs in relation to the CBD prioritised by negotiators including possible emergent issues and knowledge gaps	Syke	TG1 (and possibly 2 and 5)	Report distributed via website, presentations at meeting, training sessions at events	The knowledge needs will be clearly communicated at SPI forums and communication channels (eg newsletters)	M24	WP1
14	Report on the results of the future scanning including possible future knowledge holders, networks and communities as well as future trends of topics in biodiversity knowledge	Syke	TG3 (and possibly 1 and 2)	Scientific articles and letters, policy presentations by the EC and MS policymakers	The future research needs/horizon scanning will be clearly communicated at SPI forums and communication channels (eg newsletters)	M44	WP1
15	A model for the mechanism on the continuation of the knowledge support	Syke	TG 1	Briefs, policy papers	The model is included in the global Knowledge Centre discussions with CBD	M46	WP1
16	Guidelines and recommendations on Capacity building Summary report of D4.1, 4.2, 4.3 and 4.4 including analyses of effectiveness of CD in relation to the CD needs assessment from the start of the project	NINA	TG1, TG2, TG3	Document distributed via website	Guidelines to be used to ensure sustainability of technical and scientific cooperation through capacity building	M48	WP4
17	Manuals and e-learning	MNHN	TG2, TG4, TG1	Training sessions; CBD	Guidelines/ Learning	M36	WP4

	materials on the use of the Bioland tool			meetings; documents distributed via website	materials to know how to use the Bioland tool		
18	Training materials and satisfaction questionnaires that will contribute to the further development of training content	MNHN	TG1, TG2, TG3, TG4, TG5	Training sessions; CBD meetings; documents distributed via website	Learning materials related to T. 4.3 objectives (knowing CBD processes and mechanisms, and be able to share expertise at CBD meetings)	M36	WP4
19	Report setting out mapping of experts/ knowledge holders/networks/platforms relevant for technical and scientific cooperation	Alternet	TG1, TG2, TG4, TG5	Relevant knowledge holders included in the contact database of the project and made available to TG1, 2 and 5. Contact lists are updated on a rolling basis.	Contact list database of knowledge holders will be used across the project (e.g. for identification of relevant experts and formation of thematic expert groups).	M8	WP1

In addition, to maximise the exposure and exploitation of project results, CO-OP4CBD will consider applying for exploitation opportunities offered by the European Commission, such as publishing results on the Horizon Results Platform, enhancing exploitation activities through the Horizon Results Booster, and publishing a project-dedicated success story on the Research and Innovation success stories page. These platforms will serve as a bridge towards policymakers and researchers, providing access to the project's prioritised results with high potential value. As CO-OP4CBD is heavily dependent on co-creation activities, this is reflected in the various events organised throughout its duration.

4   Stages of implementation and KPIs

The CO-OP4CBD project has devised a comprehensive communication plan and pathways dissemination and exploitation, targeting specific stakeholder groups and outlining Key Performance Indicators (KPIs) to assess their efficacy. The plan is divided into three stages, with a focus on different DEC activities based on the project's maturity level. Furthermore, updates on CP and PEDR in M24 and M46 will allow WP5 to evaluate the DEC tools and channels and identify new KPIs relevant to the project's evolving needs.

- Stage 1: M1 - M18 Development of the communication channels to the target groups with the aim of awareness raising and engagement - **current**
- Stage 2: M19 - M30 Dissemination and consolidation of the communication channels
- Stage 3: M30 - M48 Exploitation and maximising the re-use of KERs through further dissemination by stakeholders and their channels

The current phase of the CO-OP4CBD project is focused on establishing the groundwork for its objectives and cultivating an active community around the initiative, with plans for further expansion.

4.1   Key Performance Indicators

In order to evaluate the effectiveness of dissemination activities in achieving CO-OP4CBD's objectives, a set of Key Performance Indicators (KPIs) have been identified. KPIs are measurable values that demonstrate how effectively the consortium is achieving its key objectives, and will be used to evaluate the success of CO-OP4CBD in reaching its targets and engaging in particular activities. Table 5 outlines the KPIs that have been formulated and adopted to enhance the project's efficiency in disseminating results and fostering a strong stakeholder engagement approach.

