



Co-operation for the Convention on Biological Diversity

Update of the Plan for Exploitation and Dissemination of Results

Deliverable D5.3

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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) was developed in the early stages (month 6) of the project and focuses on positioning CO-OP4CBD in the EU biodiversity science-policy interface (SPI) landscape. The initial PEDR outlined the target groups for communication and dissemination within three main stakeholder categories, as well as the main objectives and channels for interaction with them. In consultation with the European Commission (EC), specific messages presenting the project's role were formulated, serving as a foundation for effective and coordinated communication, and successful dissemination and exploitation of CO-OP4CBD's outcomes for maximum impact. The initial PEDR established targets for measuring and evaluating the project's outreach. The scheduled update of the PEDR which is presented in the current deliverable aims to provide an evaluation of its implementation for the first 24 months of the project and an adjustment to the initial plan in accordance with the project's outreach and impact goals. Another update of the PEDR is scheduled for month 46 (September 2026), unless an urgent need for revision arises.

Summary

Short (maximum 1 page) executive summary of the deliverable.

List of abbreviations

CBD	Convention on Biological Diversity
CHM	Clearing-House Mechanism
CP	Communication Plan
DEC	Dissemination, Exploitation and Communication
EC	European Commission
EU	European Union
KER	Key Exploitable Result
KPI	Key Performance Indicator
NFP	National Focal Point
PEDR	Plan for Exploitation and Dissemination of Results
SPI	Science-Policy Interface

1 Communication, Dissemination and Exploitation

Effective communication, dissemination, and exploitation of outcomes play a pivotal role in fostering an engaged community of stakeholders around a research project. The primary aim of communication activities is to inform and involve stakeholders, ensure the effective dissemination and utilization of project results, and strengthen the project's visibility and alignment with the EU's research and innovation priorities. To achieve these goals, CO-OP4CBD developed its PEDR during the project's initial phase (month 6), with a focus on establishing its presence within the EU biodiversity SPI landscape.

1.1 Communication

CO-OP4CBD's communication efforts, a key component of its Dissemination, Exploitation, and Communication (DEC) strategy, commenced at the project's outset and will extend beyond its conclusion. These activities aim to promote and explain the project's outcomes to a diverse audience, including stakeholders, the general public, media, institutions, and NGOs, fostering engagement and laying the groundwork for effective dissemination.

Communication efforts will leverage various channels, including the project website, social media, scientific newsrooms (e.g., EurekAlert!, AlphaGalileo), participation in international events, and collaboration with related initiatives like BioAgora and Biodiversa+. The Communication Plan, developed under Work Package 5, outlines tailored strategies for each event, specifying activities, responsible parties, timelines, and optimal channels (e.g., social media, email newsletters, press releases). This tailored approach ensures broad outreach and enhances the project's visibility and impact.

1.1.1 Main target groups and communication channels

CO-OP4CBD targets five distinct groups comprising negotiators, national focal points, researchers, secretariat staff of the Convention on Biological Diversity (CBD), and focal points of other biodiversity-related agreements. These groups are categorised further into European institutions, national governments, and associated countries, with tailored communication strategies for effective engagement. The project employs a variety of communication channels, including websites, social media, technical briefs, policy documents, presentations, and events, to facilitate technical and scientific cooperation and foster synergies in biodiversity-related initiatives.

Target Group	Communication Channels
1. Negotiators to the CBD: EU Member States and/or third-country National Focal Points (NFPs) and CBD technical representatives	<ul style="list-style-type: none"> - Technical briefs - Project website - Specialised newsletters - General outputs: press releases, news, videos, infographics
2. Clearing-House Mechanism (CHM) National Focal Points: EU Member States and/or third countries	<ul style="list-style-type: none"> - Guidance documents (policy briefs, reports) - Presentations and training sessions - Events with other relevant projects and initiatives
3. European Researchers/Practitioners: Engaged in CBD technical working groups or tasks	<ul style="list-style-type: none"> - Social media - Guidance documents (technical briefs, reports) - Presentations and training sessions - Events and collaborations with related projects
4. CBD Secretariat Staff	<ul style="list-style-type: none"> - Social media collaborations - Events and collaborations with related projects and initiatives
5. National Focal Points to CBD and Other Biodiversity Agreements	<ul style="list-style-type: none"> - Guidance documents (policy briefs, reports) - Presentations and training sessions - Events and collaborations with related projects and initiatives

