



BIODIVERSITY BUILDING BLOCKS FOR POLICY

D1.2 Plan for Exploitation, Dissemination and Communication

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Key takeaway messages

- To maximise the impact of its results, B3 planned and described its communication, dissemination and exploitation efforts in D1.2 Plan for Exploitation, Dissemination and Communication (PEDCOM).
- The PEDCOM consists of four main sections – stakeholder groups (Chapter 2), project results (Chapter 3), tools and channels (Chapter 4), and an implementation plan (Chapter 5).
- Table 5 in Chapter 5 establishes the concrete connection between the project's results, target audiences and communication, dissemination, and exploitation tools, as well as the Key Performance Indicators (KPIs) which will be used to measure their effectiveness.

Executive summary

D1.2 represents a concise strategy directing the project's dissemination, exploitation, and communication (DEC) activities up to month 21. These three interconnected lines of outreach play a crucial role in maximising B3's impact by ensuring stakeholders are aware of the project's activities, receive its results in a timely and appropriate manner and have the potential to offer feedback and exploit them. D1.2 builds on the measures to maximise impact identified in the project's description of action and further enriches them based on feedback received from partners via a DEC questionnaire. The PEDCOM will be updated in month 22 to evaluate the DEC efforts up to this stage and optimise the upcoming efforts.

Non-technical summary

European research projects need to distribute and promote their findings to ensure that the knowledge and outcomes they produce have a real impact on society. Communication focuses on promoting the project's activities and raising awareness about them. Dissemination aims to make the project's knowledge and results accessible to everyone who can benefit from them, free of charge. Exploitation concentrates on ensuring that the results are delivered to the right stakeholders who can use them for concrete societal, commercial and/or political purposes. B3's efforts in these three areas have been outlined in D1.2, including the specific groups of stakeholders that can benefit from the project's results, how to reach them effectively, when to reach out, and how to measure the success of these efforts.

List of abbreviations

AI	Artificial Intelligence
DEC	Dissemination, Exploitation, Communication
D	Data collectors (stakeholder group)
DG	Directorate-General
DMP	Data Management Plan
EU	European Union
GP	General Public (stakeholder group)
IP	Industry & Practice (stakeholder group)
KER	Key Exploitable Result
KPI	Key Performance Indicator





D1.2 PEDCOM

ML	Machine Learning
O	Organisations (stakeholder group)
P	Policy & Governance (stakeholder group)
PEDCOM	Plan for Exploitation, Dissemination and Communication
S	Scientific Community (stakeholder group)
WP	Work Package





1. Introduction

B3's expected results hold value for an extensive range of stakeholders, including the scientific community, national and international organisations, industry actors, policymakers and the general public. Such a wide variety of interested groups requires a precisely tailored outreach plan to ensure each result reaches the audience that can benefit from it the most. Establishing such a comprehensive plan at the early stages of Horizon-funded research projects is crucial to maximising their impact and facilitating long-term knowledge exchange.

In light of that, B3's work package (WP) 1 is tasked with developing the project's D1.2 Plan for Exploitation, Dissemination and Communication (PEDCOM) in month 6 and updating it in month 22. The plan was developed by building on the measures to maximise impact identified in the project's description of action and amplifying them based on a consultation process with the project consortium through feedback received via a comprehensive questionnaire. The questionnaire contained 17 questions and was distributed to partners in month 4 of the project in order to collect information about their communication and dissemination needs and about B3's expected research results and impact. Partners' contribution to the survey offered valuable information regarding their target audiences, anticipated outcomes, preferred methods for dissemination and exploitation, as well as their desired involvement in B3's communication, dissemination and exploitation activities.

The PEDCOM defines the project's stakeholder groups and formulates key messages for each of them (Chapter 2), as well as provides a preliminary mapping of B3's expected results (Chapter 3). Based on these stepping stones, the plan establishes appropriate methods (Chapter 4) and timelines (Chapter 5) for promoting the project (communication), sharing its results with potential users (dissemination), and facilitating their practical utilisation (exploitation). As described in the Horizon Europe Programme Guide (V3.0), although there may be a certain overlap between dissemination, exploitation, and communication (DEC), these three lines of outreach activities have distinct scopes and objectives, working together synergistically to enhance the project's overall impact. B3's outreach activities are supported by its customised branding, promotional materials and website which ensure that its messages are consistent and impactful (more details are available in *D1.1 Promotional material*).

1.1. Communication

Serving as the first stepping stone in B3's pathway, the broadest of the outreach activities – communication – started off at the beginning of the project and will continue beyond its lifetime. To ensure effective communication throughout this entire duration, B3 developed D1.2 as a well-designed strategy which aims to achieve the following objectives:

- inform stakeholders about its activities and results;
- raise awareness of the importance of standardising the access to biodiversity data;
- inspire new collaborations and engage with other research projects and end users;
- make citizens aware of how public money is spent;
- promote the success of European collaborations.