Table 5: CO-OP4CBD Key Performance Indicators

Communication channel	Target Audience	Input KPIs	Output KPIs
Project website	Negotiators to the CBD; CHM national focal points; experts such as those involved in research, implementation or practitioners; The CBD Secretariat; National focal points and Secretariats of other relevant intergovernmental agreements and processes	Two news items per month	50+ new unique visitors per month
Twitter	Experts such as those involved in research, implementation or practitioners; The CBD Secretariat	5 tweets/retweets per week	500 in year 1 3000 by the end of the project
LinkedIn	Experts such as those involved in research,	4 posts per month	200 followers by year 1 and 100

	implementation or practitioners; The CBD Secretariat		new followers per following year
Technical briefs	Negotiators to the CBD	2 briefs per year	60 people reached
Guidance (policy briefs, reports)	CHM national focal points; Experts such as those involved in research, implementation or practitioners; National focal points and Secretariats of other relevant intergovernmental agreements and processes	3 documents per year	50 (specify if known)
Presentations and training sessions at events and relevant conferences	CHM national focal points; Experts such as those involved in research, implementation or practitioners; National focal points and Secretariats of other relevant intergovernmental agreements and processes	2 events per year	25 people
Activities and events with other relevant projects and initiative	Experts such as those involved in research, implementation or practitioners; The CBD Secretariat; National focal points and Secretariats of other relevant intergovernmental agreements and processes	5 activities per year	100 people
Targeted communications (specialised newsletters per group, factsheets, policy briefs)	Negotiators to the CBD; CHM national focal points; experts such as those involved in research, implementation or practitioners; The CBD Secretariat; National focal points and Secretariats of other relevant intergovernmental agreements and processes	2 newsletters per year	60 people reached >75% open rate
General communication (press releases, news, videos, infographics)	Negotiators to the CBD; CHM national focal points; experts such as those involved in research, implementation or	5 published materials per year	60 people reached

	practitioners; The CBD Secretariat; National focal points and Secretariats of other relevant intergovernmental agreements and processes		

5   Assessing DEC activities and adaptive management

To ensure that a wide range of target audiences receive the appropriate messages through optimal means at the right time, it is crucial to plan communication and dissemination activities well in advance. It is possible that potential modifications may occur during the project lifecycle, and the context in which the target audience operates may shift. As a result, it is necessary to use appropriate mechanisms to monitor the progress and effectiveness of the PEDR in achieving its objectives. This will be done by the project coordinator and WP leader every six months. Additionally, each DEC activity will be analysed to determine its effectiveness.

In order to ensure the effectiveness of the PEDR, it is essential to continuously assess and consider potential challenges related to stakeholders, information sources, content, communication, and dissemination methods. At the end of the second project stage (M24), the PEDR will be updated, and the following guidelines will be adopted:

- Regular evaluations of communication and dissemination activities will be carried out to determine the most effective methods for achieving desired outcomes. As far as possible, quantitative data about the impact of each DEC activity will be collected.
- The focus will be on ensuring stakeholders receive and understand the intended message, prioritising quality over quantity to achieve maximum impact.
- Each activity will be objectively assessed to identify the most appropriate method or channel for success.
- Communication and dissemination activities will be considered effective when the target audience is actively engaged.

By using CO-OP4CBD's KPIs (available in Table 4) to track the effectiveness of dissemination activities, the evaluation process will determine whether communication and dissemination efforts have positively influenced the exchange of knowledge and desired communication of research outcomes and project narratives among target groups. A list of KPIs related to dissemination activities and performance targets has been developed and implemented to enhance the project's efficiency in disseminating results and fostering a strong stakeholder engagement approach.

These figures serve as a framework and will fluctuate depending on the relevance and volume of project content during each period. As CO-OP4CBD's social media audience grows, the rate of gaining new followers may increase due to the greater exposure of published content.

6   Conclusion of the PEDR

The initial version of the exploitation plan highlights the Key Exploitable Results of CO-OP4CBD and the corresponding methods for exploiting them. The plan outlines the specific tools that will be used to achieve each exploitable result and the intended audience for each. It is important to note that the strategy will be periodically updated, with the first

revision scheduled for M18. Another update will follow at M24, with subsequent revisions to be made at M46.

The plan and the completion of actions in it will be coordinated with the communication departments of the EC, DG environment, DG RTD with the post collaboration mechanism established for the project.