Social media

CO-OP4CBD has created a distinctive corporate identity on two social media accounts. In accordance with the initial Plan for Exploitation and Dissemination of Results (D5.1) of the project, a social media collaboration with third-party social media profiles has been established, including followership of: the 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.

Social media collaboration has been established with a number of EU-funded projects, including BioAgora, BIONEXT, CLEVER, EuropaBON, NATURANCE, CLIMB-FOREST, MAMBO, B3, SOLO and OBAMA-Next. CO-OP4CBD has also become a member of the Transformative Change Cluster, which provides a coordination mechanism for communications officers of 12 EU-funded initiatives and projects in the realm of transformative change: BAMBOO, CLEVER, BIONEXT, BIOVALUE, SUSTAIN, BIOTRAILS, RAINFOREST, TC₄BE, TRANSPATH, BIOTraCes, PLANET₄B and CO-OP4CBD.

Two relevant social media campaigns have been undertaken - "Faces of the Project" and "Yearly Highlights". The next reporting period will see the development of further campaigns relevant to the SPI.

1.2 Dissemination

The CO-OP4CBD dissemination strategy includes sharing of the identified key exploitable results (KERs) of CO-OP4CBD with stakeholders and audiences. The KERs represent the core outputs of the CO-OP4CBD project. By effectively disseminating these results to the relevant target groups, the project aims to maximize the impact of its findings and promote their practical application.

To achieve this objective, WP5 has adopted a variety of dissemination activities and outputs tailored to the specific needs of the identified audiences. These outputs include, but are not limited to, presentations, input papers, meeting minutes and summaries, reports, and factsheets. The selection of dissemination tools is guided by the identified preferred tools of the target audiences to ensure the KERs are presented in an accessible and comprehensible manner. The table of KERs alongside the designated communication outputs is provided in the initial PEDR (D5.2).

The dissemination strategy also includes organizing project-related events such as workshops, webinars, and training sessions, as well as participating in external events that align with the project's objectives. Additionally, WP5 leverages the extensive network of partnerships established during the project, including collaborations with BioAgora, NetworkNature, the Transformative Change Cluster, and Horizon Booster. By utilizing these networks and their associated resources, WP5 expands the outreach and ensures wide distribution of the KERs, thereby enhancing the project's overall impact and visibility.

1.3 Exploitation of results

The project's exploitation strategy developed within D5.2. aims at maximising the use of exploitable results by the stakeholders and target audiences. Key exploitable results and exploitation pathways have been identified within the initial PEDR and a detailed plan for the implementation of these pathways was developed. The current update of the PEDR provides an update on the project's KERs and will also evaluate the execution of the exploitation effort for the first half of the project's duration (up until M24).

A detailed plan for the exploitation of KERs is delivered in the CO-OP4CBD PEDR. With only one KER being produced before the preparation of this deliverable, an evaluation of the exploitation efforts is provided alongside the KPIs for the period M6-M24 below. An update of

the dissemination strategy of the KERs is provided in the Implementation plan section of the current deliverable.

2 Evaluation (M6-M24)

The CO-OP4CBD project has devised a comprehensive communication plan and pathways for communication, dissemination and exploitation, targeting specific stakeholder groups and outlining Key Performance Indicators (KPIs) to assess their efficiency. The plan includes CDE activities based on the types of target groups engaged and the project's maturity level. Furthermore, the foreseen updates of the PEDR in M24 (current) and M46 allow WP5 to evaluate the success of DCE tools and channels used and identify new KPIs relevant to the project's evolving needs. The stages of the project's CDE planning are outlined in the initial PEDR as follows:

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

The current phase of the CO-OP4CBD project is focused on cultivating an active community around the project, building upon initial CDE partnerships established and with plans for further expansion until M46.

