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Deliverable D6.2 Communication Plan (CP) and Plan for Exploitation & Dissemination of Results (PEDR)

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OBSESSION

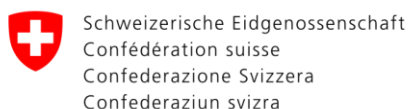
Observation of Ecosystem Changes
for Action

Deliverable D6.2 – Communication Plan (CP) and Plan for Exploitation & Dissemination of Results (PEDR)

Lead Beneficiary: Pensoft Publishers

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D6.2 Communication Plan (CP) and Plan for Exploitation & Dissemination of Results (PEDR)
 OBSGESSION #101134954

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Summary

Deliverable D6.2 presents a plan for shaping the dissemination, exploitation, and communication (DEC) activities of OBSEGSSION. These activities are crucial for ensuring OBSEGSSION's impact and amplifying the project's influence. The Communication Plan (CP) and Plan for the Exploitation and Dissemination of Results (PEDR) is developed in M6 (June 2024) and will be updated in M24 (December 2025, D6.3) and in M40 (April 2027, D6.4) to reflect OBSEGSSION's progress and maturity level, providing a targeted approach for each stage according to evolving DEC needs.

Aside from defining the goals and scope of the project's communication, dissemination, and exploitation, the CP and PEDR also identify the primary stakeholder groups and key messages for each. These have been outlined based on a consortium-wide questionnaire. The plans also include the expected knowledge outputs of the project. Based on this information, D6.2 details the main communication, dissemination, and exploitation tools and evaluates their relevance to different target groups. Finally, a specific implementation plan is provided for the project's first stage of development, along with indicators for actively monitoring the effectiveness of these actions.

List of Abbreviations

BD	Biodiversity
CP	Communication Plan
DAM	Detection-attribution-modelling
DEC	Dissemination, Exploitation and Communication
DMP	Data Management Plan
EBVs	Essential Biodiversity Variables
EO	Earth Observation
OA	Open Access
PEDR	Plan for Exploitation and Dissemination of Results
RS	Remote Sensing



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1. Introduction

An essential element to the success of large-scale and multi-partner research projects is establishing a comprehensive and targeted outreach strategy as early as possible. Doing so ensures effective and long-term knowledge exchange and uptake of project results, while maximising societal impact. An essential element of such a strategy is the identification of relevant target audiences and key messages for each, as well as the correct means (channels) and timeline for promoting project results (communication), sharing them with potential users (dissemination) and implementing them in practice (exploitation). In this way, dissemination, exploitation, and communication (DEC) represent three lines of outreach with their own scope and objectives, which work in synergy to enhance project impact.

Here, OBSSGSESSION's DEC activities are outlined. Together with the visual brand identity presented in *D6.1 Project branding and website* it forms a comprehensive DEC strategy. To elaborate the best possible plan, OBSSGSESSION conducted a consortium-wide consultation via a questionnaire to all project partners. Together with the project's description of action (DoA) it served as a foundation for developing the CP and PEDR. The questionnaire, distributed in M4 of the project (April 2024) included 19 questions related to the specific DEC needs of the project, collaboration opportunities, target groups, and appropriate DEC channels for the expected results.

Building on that foundation, and in accordance with the Grant Agreement, the CP and PEDR identify the project's target audiences (*who*), project research activities and outcomes (*what*), appropriate tools and channels (*how*), and the envisioned timeline for implementation of these activities (*when*). It serves as a basis for future DEC activities and as a management tool for evaluating how effectively OBSSGSESSION's progress and results are shared with stakeholders and target audiences.

The activities of WP6 highlighted in this deliverable will be supported by the whole consortium as a disseminating entity for all project-related outcomes, ensuring a wide distribution of project results in a far-reaching network of stakeholders.

1.1 Communication

Representing the broadest of the DEC activities, the communication efforts of OBSSGSESSION began from the earliest project stage and will continue beyond its lifetime. They set out to promote and 'translate' project results for a wide range of technical and non-technical audiences, presenting them in an engaging manner to stakeholders such as the general public, media, and the private sector. Communication also aims to promote two-way interactions between the community and the project consortium in order to raise awareness and influence biodiversity monitoring and conservation measures and the development of Earth Observation (EO) technologies.