As part of its communication activities, B3 employs a variety of materials, formats and channels tailored to the needs of each target group, such as developing promotional materials, regularly





updating the project's website, sharing press releases and channelling the potential of social media. To further gain widespread visibility and communicate the project's achievements to a broader audience, B3 members will also consider approaching established contacts in a variety of science news portals (for example, [EurekAlert!](#) and [AlphaGalileo](#)), partners' newsletters, large media and message outlets, such as [INBO Podcasts](#), [De Standaard](#), [Nerdland](#), [Telabotanica newsletter](#), [Radio1](#), [Patrinat](#), [Plattelandstv](#), [ROB-tv](#).

An essential aspect of communication activities is not only sharing information about the project but also engaging in bi-directional exchanges with stakeholders. In light of that, B3 encourages its members to exploit their already-established personal and institutional channels and connections, as well as to seek to establish new ones with relevant organisations, networks and projects. Some of the frameworks in which partners already have contacts or will seek new ones include:

Projects

- [AD4GD](#)
- [BiCIKL](#)
- [BioAgora](#)
- [COOP4CBD](#)
- [EarthMonitorOrg](#)
- [EuropaBON](#)
- [FAIRiCUBE](#)
- [GUARDEN](#)
- [MAMBO](#)
- [NaturaConnect](#)
- [USAGE](#)

Organisations

- [Committee on Earth Observations](#)
- [International Union for Conservation of Nature](#)
- [Joint Research Centre](#)
- [The National Aeronautics and Space Administration](#)
- [Natuurpunt](#)
- [Organisation for Economic Co-operation and Development](#)
- [Royal Belgian Institute of Natural Sciences](#)
- [United States Geological Survey](#)

Networks

- [Consortium of European Taxonomic Facilities](#)
- [East and South European Network for Invasive Alien Species](#)
- [European Topic Centre for Biodiversity and Ecosystems](#)
- [The Group on Earth Observations Biodiversity Observation Network](#)
- [Global Biodiversity Information Facility](#)
- [Open Geospatial Consortium](#)





1.2. Dissemination

Dissemination activities in European projects aim to make knowledge and results available publicly and free of charge to any stakeholder who can benefit from them, such as scientists, industry, public authorities, policymakers, and civil society. B3's dissemination efforts will commence as soon as results become available and can continue for up to four years beyond the project's completion.

B3 adopts an open access policy for the dissemination of its publications, research data, and tools through open access platforms. Publications will be made available through gold open access publishing routes and deposited immediately into trusted open access repositories. Research data, software, models, and other outputs will also be accessible via open community-endorsed repositories. More information on B3's data management practices is available in *D1.3 Data Management Plan (DMP)*. GBIF and the EBV Data Portal will maintain a catalogue of B3's data cubes, workflows, and services even after the project concludes. Furthermore, the project will set up an open access project collection in the Research Ideas and Outcomes (RIO) Journal to broaden the reach of its results to the scientific community.

In addition, all of the project's outcomes will be accessible on B3's website, as well as on a publicly accessible and peer-reviewed documentation website dedicated to the project's toolbox. Specific training materials and guidelines will support its utilisation. Additionally, stakeholders will have access to easily digestible yet informative formats such as podcasts and videos, providing insights into the functionality and application of B3's tools. Project members will also present their results and engage in dialogue with stakeholders at relevant meetings, webinars, conferences, events and workshops.

Through this combination of dissemination measures, B3 aims to maximise its impact, make scientific results a common good and contribute to the advancement of knowledge by enabling other researchers to go a step forward in the future.

1.3. Exploitation

Exploitation focuses on making sure results reach stakeholders who can take them forward, making concrete use of them for societal, commercial and/or political purposes. It becomes the focal point of outreach activities towards the end of the project when mature and exploitable results become available and it can go on for up to four years after B3's end. The main goal of the project's exploitation activities will be to lead to legislative and monitoring recommendations, benefit society and empower policymakers to proactively address the impacts of biodiversity change by providing them with standardised access to biodiversity data.

To enhance the exploitation potential of its outcomes, B3 engages in a variety of collaboration activities with its stakeholders, leveraging their knowledge and experience to improve the project's tools. This will be accomplished through several project workshops (for example, in WP1 and WP5), a hackathon and four case studies. In addition, to facilitate the use of its tools, B3 will provide stakeholders with several training opportunities such as training events in Europe and in South Africa and online guideline materials. These activities will be supported by a helpdesk which will manage the training and specification documentation of the project,





answer external user questions and act as a liaison between users and the project software developers. Furthermore, it will collect and answer frequently asked questions, using them to improve the project's software and documentation.