Assessing the achievement of project KPIs is essential for the effective evaluation of the project's outreach and impact. Below is a table presenting the achievement of the output and outreach KPIs set in the initial PEDR for the period from the adoption of the initial project PEDR until M24.

Tool and action	Target groups	Target KPIs for M6-M24	Achieved result for M6-M24	Analysis and justification
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	<p>Output:</p> <p>2 news items per month</p> <p>Impact:</p> <p>50+ new unique visits per month</p>	<p>Output:</p> <p>39 news items (2 news items per month)</p> <p>Impact:</p> <p>~345 unique visits per month</p> <p>~570 unique pageviews per month</p>	All developments of public relevance surrounding the project were reported in dedicated news items on the project website. The output KPI target for the period was met and the Impact KPI was exceeded, indicating an active approach to the project since the beginning of its duration. With the development of the project, more intensive engagement of project partners at external events has resulted in a higher

				amount of news items.
X (formerly known as Twitter)	Experts such as those involved in research, implementation or practitioners; The CBD Secretariat	<p>Output:</p> <p>5 tweets or retweets per week</p> <p>Impact:</p> <p>500 followers (M18)</p> <p>3000 by the end of the project</p>	<p>Output:</p> <p>5.5 tweets / retweets per week</p> <p>Impact:</p> <p>>500 followers (M18)</p> <p>677 followers (M23)</p>	While X (formerly known as Twitter) has provided an apt platform for engaging stakeholders and the general public alike, the performance of the project's account has been impeded by the overall decline in the platform's popularity and the exodus of users in the end of 2024. Alternative short-text messaging social media sites will have to be considered as potential instruments to remedy the potential decline in outreach via X.
LinkedIn	Experts such as those involved in research, implementation or practitioners; The CBD Secretariat	<p>Output:</p> <p>4 posts per month</p> <p>Impact:</p> <p>200 followers (M18)</p> <p>+100 new followers per following year</p>	<p>Output:</p> <p>2 posts per week</p> <p>Impact:</p> <p>580 followers (M24)</p>	LinkedIn has exceeded expectations as a platform binding disparate professional communities together, including scientists, policymakers and civil society organisations. Investing more resources in further communication efforts on the platform would be a prudent strategy going forward given that initial expectations were exceeded.
Technical briefs	Negotiators to the CBD	<p>Output:</p> <p>2 briefs per year</p> <p>Impact:</p>	<p>Output:</p> <p>3 technical briefs</p> <p>Impact:</p>	Three technical briefs were issued for SBSTTA25 on the topics of sustainable wildlife management, plant conservation

		60 people reached	> 100 people reached (based on number of downloads of documents from the website)	and biodiversity and climate change.
Guidance (issue 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	Output: 3 documents per year Impact: 50 persons reached (specify if known)	Output: 10 documents (6,5 documents per year) Impact: > 50 people (all target groups)	The project produced 6 Bioland training manuals, 2 issue briefs, 1 technical note and 1 overview They were disseminated via the project communication channels to the relevant target groups.
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	Output: 2 events per year Impact: 25 people	Output: 18 events Impact: > 150 people reached	The project: <ul style="list-style-type: none"> • hosted 1 CHM meeting • hosted 1 expert - negotiators dialogue • organised 11 training sessions • organised 2 workshops • arranged 3 presentations
Activities and events with other relevant projects and initiatives	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	Output: 5 activities per year Impact: 100 people	Output: 4 activities Impact: > 1000 people	In collaboration with other relevant project and initiatives, the project attended and was involved in: <ul style="list-style-type: none"> • COP16 • COP29 • World Biodiversity Forum 2024 • 61st session of the IPCC