To ensure effective communication, OBSSGSESSION will employ a variety of materials, formats, and channels tailored to the needs of each target group. Partners are also encouraged to use their personal and institutional channels to facilitate knowledge exchange and collaboration with



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the following networks and channels identified through the consortium survey, as well as other relevant national and international networks & stakeholders:

- IMPACTS
- Centre for the Synthesis and Analysis of Biodiversity (CESAB)
- International Association of Landscape Features (IALE)
- Cyanobloom
- European Space Agency (ESA) Biomondo project
- Biodiversa+
- GEO BON
- University of Twente (ITC) Alumni
- European Forest Institute (EFI)

OBSSGSSION will also make use of established contacts with large newsrooms, media, and information platforms such as partners' newsletters, EurekAlert! and AlphaGalileo.

1.2 Dissemination

OBSSGSSION is committed to making its findings widely accessible to potential users and the broader scientific community. For that reason, dissemination efforts will begin as soon as project results begin to form, utilising both traditional and contemporary methods. A variety of one- and two-way channels will be employed to ensure that stakeholders such as authorities, private sector professionals, practitioners, policymakers, and civil society can all benefit from project outcomes.

In terms of one-way dissemination, OBSSGSSION will, whenever possible, follow an open-access (OA) policy for scientific publications, tools, maps, and other outcomes. This includes using gold or green open-access and utilising recognised public repositories, such as Zenodo for archiving data and related process descriptions such as computer code. Detailed information on data management practices can be found in *D7.2 Data Management Plan (DMP)*. OBSSGSSION will also consider opening a project collection in an open-access journal, such as the Research Ideas and Outcomes (RIO) journal, to broaden the reach of its scientific outputs. The scientific community will be able to benefit from curated materials showcasing the project's methodologies and results, such as videos or podcasts.

Two-way dissemination in OBSSGSSION centres around targeted approaches to reach specific audiences. To exchange best practices and enhance visibility, the project collaborates with networks, initiatives, and intergovernmental bodies through joint activities such as workshops, webinars, press releases, and social media campaigns. Policymakers will receive concrete recommendations via policy briefs and webinars building on the knowledge gathered in the project's case studies and EBV (Essential Biodiversity Variables) optimisation efforts. Training activities on EBVs and EO (Earth Observations) methodologies will also be carried out with the participation of practitioners and interested stakeholders.



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1.3 Exploitation

Once concrete results become available, DEC activities will focus on other concrete applications for commercial, societal and policy support purposes. To enhance the exploitation of the project's findings, OBSSGESSION will engage in a continuous and in-depth dialogue with stakeholders, involving them in a co-design process and leveraging their unique expertise. Target groups are invited to interact with and review OBSSGESSION's results via online working groups, workshops, webinars, and other project events which will be elaborated in more depth in the PEDR update (D6.3, M24).

To maximise the exposure and exploitation of project results, OBSSGESSION plans to leverage opportunities provided by the European Commission. This includes publishing results on the Horizon Results Platform and Open Research Europe and enhancing exploitation activities through the Horizon Results Booster. These platforms will serve as bridges to policymakers and researchers, providing access to the project's prioritised results with high potential value.

2. Target groups (*who*)

To ensure the effectiveness of OBSSGESSION's DEC measures, they need to be tailored to the target groups of the project. These were initially defined in OBSSGESSION's description of action (DoA) and have been further enriched through the results of the consortium-wide survey. The survey also collected key messages for each target group to be used in DEC activities.

The project brings together earth observation, terrestrial and freshwater biodiversity, and policy expertise to produce and broker knowledge for policy, environmental industry and society at large. Thus, the primary stakeholder categories have been identified as the i) scientific community, ii) private sector, iii) policymakers & advisors, iv) the general public. A detailed breakdown of sub-groups and individual stakeholders and networks are presented below.