B3 will support the exploitation of its solutions by creating standardised workflows, which can be run by anyone for any region of interest and can be updated according to the latest advances in data, methods and models. In addition, the project will enhance the possibilities of its results leading to improved policymaking by developing a portfolio of policy briefs based on research results and insights from stakeholder consultations and case studies.

To optimise the visibility and utilisation of its outcomes, B3 will consider the exploitation opportunities provided by the European Commission. These include sharing results on platforms such as the Horizon Results Platform, the Knowledge Centre for Biodiversity and Open Research Europe, as well as featuring a dedicated success story on the Research and Innovation success stories page. These platforms help reach policymakers and researchers, granting them access to the project's results that hold significant potential. A preliminary list of B3's results can be found in Chapter 3.

2. Stakeholder groups

In order to successfully customise its DEC activities, B3 must first take into account which stakeholder groups can benefit from its results and why, as well as which groups can also help with the further exploitation of project outcomes. Only then, can the project produce messages relevant to each of them. Thus, stakeholder groups, subgroups, and respective key messages (Table 1) have been identified early on in B3's outreach plan. These were initially outlined in the project's description of action and were further enhanced and categorised based on a stakeholder mapping exercise conducted during the project's kick-off meeting and through the DEC questionnaire distributed to the consortium. Each group's respective abbreviation is used in Table 1, Table 2 and Table 5.

Policy and governance (P)

- Parliaments and elected councils. For example, the European Parliament, national parliaments, elected regional and local councils, committees, and working groups.
- Executive government and administration. For example, the European Commission and its Directorates-General (DGs) (CLIMA, ENER, AGRI, ENV, SANTE, HERA), Eurostat, European Environment Agency, national, regional, and local governments, ministries responsible for biodiversity monitoring and reporting, and committees.
- Other political actors. For example, national and international policymakers, authorities responsible for natural resource management, political parties, boards, councils, assemblies, and delegations.

Organisations (O)

- Organisations protecting biodiversity. For example, the World Wide Fund for Nature, the Secretariat of the Convention on Biological Diversity, the International Union for Conservation of Nature, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, UNESCO Biosphere Reserves, the Wildlife Conservation Society, the Nature Conservancy, Future Earth.





- Organisations working on public health surveillance and risk assessment and epidemiological intelligence. For example, the World Health Organization and EcoHealth Alliance.
- Organisations working on food security and sustainable agriculture. For example, the Food and Agriculture Organization of the United Nations and CGIAR.

Scientific community (S)

- Museums and herbaria.
- Informaticians and data scientist groups. For example, LifeCLEF, Fine Grained Visual Classification, TDWG Machine Observations group.
- Research bodies and actors. For example, universities, networks of research institutes and societies across Europe.

Data collectors (D)

- Citizen scientists and civil society organisations. For example, Natuurpunt, iNaturalist, eBird and PI@ntNet.

Industry and practitioners (IP)

- Land managers, farmers, and foresters.
- Insurance companies, construction and urban planners.
- Multilateral funding organisations. For example, the International Monetary Fund, World Bank, the Inter-American Development Bank, and the Asian Development Bank.

General public (GP)

- Citizens, indigenous peoples and local communities.
- Media outlets.

Table 1: Key messages and relevant stakeholder groups

Key message	Stakeholder groups (see List of abbreviations)
B3 will provide fast access to biodiversity data in an easy-to-consume and interoperable format, enabling accurate forecasts of policy decisions.	Main groups: O, P
B3 will enable easy access to biodiversity data which can highlight where species are rapidly becoming rare.	Main groups: O, P Other groups: D, S, GP
B3 will supply data that can be used for reporting by Member States.	Main group: P
B3 will offer timely and relevant biodiversity data that can help assess future risks for the spread of disease vectors and reservoirs, invasive alien species and new emerging pests, as well as alert land managers to environmental change that might impact their land under different climate change scenarios.	Main groups: IP, S Other groups: O, P





B3 will deliver seamless access to citizen science data for researchers and policymakers, facilitating its use in future biodiversity policies, nature conservation, research and monitoring.	Main groups: D, S Other groups: O, P
B3 will enable the access to highly relevant training data for ML-based/AI-based biodiversity distribution models.	Main group: S
B3 will make it easier to use data from GBIF.	Main groups: D, O, P, S
B3 will provide timely and relevant biodiversity data that facilitates efficient risk assessments, helping to guide development investment, whilst safeguarding biodiversity.	Main groups: IP, O, P
B3 will allow society to receive information quickly on how biodiversity is changing, highlighting relevant risks.	Main groups: GP

3. Results

B3 will generate numerous datasets containing information on various aspects such as species occurrences, trends in biodiversity status, and invasive alien species. In addition, the project will produce other research outputs, such as software, reports, models and maps. A preliminary list of B3's research data and other outputs can be found in *D1.3 Data Management Plan (DMP)*. The DMP contains insights on when these results will become available, under what conditions and to whom they might be useful.