Targeted communications (newsletters, 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	Output: 2 newsletters per year Impact: 60 people reached (>75% open rate)	Output: 2 newsletters Impact: 142 people reached (55,8% open rate)	Two newsletters detailing project activities over a one-year period were released.
General communication (press releases, news, videos, infographics)	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	Output: 5 published materials per year Impact: 60 people reached	Output: 2 press releases, 1 video, 2 workshop playlists Impact:	The project released: <ul style="list-style-type: none"> • 1 press release on the project's launch • 1 press release on the project's participation at COP16 • 2 videos featuring annual highlights • 2 playlists with CO-OP4CBD-hosted workshop recordings <p>With regard to the news items, the target was exceeded due to the intensive engagement of project partners at external events and the website coverage that this resulted in.</p>

During the initial period of the project, the following significant CO-OP4CBD CDE activities were organised with the specific goal of increasing the outreach towards NFPs and experts on the CBD and related agreements, policymakers, and key researchers. These

activities have been pivotal in enhancing the project's visibility and engagement with key target groups. A list of these activities is provided performed in M6-M24 is provided below:

1. CO-OP4CBD side event on the Science-Policy Interface and the Implementation of KM-GBF at COP16, Cali, Colombia

On 25 October 2024, CO-OP4CBD, along with fellow projects BioAgora, Respin and Biodiversa+, co-hosted a side event at COP16 Colombia's EU Pavilion. This event examined how SPIs facilitate the integration of scientific insights into policymaking, ensuring the effective implementation and monitoring of the KM-GBF. It emphasized the SPIs' contributions to evidence-based decisions that address global biodiversity challenges.

2. CO-OP4CBD side event on the Science-Policy Interface and Climate Change and Health Nexus at COP16, Cali, Colombia

On 31 October 2024, CO-OP4CBD, along with fellow projects BioAgora, Respin and Biodiversa+, co-hosted a side event at COP16 Colombia's EU Pavilion. The session focused on the interconnected issues of biodiversity, health, and climate change. Discussions centered on leveraging scientific research to inform policies that promote ecological and human well-being while mitigating climate change impacts.

3. CO-OP4CBD presented at COP29, Baku, Azerbaijan

COP29 Azerbaijan (11-22 November 2024) saw the presentation of the CO-OP4CBD project to the summit's attendees. A variety of promotional materials were distributed to present its aspirations and goals. Communication representatives were present to ensure consistent audience engagement, spreading the word about CO-OP4CBD's mission.

4. CO-OP4CBD presented at key side events of the 61st Session of IPCC

On 25-26 July, CO-OP4CBD was showcased at the "Climate Risks in the Black Sea Region" international conference. This conference is one of the key side events of the 61st Plenary Session of the IPCC, which was held in Sofia, Bulgaria. The project was presented to conference attendees and participants alongside other Horizon Europe projects RESPIN, BioAgora and REST-COAST, with the promotional stand being supported by CO-OP4CBD communications partners from Pensoft.

5. CO-OP4CBD presented at the World Biodiversity Forum, Davos, Switzerland

CO-OP4CBD was presented at the 2024 World Biodiversity Forum, which took place on 16-21 June 2024 in Davos, Switzerland. The project presented its objectives through an array of project promotional materials. The project's communication officers were on hand throughout the conference to engage with attendees, disseminate information about CO-OP4CBD, and discuss the project's outputs and opportunities.

6. Networking event in Brussels (2023)

A networking session was organised in the aftermath of a training session on the CHM in Brussels in November 2023. The event coincided with the second meeting of the European CHMs network.

7. Session of Hungarian partners at ECCB conference, 2024

The CO-OP4CBD project partners hosted a workshop titled "Promoting CBD Activities in Central and Eastern Europe: Challenges and the Way Forward" at the 7th European Congress on Conservation Biology (ECCB) in Bologna, Italy, which took place from 17 to 21 June. This workshop addressed critical challenges and opportunities for promoting the CBD

processes in Central and Eastern Europe. The session fostered discussions on enhancing regional cooperation and increasing the involvement of CEE researchers in CBD processes.