2.1 Scientific Community (S)

The scientific community is one of the main target audiences of OBSSGESSION. It includes researchers, wider biodiversity monitoring communities, experts, and members of other Horizon Europe (HE) projects. Some sub-groups and individual target groups include:

- NaturaConnect & BioAgora HE projects
- NextGEOSS
- Eo4Diversity
- Eurosite
- ESA Biomondo
- Biodiversa+
- EuropaBON, GEO BON & FW BON
- EcoCode - Modelling Life on Earth Working group
- MAMBO Project



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- IMPACTS
- CESAB
- IALE
- Cyanobloom
- Biodiversa+
- ITC Alumni

2.2 Research Infrastructures (RI)

Research infrastructures on a national, regional, European, or larger scale that can benefit from optimised RS-enabled biodiversity products or OBSSGESSION's Data Attribution Modelling framework (DAM) also represent an important target group for OBSSGESSION. Examples of such include:

- eLTER
- LifeWatch ERIC
- Integrated Carbon Observation System – ICOS
- GBIF & FinBIF
- Finnish Ecosystem Observatory
- GBIOS

2.3 Private sector (I)

Companies and industries that require biodiversity and ecosystem indicators and data to align their operations with the Green Economy, EC green investments, or just have an interest in sustainable solutions, represent an important stakeholder group for OBSSGESSION results. Examples of such include:

- Deltares
- Afry
- Ramboll
- Sweco
- TFND
- European Business and Biodiversity Platform

2.4 Policymakers & Advisors (P)

Policymakers represent one of the key stakeholders for OBSSGESSION as their involvement can lead to implementing project-derived methodologies and recommendations. The project responds to EU flagships such as the European Green Deal and the EU Biodiversity Strategy for 2030. Key policymakers also include a range of local, national, regional, and international authorities, from ministries and environmental agencies to conservation and land use planning authorities working under the key policy frameworks of the CBD, IPBES and IPCC. Examples of such include:



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- EAWAG
- Umweltbundesamt (UBA)
- Rijkswaterstaat
- Luontopaneeli
- National IPBES members
- Water Framework Directive (EU)
- European Topic Centre Biodiversity and Ecosystems (ETC BE)

2.5 General Public (GP)

Engaging the general public and gaining their support and interest in OBSGSESSION's activities is an important factor in ensuring a large impact of project results. This group also includes the NGO sector, media, and educational institutions, such as:

- Rijksdienst voor Ondernemend Nederland (RVO)
- BirdLife
- WWF

2.1 Key Messages

OBSGSESSION will structure and fine-tune its DEC efforts by adhering to the key messages for each target group, presented in Table 1. These have been identified through the consortium survey.

Table 1. OBSGSESSION Key messages and the stakeholder group to which each is relevant. Stakeholders: *Scientists (S); Research Infrastructures (RI); Private sector (I); Policymakers & Advisors (P); General Public (GP)*

Key Message	Stakeholder Group
OBSGSESSION will work on the development of robust, validated, and ecologically relevant EBVs that will contribute to harmonised biodiversity monitoring across large areas.	Main group: S Relevant groups: P, RI, I, GP
Attribution science methods applied to biodiversity change are an under-explored research avenue with great potential for uncovering drivers of biodiversity change.	Main group: RI Relevant groups: S, I
Effective RS-enabled BD products that support EBVs, an outlined DAM Framework and other project results provide cost-effective tools for monitoring and predicting biodiversity change following key EU directives and green economy principles.	Main group: I Relevant groups: S, RI, P, GP



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Remote sensing enables cost-effective and harmonised biodiversity monitoring across large scales and can help monitor the safety of waterways and coastlines while safeguarding water resources.	Main group: P Relevant groups: I, GP
The 6 practical case studies of OBSGSESSION will work toward optimising digital and remote sensing tools such as RS-based BD products in different ecosystems and habitats.	Main group: GP Relevant groups: P, I

3. Project Results, Outcomes & Wider Impact (*what*)

OBSGSESSION will place its Key Exploitable Results (KERs) and expected outcomes at the forefront of its DEC activities by effectively promoting them to their relevant target groups.