Furthermore, this section provides valuable information that will inform the improvement of dissemination strategies. The plan helped identify the dissemination tools that are preferred by the CO-OP4CBD consortium and the crucial end users of the project's outputs.

CO-OP4CBD intends to share its findings on the Horizon Results Platform, which is the official platform for Key Exploitable Results of research projects funded by the European Union. This will allow relevant stakeholders to showcase and exploit the project's usable results. Additionally, CO-OP4CBD's interdisciplinary team of researchers and science communication experts may lead to the creation of new Horizon Europe initiatives. The project's DEC activities aim to ensure the smooth transfer and uptake of knowledge before and after the project's completion. To ensure the timely and accurate execution of these activities, they will be strategically planned and carried out based on the baseline targets, KPIs, and evaluation measures outlined in this document. Regular updates will be implemented to ensure the use of cutting-edge tools and channels, and the efficient dissemination of results as they are generated by the project.

7   Annex: CO-OP4CBD's Communication Plan

Year	Event name	Date (if known)	Lead partner	WP (responsible for content)	Communication channel	Communication materials
2023	International workshop for CBD National Focal Points: Identification of CBD-relevant knowledge needs and best formats for expert support	24.03.2023 & 27.03.2023	Syke and NINA	1	Twitter, LinkedIn, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. The event will be added to the bi-annual newsletter of the project.
2023	1st CHM Network meeting	31.05.2023	RBINS and MNHN	4	Twitter, LinkedIn & project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2023	Workshops for training in CBD processes and preparation for SBSTTA	Tentatively September 2023	FRB	2	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more

						detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2023	Informal expert – negotiator forums	TBD	RBINS	2	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2023	Knowledge exchange workshops	TBD	UNEP-WCMC and SYKE	3	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual

						newsletter of the project.
2023	CHM network meeting and CHM NFP training on Bioland tool and Technical and Scientific Cooperation mechanism (combined T4.2 and T4.3 workshops)	Tentative: October 2023	RBINS and MNHN	4	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2024	Workshop with negotiators to identify priorities	TBD	NINA	1	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2024	Knowledge exchange workshops	TBD	UNEP-WCMC and SYKE	3	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the

						project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2024	Training session for experts involved in the work of subsidiary bodies	TBD	FRB	4	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2024	CHM network meeting	TBD	RBINS	4	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will

						be added to the bi-annual newsletter of the project.
2024	CHM network meeting	TBD	RBINS	4	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2024	2 training session for experts involved in the work of subsidiary bodies	TBD	MNHN	4	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2024	Training session for experts (Hungary and Romania)	Tentative: January 2024	CER	1	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials.

						One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2025	Future Scanning workshops	TBD	Syke	1	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2025	1 or 2 workshops to prepare to prepare for SBSTTA	TBD	FRB	2	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main

						outcomes. The event will be added to the bi-annual newsletter of the project.
2025	Informal expert – negotiator forums	TBD	RBINS	2	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2025	Knowledge exchange workshops	TBD	UNEP-WCMC and SYKE	3	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2025	Training session for experts involved in the work of subsidiary bodies	TBD	FRB	4	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by

						designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2025	2 CHM network meetings	TBD	RBINS	4	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2025	2 training sessions for experts involved in the work of subsidiary bodies	TBD	MNHN	4	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event

						providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2026	Future Scanning workshops	TBD	SYKE	1	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2026	1 or 2 workshops to prepare to prepare for SBSTTA	TBD	FRB	2	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2026	Informal expert – negotiator forums	TBD	RBINS	2	Twitter, LinkedIn, project website, project	Social media posts promoting the upcoming

					newsletter	event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2026	Knowledge exchange workshops	TBD	UNEP-WCMC and SYKE	3	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2026	Training session for experts involved in the work of subsidiary bodies	TBD	FRB	4	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one

						news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2026	2 CHM network meetings	TBD	RBINS	4	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2026	2 training sessions for experts involved in the work of subsidiary bodies	TBD	MNHN	4	Twitter, LinkedIn, project website, project newsletter	Social media posts promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.
2026	Training session for experts	Tentative:	CER	4	Twitter, LinkedIn, project	Social media posts

	(Hungary and Romania)	December 2025			website, project newsletter	promoting the upcoming event, complemented by designed visual materials. One news item on the project website giving more detailed information on the upcoming event and one news item after the event providing the main outcomes. The event will be added to the bi-annual newsletter of the project.