To facilitate DEC activities planning, B3's main results have broadly been grouped and described in Table 2. The table will be further enhanced during the PEDCOM update in M22 when more details will be provided on the project's Key Exploitable Results (KERs) including approximate timelines for their delivery.

Table 2: B3's main results

Result	Description	Accessible via	Potential users (see List of abbreviations)	Potential DEC activities
A cloud computing environment for biodiversity and environmental data (WP2)	Robust and adaptable computing environment for biodiversity data analysis that enables stakeholders to run ambitious models of biodiversity at high resolution and frequency	GBIF	S	Informative materials Tutorials Presentations
Software and workflows for the creation of data cubes (WP3-5)	Software and workflows facilitating the faster aggregation of biodiversity data from heterogeneous sources	GitHub	D, S	Informative materials Tutorials Workshops





Regular production of biodiversity data cubes (WP2-3)	Data cubes providing standardised and reproducible information to biodiversity data	GBIF	D, P, S	Informative materials Presentations
Automated biodiversity modelling workflows and software (WP2-6)	Automated output enabling the greater application of standardised modelling to more species and locations	GitHub	IP, S	Explanatory videos Informative materials Tutorials Workshops
Aggregated data cube and modelled cubed data (WP2-4)	Fast access to an evidence base for improved policymaking	GBIF EBV Data Portal Zenodo	D, P, S	Reports Presentations Workshops Tutorials
Regular production of biodiversity indicators (WP4)	Up-to-date, standardised indicators enhancing the current evidence base for improved policy and better alert systems	GeoPI@ntNet web app GitHub PI@ntNet API	D, P, S	Presentations Tutorials
Case studies (WP6)	Uniting a community of biodiversity informaticians to contribute to B3's tools	B3 website Open access repository	IP, O, P, S	Reports Presentations Explanatory videos Workshops Informative materials
Training manuals and documentation (WP1,3)	Guideline documents to build capacity in biodiversity informatics and cloud computing	B3 website Open access repositories	O, P, S	Tutorials Workshops Explanatory videos Informative materials
Alignment of EU and international policy instruments with models and indicators (WP1)	Insights aiming to enhance the use of biodiversity indicators in biodiversity policy decisions	B3 website Open access repository	P, O	Workshops Policy briefs Posters Events

4. Tools and channels

To share the results identified in Table 2 with the stakeholder groups described in Chapter 2, B3 will utilise a mix of uni- and bi-directional tools and channels. The project will combine traditional and well-established outreach methods with emerging new ones in order to find the appropriate means to reach each stakeholder group. To ensure its DEC mix of channels is effective and up-to-date, B3 will monitor its performance and reflect on it in the PEDCOM update in month 22.





4.1. Branding and promotional kit

To easily communicate its objectives, planned activities and expected results to stakeholders, B3 developed a tailored branding and promotional kit. It includes:

- Two-pager concisely outlining B3's aim, approach and partners;
- Introductory presentation which can be adapted to each partner's needs for a specific event, as well as shared as a stand-alone product with stakeholders;
- Roll-up banners which can be printed by members who wish to represent the project at events;
- Online meeting backgrounds to raise awareness of B3 during virtual events;
- B3 sticker which can be used as a simple yet effective awareness-raising material;
- Branding manual supporting the creation of new project materials;
- Project icons and photos facilitating the design of future promotional materials.

By utilising these coordinated resources, B3 strengthens its awareness-raising initiatives, ensuring that stakeholders receive concise and visually compelling information about the project. Additionally, these materials facilitate communication and dissemination activities as project partners can distribute them within their networks, showcase B3 at events and meetings, or share them across digital platforms. More information about B3's branding kit is available in *D1.1 Promotional material*.

4.2. Website

B3's website (www.b-cubed.eu) functions as a comprehensive hub, storing all project-related materials, including public deliverables, reports, publications, news updates, promotional materials, and results. It plays a pivotal role in facilitating communication and dissemination efforts by allowing B3 to inform stakeholders about its activities. It also ensures convenient access to all of B3's outcomes. Additional details can be found in *D1.1 Promotional material*.