Table 2. OBSGSESSION Key Exploitable Results and potential stakeholder users. Stakeholders: *Scientists (S); Research Infrastructures (RI); Private sector (I); Policymakers & Advisors (P); General Public (GP)*

Output (KER)	Deliverable (Available in)	Target Audience(s)
Detection-attribution-modelling (DAM) framework	D3.1 (M18); D3.2 (M36); D5.1 (M24)	S, RI, P
New and optimised RS-based BD products and algorithms for harmonised biodiversity monitoring	D4.1 (M21); D5.1 (M24)	S, RI, I, P
Improved predictions and maps on ecological transition and tipping points	D3.2 (M36); D3.4 (M40); D5.1 (M24)	S, RI, I, P, GP
Scalable cloud platform for biodiversity data products	D2.4 (M40)	S, RI, I
Improved uncertainty assessment of EBVs and species distribution models	D4.2 (M46) D4.3 (M40)	S, RI, P
Science-policy recommendations for prioritisation of restoration & conservation	D1.1 (M12); D1.3 (M45); D1.4 (M30); D4.4 (M46)	P, I, GP



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4. Tools and Channels (*How*)

Maximising OBSEGSSION's impact will be achieved through a multi-modal mix of uni- and bi-directional DEC tools and channels aimed at the identified target groups. A variety of traditional (press releases, newsletters, etc.) and advanced (podcasts, workshops) methods will be utilised, while also remaining flexible and attentive to the evolving DEC needs of the project.

4.1 Promotional Materials

A set of OBSEGSSION promotional materials will be developed in accordance with the project's Brand Manual and written in a language accessible for a wide audience. They will provide a visually coherent and recognisable promotional package containing key information about the project alongside all its website and social media profiles for distribution at in-person events and also available for download online.

Promotional materials will include:

- Brochures
- Poster
- Stickers

The initial set of materials can be expanded or translated into different languages, according to project needs.

4.2 Project Website

OBSEGSSION's website (www.obsegession.eu) serves as a central platform for DEC activities, storing and allowing quick access to all project outputs such as deliverables, publications, and videos. (More information in *D6.1 Project branding and Website*).

4.3 Press Releases

To reach a wide audience and connect with journalists and media, OBSEGSSION will feature its major updates and news in two major science news portals: EurekAlert! and AlphaGalileo. Press releases will be written in collaboration with project partners to concisely transmit the information in the best possible way.

4.4 E-Newsletter

A bi-annual newsletter following the visual identity presented in *D6.1* will be distributed by OBSEGSSION, including all relevant project developments and outcomes for that period. The newsletter will also be used for important announcements, upcoming milestones, open positions or calls for action. To foster collaboration and knowledge exchange with other projects and networks, OBSEGSSION will seek opportunities to feature their relevant information in the newsletter.



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4.5 Social Media

LinkedIn and X (formerly Twitter) were chosen as the primary social media channels of OBSGESSION, alongside a YouTube channel to host project-derived video content, which is then embedded in the project website.

- X (Twitter) - @obsgeSSION_
- LinkedIn – OBSGESSION_HorizonEurope
- YouTube – OBSGESSION Project

The OBSGESSION social media channels are maintained and updated by the communication team at Pensoft Publishers to ensure consistent and streamlined communication of outputs across social media platforms.

For an effective social media presence with a wide reach, project partners are encouraged to contribute by i) sending their news, photos, and updates for social media promotion and ii) sharing OBSGESSION’s posts through their private or institutional social media channels.

4.5.1 Social media campaigns

To ensure a focused and measurable impact of social media activities, an editorial calendar with specific social media campaigns and their duration has been developed (Table 3). Amendments or additions to the planned campaigns will be implemented according to project needs and developments and will be reflected in the updated CP and PEDR in M24 (December 2024).