Throughout the initial phase of the project a special focus on increasing outreach has been put to countries on which a necessity for better integration in CBD processes had been identified. In order to address this issue, developments on the project's website were created in order to maximise outreach. In order to improve the project's visibility to partners from different countries, a special autotranslation tool has been implemented, which offers automatic translation of the content of the website in multiple languages, including all languages of EU member states and associated countries. Additionally, special trainings and workshops with a focus on Central and Eastern European (CEE) countries have been organised and conducted. A separate session at the ECCB conference focused on the better integration of CEE NFPs and experts into CBD processes at the EU and global levels.

In terms of exploitation of KERs, during the period reported one KER was distributed, namely this is the report setting out mapping of experts/knowledge holders/networks/platforms relevant for technical and scientific cooperation by Alternet (WP1). As a result, a comprehensive contact list database of knowledge holders was developed with the main aim to be used across the project (e.g. for identification of relevant experts and formation of thematic expert groups). To ensure the long-term exploitation of this database, a conversation with BioAgora was initiated to integrate the database into the future Science Service for Biodiversity.

3 Implementation plan (M25-M46)

As the project enters the next stage of its lifetime (M25-M46), the focus of CDE activities shifts significantly towards the active engagement of different target audiences (incl. enhanced participatory engagement) in the various cooperative tasks of the project, including collaborations with other projects and initiatives from the field of CBD and CBD-related processes. The implementation plan for CDE activities for this stage of the project is fine-tuned but still covers the initially agreed-upon CDE activities in the project's grant agreement. It takes into account the evaluation of CDE activities performed in M6-M24, as well as feedback received during the review process. This stage will focus on deepening the interactions within the project community and broadening the outreach to relevant stakeholders that can benefit from the project's outputs. The implementation plan of CO-OP4CBD's CDE activities for M25-M46 is presented in Table 2 (below), and it clarifies measures that the project will undertake to communicate and disseminate its results from M25 to M46, as well as the KPIs by which their effectiveness will be measured.

Tool and action	Target group	Action for M25-M48	Target for M25-M48
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	Create a 2 dedicated permanent sections for CBD COP developments (COP16 and COP17) and for Synergies with other projects and initiatives	<p>Output:</p> <p>2 additional dedicated sections on website</p> <p>Impact:</p> <p>1000 visits</p>

	agreements and processes		
X (formerly, Twitter)	Experts such as those involved in research, implementation or practitioners; The CBD Secretariat	Provide project-related content and take part in relevant social media initiatives on this platform	Output: 5 tweets/retweets per week Impact: +100 followers
LinkedIn	Experts such as those involved in research, implementation or practitioners; The CBD Secretariat	Increase the LinkedIn presence of the project and focus on this social media as a main project social media outlet	Output: 2 posts/reposts per week Impact: +75 followers
BlueSky	Experts such as those involved in research, implementation or practitioners; The CBD Secretariat	Establish project presence on BlueSky and develop project identity there	Output: 50 posts Impact: 50-100 followers*
Technical briefs	Negotiators to the CBD	Create technical briefs for relevant CBD process topics, and distribute them in relevant communication channels and events	Output: 4 technical briefs Impact: 150 people reached
Guidance (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	Preparation of guideline document in coordination with relevant CBD/EC bodies.	Output: 1 guideline document Impact: 150 people reached
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	Organise and/or conduct presentations and/or training sessions at relevant conferences such as the WBF, ESP, ECCB.	Output: 3 events Impact: 100 people reached