4.3. Partners' existing networks

B3's consortium encompasses thirteen distinguished organisations across ten countries. This configuration holds substantial promise for networking connections and effective dissemination of project outcomes. Thus, B3's members will leverage their existing contacts and networks to not only share the project's results within the consortium but also actively distribute them outside of the project, thereby expanding their reach and impact. By tapping into their established connections, partners can effectively disseminate the outcomes to relevant stakeholders, such as researchers and policymakers, as well as receive feedback on how they could potentially be improved. This proactive approach not only enhances B3's visibility but also increases the likelihood of the results' broader exploitation.

4.4. Informative materials

In addition to its baseline promotional kit, B3 will develop additional informative materials such as leaflets, posters and factsheets dedicated to specific areas of its work. These aim to help stakeholders gain a comprehensive understanding of individual research topics through an easy-to-digest format. They will combine textual and visual elements aiming to facilitate the





comprehension of otherwise vast and/or abstract issues. Such materials have been identified as effective means to convey various topics, such as B3's software, modelling approach, workflows, case studies and policy alignment work.

4.5. Project video series

B3 will contribute to the format diversity of its outreach toolbox by creating a project video series. Its goal is to present results and developments in an informative, yet entertaining manner. By combining visual and auditory stimuli, the video format helps to make complex concepts more engaging and comprehensible to a wider range of audiences, ultimately facilitating the learning process and illustrating the utility of project results. Among the topics identified as suitable for the video series are B3's biodiversity cubes and automated workflows, invasive alien species, the impact of biodiversity data on policymaking, biological invasions in South Africa, global and continental biodiversity change, and results from case studies.

4.6. Newsletters

B3 will circulate a bi-annual e-newsletter to its partners and external subscribers. It will serve as a valuable means for keeping stakeholders informed about the latest project developments, while also reaffirming B3's identity beyond the project's boundaries. The project-branded newsletter will promote project activities, disseminate the latest results and announce upcoming milestones.

4.7. Press releases

To foster greater visibility for the project's results and activities among a wider audience, B3 distributes press releases to renowned science news portals, namely EurekAlert! and AlphaGalileo. These releases function as a vital tool, not only providing information about the project but also bolstering dissemination efforts by reaching a broad audience spectrum. Potential press release topics include the publication of significant papers, the organisation of B3 events and the release of important datasets and other outputs, such as workflows and policy briefs.

4.8. Social media

Following the European Commission's guidelines for using social media as both a communication and dissemination tool (EC, 2020, p.4), B3 has developed a social media strategy detailed in subsections 4.8.1-3, which outline how the project will distribute its content on several social media platforms. The strategy's main goal is to actively involve relevant stakeholders in the project's activities, while simultaneously sharing results as soon as they become available.

4.8.1. Social media platforms

B3 strategically curated its social media presence, focusing on selected platforms that offer the greatest potential for outreach, rather than aiming to be present on every available platform.





When selecting the project's social media channels, B3 took into account the following key questions:

- Are project members actively engaged on this social network?
- Are stakeholders active on this social network?
- Does this channel have a large and engaged audience?
- Do we possess the necessary expertise to maintain an account on this channel?
- Can we effectively measure and report outcomes for this channel?

Based on these questions, B3 shortlisted the following networks:

- X, formerly known as Twitter: @BCubedProject
- LinkedIn: B-Cubed Project

When utilising these channels, the project should take into account their individual nature, as well as their benefits and shortcomings as described in Table 3.

Table 3: Pros and cons of X and LinkedIn

	Pros	Cons
X	<ul style="list-style-type: none"> • Suitable for reporting live from events • Easy to start discussions • High number of users • Fast and easy communication • Easy to track events & news through hashtags • Diverse analytics 	<ul style="list-style-type: none"> • Recent loss of credibility • Potential loss of followers due to people leaving the platform • Big amount of content, including spam • Requires very regular content • Limited characters • Limited lifespan of posts
LinkedIn	<ul style="list-style-type: none"> • Professional focus • Inspirational and leadership-focused content • Potential to target industry stakeholders • No character limitations 	<ul style="list-style-type: none"> • Big focus on job search • Difficult to build a big following base • Fewer interaction types such as polls

B3 also created a project profile on YouTube (@B-CubedProject) which will be used to disseminate the project's videos. In addition, the project will carefully monitor the social media scene in case any other newly emerging platforms prove to be suitable for its purposes.

4.8.2. Social media resources

As mentioned in Table 3, social media represents a useful tool to monitor relevant actors, events and news happening in the field. Accordingly, B3 will use its social media profiles not only to share content and engage with the institutional and personal profiles of its members but also to





keep up with the latest updates from other relevant profiles, such as EU Green Research, the Intergovernmental Panel on Climate Change, the EU Climate Action Director General, the EU Directorate General for Environment, UN Environment, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, the International Union for Conservation of Nature and the United Nations Environment Programme.