Table 3. List of planned social media campaigns and their duration

Name	Hashtag	Description	Duration (in months)
Meet the project	#MeetOBSGESSION	Introducing key facts and expected outcomes of the project to stakeholders & followers	2M
Previous Research	#PreviousResearch	Showcasing relevant research carried out by project partners before the start of the project	4M
Faces of the project	#OBSGESSIONFaces	Introducing consortium members and their scientific expertise	4M
Explore the Pilots	#OBSGESSIONPilots	Provide information about the 6 pilots and their role in the project’s research activities	2M



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Policy campaign	#OBSGESSIONPolicy	Providing context to the policy recommendations of OBSGESSION	2M
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4.6 Videos & Podcasts

OBSGESSION will produce informative videos and podcasts related to project outcomes and activities. These serve as an alternative DEC tool, allowing researchers to reach a wider audience and facilitate knowledge exchange. Preliminary topics include an introductory project video, videos/podcasts on best practices for producing robust EBVs, policy recommendations, and our pilot studies.

4.7 Scientific Publications

OBSGESSION will disseminate its findings through research articles in high-impact scientific journals (also submitting a pre-print when appropriate). Some journals of notable interest to the consortium include *Methods in Ecology and Evolution*, *Ecological Informatics*, *Applied journals in remote sensing and environmental sciences* and *OneEcosystem*. Whenever possible, the project will deposit its scientific articles, datasets, and workflows in trusted open access repositories to further enhance their dissemination and reuse potential.

4.8 Public Deliverables and Policy Briefs

For the use of technical and policy audiences, project public deliverables and policy briefs will be available for download on the project website and in open-access repositories. Policy briefs will be created to address specific needs and knowledge gaps within EU flagships, such as the European Green Deal and the EU Biodiversity Strategy for 2030, as well as other strategies and directives (more information in *D1.1 Policy landscape and needs* & *D1.3 Policy recommendations*). To ensure transparency of project results, summaries of confidential deliverables will also be available after receiving permission and feedback of the relevant project partners.

4.9 Training events & Policy webinars

To ensure the best possible uptake of project results, OBSGESSION will host training events and policy webinars for scientists, early career researchers, students, policymakers or advisors interested in RS-based BD products, the DAM framework, and policy recommendations. These activities will also result in the development of training videos, popularised through the other DEC channels and available on the website.



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4.10 Collaboration & Joint activities with other projects & networks

To develop synergies with relevant projects and initiatives, OBSSGESSION will seek opportunities for joint activities such as online or in-person workshops, webinars, press releases, newsletters. For instance, cooperation opportunities will be discussed with Biodiversa+ and ESA. This aims to strengthen the EO research network in Europe, integrate and exchange results, and cooperate on policy recommendations. These efforts will culminate during the final project seminar in M48.

4.11 Research Ideas and Outcomes (RIO) Collection

OBSSGESSION will possibly open an open access collection in the Research Ideas and Outcomes journal, which can host an array of research findings, alongside non-conventional research outputs such as public deliverables, datasets, workflows, thus covering the entire research cycle over the project's duration. The collection allows to have all of OBSSGESSION's results in one centralised OA repository, guaranteeing their availability beyond the project's lifetime.

5. Implementation

OBSSGESSION's implementation plan (elaborated in Table 4) highlights the project's DEC tools and activities, their target stakeholder groups, and their Key Performance Indicators (KPIs) which will measure their effectiveness.

To better adapt DEC activities to project needs, OBSSGESSION's timeline will be divided into three development stages – Initiating, Unfolding, and Maturity (Figure 1), each with a different focus on planned activities. Accordingly, the first set of DEC KPIs will cover the Initiating (M1-M24; January 2024 – December 2025) stage of the project. At M24 (December 2025), an evaluation will be conducted on the KPIs and new ones will be outlined for the following development stage. This planning method allows for flexibility in DEC efforts and ensuring their alignment with the project results. It also provides multiple points in time for evaluation which helps to adhere to each development stage's KPIs.