	Secretariats of other relevant intergovernmental agreements and processes		
Activities and events with other relevant projects and initiatives	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	Co-organise at least one activity or event with other relevant projects and initiatives at a forum highly relevant to the CBD processes.	Output: 1 event Impact: 50 people at event 150 people total
Targeted communications (specialised newsletters per group, factsheets, targeted documents)	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	Creation of a set of factsheets relevant to the CBD and KM-GBF processes. Issuing of a specialised newsletter related to SBSTTA meetings.	Output: 3 targeted communication pieces Impact: 150 people reached
General communication (press releases, news, videos, infographics)	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	Issuing of two press releases showcasing relevant project output. Development of an infographic showcasing a key CBD process.	Output: 2 press releases 2 infographics Impact: 200 people reached 200 people reached
Project videos	Videos focused at CBD NFPs, also Nagoya/Cartagena protocol NFPs.	Expert videos showcasing a particular CBD process aiming to provide insight to NFPs.	Output: 4 videos on YouTube channel

	Videos focused at the general public.	General communications video showcasing the relationship between the CBD and the EU processes on biodiversity protection/restoration.	Impact: 250 views
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For the upcoming period between M24-M46, CO-OP4CBD will focus on the creation of new dissemination outlets for both project results and broader science-policy interface dialogue within the field of biodiversity. A targeted update of the project website is scheduled to take part in M24-M46 to include new sections which will focus on the project's outputs relevant to NFPs and relevant to the CBD processes. A dedicated Synergies webpage will be developed on the project's website in order to facilitate the partnerships and collaborations with other projects and initiatives.

The upcoming period will also ensure the continuation of the collaborative efforts of CO-OP4CBD with other projects and initiatives in terms of organising key events at crucial CBD and CBD-related conferences, such as UN forums, COPs, SBSTTA meetings, national and international CBD-related events. Synergies with other projects will also encompass a synchronisation of key exploitable results delivery - one such example is the initiated dialogue for synchronising the CO-OP4CBD expert database developed within WP1 with BioAgora's future Science Service for Biodiversity (SSBD).

Additional efforts in communications will be provided in terms of creating more video content for the CO-OP4CBD project. The development of the project's YouTube channel will encompass two types of video content generated: general informative content for the project and CBD processes and recordings of key project events, workshops and training sessions (including recordings of the project's side events held at the UN CBD's COP16 at the end of 2024). The main aim of this strategic step is to grow the presence of CO-OP4CBD as an outlet for expertise for CBD processes, and to support the capacity building function of the project.

Further development of the project's professional social media outlets is envisioned through targeted social media communication campaigns, including such campaigns executed in synergy with other EU-funded projects and initiatives, and with the CBD/CBD communications network.

Additionally, the project's CDE activities will further develop the efforts to reach out to and engage with policymakers (including at the EU level) and support the science-policy interface for biodiversity related to CBD processes within the European union, and between the EU and the CBD. The project's efforts will also focus on presenting key project content to experts and the general public through media coverage of the project's activity and results.

In terms of exploitation of KERs, the implementation plan provided in D5.2. was reviewed, and envisioned implementation pathways reaffirmed.

4 Conclusions and future developments



The CO-OP4CBD project has demonstrated steady progress in its communication, dissemination, and exploitation (CDE) activities, successfully achieving most of its targets set for the initial reporting period (M6–M24). To address the growing demand for BioAgora content, certain Key Performance Indicators (KPIs) have been revised for the subsequent period (M24–M36), with new targets established to reflect the evolving requirements and processes of the project.

During the initial phase, CDE activities concentrated on fostering a sense of community within the project and its network of sister projects and initiatives. Looking ahead, the focus will shift towards broadening outreach efforts to engage a wider spectrum of stakeholders from the identified target groups. This strategic adjustment, aligned with the BioAgora Plan for Dissemination, Exploitation, and Communication (PDEC), aims to further enhance the visibility and impact of the project's outputs.

Performance metrics indicate that CO-OP4CBD has excelled in meeting several CDE objectives, underscoring the effectiveness of its strategies. To sustain this success, the project will continue to prioritize meeting and exceeding the strategic goals outlined in the CDE plan, ensuring long-term impact and engagement throughout the project's development.

5 References

Mehandzhiyski, N., Barov, B. (2023). Plan for Exploitation and Dissemination of Results. Deliverable D5.2 EU Horizon Europe CO-OP4CBD Project, Grant agreement No 101081778.