B3 also follows and engages with other research projects identified based on similarities in the research interest and via partners' contributions to the PEDCOM questionnaire, including:

- [AD4GD](#)
- [BiCIKL](#)
- [BioAgora](#)
- [COOP4CBD](#)
- [EarthMonitorOrg](#)
- [EuropaBON](#)
- [FAIRiCUBE](#)
- [GUARDEN](#)
- [MAMBO](#)
- [USAGE](#)

In addition to following other profiles, B3 leverages hashtags as a valuable resource on social media. By incorporating relevant hashtags into its posts, the project not only expands the reach of its content but also establishes connections with other posts on similar topics, thereby offering contextual relevance and facilitating effortless tracking. B3 uses the following hashtags:

- #EUGreenDeal, #EUBiodiversity, #HorizonEurope: policy and governance, scientific community, general public;
- #data, #FAIR, #Interoperability, #DataScience, #Dataspaces: scientific community, data collectors;
- #biodiversity, #EarthObservation, #monitoring, #IAS: policy and governance, scientific community, data collectors, general public.

B3's social media efforts will be further maximised through the personal and institutional channels of partners who will share the project's posts in order to support its social media activities.

4.8.3. Social media campaigns

B3 will utilise social media campaigns dedicated to specific subjects in order to ensure uninterrupted content on topics of interest for stakeholders. To that end, a dedicated editorial calendar with individual campaigns has been established in Table 4.

Table 4: Planned social media campaigns

Name	Hashtag	Description	Estimated duration
Introducing B-Cubed in the words of its members	#IntroducingBCubed	This campaign features interviews with WP leaders who explain their role in the	2 months





		project and share B3's most unique feature in their opinion.	
Meet the members	#BCubedTeam	This campaign will introduce different project members and their unique expertise.	5 months
Previous research	#PreviousResearch	This campaign shares relevant publications by project members published before B3.	3 months
Biodiversity initiatives	#BioInitiatives	This campaign will highlight other relevant initiatives working to protect biodiversity.	3 months
Biodiversity policy	#BioPolicy	This campaign presents the policy background behind B3.	3 months

As B3 matures, new social media campaigns will be developed and included in the PEDCOM update in M22.

4.9. Scientific publications

As part of its dissemination tools, B3 will publish scientific papers in gold open access community-endorsed journals with significant influence. Among the targeted journals are the Biodiversity Data Journal, Ecography, Methods in Ecology and Evolution, Applications in Plant Sciences, Nature Communications Earth & Environment, and Ecology and Society Journal. The project will also explore publication possibilities through less traditional platforms such as Research Ideas and Outcomes (RIO) Journal and Open Research Europe.

4.10. Attendance at events

To disseminate its results and foster engagement with the scientific community and other stakeholders, B3 members intend to actively participate and present the project at various international events and conferences. Some of these events include TDWG, Neobiota, EUROGEO, GeoBON Conference, Data Week Leipzig 2023, British Ecological Society Annual Meeting, OEMC Global Workshop, Biohackathon Europe, and SciDataCon. The manner in which B3 will be represented at each event will be decided on an individual basis, considering the type of event and available project results. Potential options include sharing project outcomes through oral presentations in relevant sessions, submitting abstracts and scientific posters, giving invited talks, or interacting with interested stakeholders through one-on-one meetings during the event.

4.11. Open access collection

To ensure that stakeholders can reach a variety of project results through one single point of access, B3 will create an open access topical collection in the journal Research Ideas and Outcomes (RIO). RIO is committed to promoting transparency, trustworthiness, and research efficiency, making it an ideal platform for hosting comprehensive collections of project outcomes,





including unconventional outputs like deliverable reports and grant proposals. The collection will host data, factsheets, policy briefs, project deliverable reports, infographics and publications, which can be linked through their existing DOI or can be published directly in the collection. Such an approach allows for the consolidation of project outputs in one centralised location and ensures that B3's collective knowledge is available, citable and reusable beyond its lifetime.

4.12. Policy briefs

To ensure the effective knowledge transfer from B3 to policymakers, the project will create a portfolio of policy briefs. Policy briefs are concise documents containing actionable policy recommendations based on research findings. Their subjects and expected delivery times are to be decided by the consortium as a result of stakeholder consultations and case studies. More information on the portfolio will be available in *D1.10 Policy briefs* which is due in M40.