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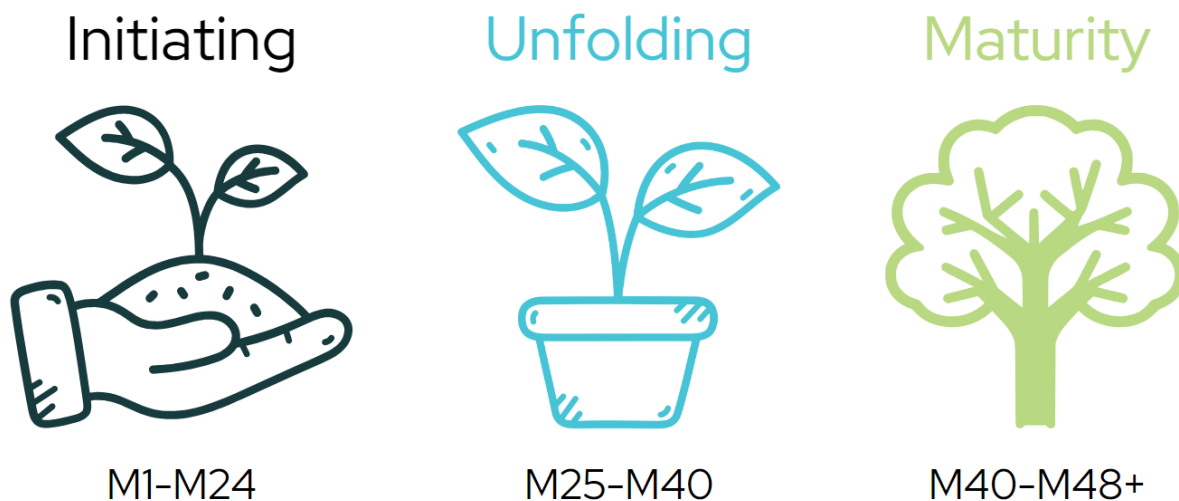


Figure 1. OBSGESSION’s development stages

Initiating – Focus on raising awareness about the project, building an organic network and engaging with target groups.

Unfolding – Focus on presenting specific project results and activities and active engagement with stakeholders.

Maturity – Focus on the exploitation of results and liaising with potential end-users; planning the project’s legacy.

Table 4. Overview of the first set of OBSGESSION DEC KPIs covering the Initiating project stage (M1-M24).

Type of DEC activity	Tool	Stakeholder Group	KPI
C	Promotional materials	All	3 materials produced, 750 downloads from website; utilised at 10 events
C & D	Project website	All	25 news items; 15 uploads to library; 5000 visitors; >120sec. average session
C & D	Newsletter	All	4 issues; >200 subscribers; >35% open rate; >20% link-click rate; <10% unsubscribe rate; >70 downloads from website



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C & D	Social media	All	200 posts; 250 followers across platforms; 70 000 impressions; 1500 users traffic to website
C & D	Videos	All	2 project videos; 2 tutorial videos; >400 views
C & D	Press Releases	GP, I, P	3 releases; >7500 views
D	Scientific Publications	S, RI	>5 publications
D	Public Deliverables	S, RI, P, I	5 deliverables available on the website; >50 downloads
D	Presentations at events	S, RI, P	>5 international & national events where the project was presented; >700 participants at events
D & E	Research Ideas and Outcomes (RIO) Collection	S, RI	>3 linked outcomes; >3 published deliverables; >300 views of deliverables
C & D	Podcasts	All	N/A for this stage of the project
D & E	Policy briefs	P, I	N/A for this stage of the project
D & E	Policy webinars	P	N/A for this stage of the project
D & E	Training activities & materials	S, RI, I	N/A for this stage of the project
D & E	Joint activities with existing projects	All	N/A for this stage of the project

6. Outlook

To ensure that OBSGSESSION's CP and PEDR adapt according to project needs and development, they will be updated twice during the project's duration – in M24 and M40. The scheduled updates provide a point of evaluation for DEC progress by the consortium and the project network, allow implementation of high-level KPIs, or adjustments to the plans for achieving KPIs, therefore contributing to the timely performance of DEC actions.