4.13. Training activities

B3 will conduct a series of training activities, including tutorials, guidelines and at least two training events in Europe and one in South Africa. These events will show potential users how to utilise the project's tools and cloud infrastructure to create biodiversity cubes. Additionally, trainees will learn how to develop automated workflows for modelling and generating indicators, enabling them to adapt these workflows to their specific needs. Feedback will be collected after the events and used to enhance B3's training activities. These activities will be supported through a dedicated helpdesk which will assist users with inquiries, serve as a mediator between them and the project's software developers and compile frequently asked questions (FAQs) to provide valuable feedback for software and documentation enhancements.

4.14. European platforms

B3 will also consider utilising the dissemination and exploitation services offered by the European Commission and available to European projects. The Horizon Results Platform can act as an important link between policymakers and researchers, empowering access to the B3's results and fostering their exploitation. The project will also consider publishing its results on Open Research Europe – an innovative open access publishing platform offering rapid publication and open peer review – and on the Knowledge Center for Biodiversity which aims to facilitate knowledge sharing and foster cross-sectorial policy dialogue. Lastly, towards its end, B3 hopes to share its success story via the Research and Innovation success stories webpage, further contributing to the dissemination and potential exploitation of its achievements.

5. Implementation plan

5.1. Project stages

To comprehensively map its DEC activities, B3 developed an implementation plan available in Table 5. It outlines the project's communication, dissemination and exploitation tools, the intended stakeholder groups and the Key Performance Indicators (KPIs) which will be used to determine the actions' effectiveness. B3's communication team is responsible for planning, monitoring and updating the plan outlined in Table 5, providing technical, organisational and





design support, as well as taking part in the majority of the activities. All other partners are expected to contribute to all outreach types by sharing updates with the communication team, providing content for the creation of project materials, participating in organised events, as well as publishing, presenting, and distributing project results within their networks.

In terms of the implementation timelines, the project is divided into two stages based on two considerations:

- B3's level of maturity at each stage which implies a different focus for DEC activities;
- the planned PEDCOM update in M22 which will allow WP1 to evaluate the DEC tools and channels and identify new KPIs for the next stage of the project's development.

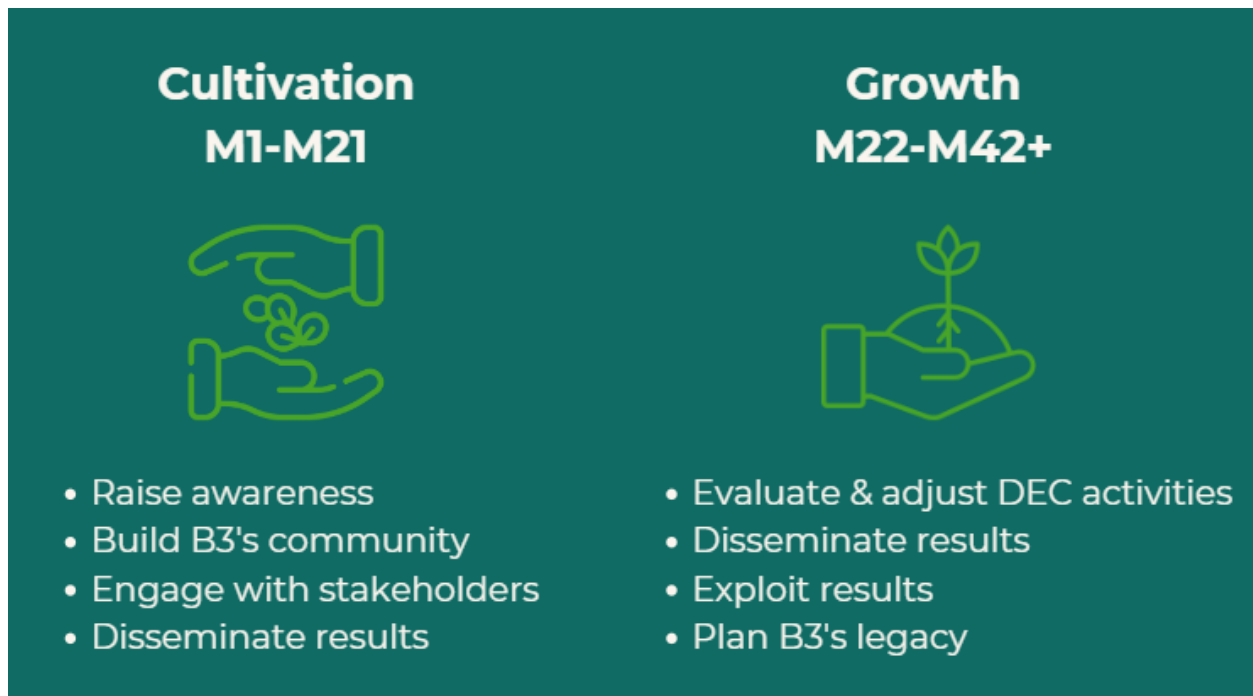


Figure 1: Representation of B3's DEC stages and their focus

It is important to note that the KPIs for these periods should not simply be split equally in two. Instead, they need to be tailored and customised to suit the unique objectives and focus of each period (Fig. 1). The **Cultivation (M1-M21)** stage will focus on building B3's community from the ground up. This involves attracting and engaging new users, establishing a strong presence, and creating a foundation for growth. Once these are established, it will also involve the dissemination of the project's first results. It will conclude with the PEDCOM update in M22 where the actions will be evaluated and updated KPIs will be provided for the next stage.

As the project progresses into the **Growth (M22-M42+)** period, the community will likely have grown in size and maturity. The objectives and priorities may shift from focusing on building to sustaining and enhancing the existing community. This period will concentrate on continuing the dissemination efforts and supporting the exploitation of more mature project results.





5.2. Monitoring of performance

By tailoring the KPIs to each stage, B3 can effectively measure progress and make informed decisions about the challenges and opportunities presented at different stages. When selecting its KPIs, B3 considered the following criteria for S.M.A.R.T. KPIs (Doran, 1981):

- Specific: is the KPI specific enough?
- Measurable: do we have a way of measuring it?
- Achievable: do we have the resources to achieve it?
- Realistic: is it a sound goal?
- Timely: what is the expected timeline?

Table 5: Overview of B3's communication, dissemination and exploitation tools with KPIs for the first project stage (M1-M21)*

*Abbreviations for stakeholder groups: Policy and governance (P), Organisations (O), Scientific community (S), Data collectors (D), Industry and practitioners (IP), General public (GP)

Type of DEC activity	Tool	Stakeholder group	Output KPIs	Outreach KPIs
C	Promotional materials	All	Introductory presentation (IP): 1 Two-pager (2P): 1 Poster (P): 1 Roll-up banner (RB): 3	Downloads: 150/per item (IP, 2P) Use at events: 10 (IP), 2 (P, RB) Distributed: 150 (2P)
C & D	B3's website	All	News items: 21 Updates of results pages: 6 Uploaded documents: 15	Number of visits: 4000 Number of returning visitors: 15% Average session duration: 120s Country distribution: >40 countries from Europe and beyond
C & D	Partners' existing communication structures	All	Number of channels: ≈5	*It is not suitable to establish an outreach KPI since the effectiveness of partner-driven outreach efforts is often dependent on qualitative factors, such as relationship-building, awareness raising and





				uptake of project results, which are challenging to quantify with measurable metrics.
C & D	Informative materials	D, IP, O, P, S	Number of materials: 2	Downloads: 150/per item Distributed: 150
C & D	Videos	All	Number of videos: 9	Views/video: 100/item
C & D	Newsletters	All	Number of newsletters: 3	Number of new subscribers: 100 Open rate: >35% Link-click rate: >20% Unsubscribe rate: <5%
C & D	Press releases	All	Number of press releases: 3	Views/press release: 1000
C & D	Social media, X & LinkedIn (L)	All	Number of posts: 84 (X, L) Number of reposts: 84 (X, L)	Number of new followers: 300 (X), 150 (L) Number of interactions per post: 13 (X), 5 (L) Number of impressions per post: 300 (X), 100 (L) Traffic to B3's website: 200 users (X), 100 (L)
D	Scientific publications	S	New publications: 5	* B3 would like to not focus on the impact factors of target journals, but rather on qualitative evaluation based on each paper's statistics such as citations. These, however, are accumulative and require more than one project stage to be accurately determined.
D	Presentations at events	S	Number of attended events: 10	Number of attendees: > 300
D	Open access collection	S	Number of available documents: 5	Number of views: 200





D & E	Policy briefs	P, O	Number of policy briefs: 1 Published on: >2 platforms	Downloads/Opens: 150/item Distributed to: ≈5 relevant networks
D & E	B3 workshops	D, S, P, O	Number of workshops: 2	Number of participants: ≈30
D & E	Training (materials & events)	S	Number of webinars: 1 Number of videos: 1 Number of supporting materials: 1	Webinar attendees: ≈15 Downloads/item: 50 Views/video: 50

6.Outlook

In conclusion, B3's PEDCOM presents a concise and well-structured strategy to guide the project's dissemination, exploitation, and communication efforts. It establishes clear and practical links between the project's results, target audiences, and the chosen outreach tools. The PEDCOM includes a detailed implementation plan, specifying when actions will be carried out and how their effectiveness will be measured. To ensure B3's DEC activities remain relevant and impactful throughout the project, the PEDCOM will be updated in month 22. This update will assess the performance of the activities conducted so far and identify opportunities for improvement, providing new KPIs to evaluate effectiveness during the second project stage.





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