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D7.2 Communication Plan (CP) and Plan for the Exploitation and Dissemination of Results (PEDR)

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Executive summary

European research projects such as BMD need to openly share their findings through communication, exploitation and dissemination activities in order to provide social value beyond their specific domain. Communication focuses on promoting the project's activities and raising awareness about them. Exploitation concentrates on ensuring that the results are delivered to the right audiences who can use them for concrete societal, commercial and/or political purposes. Dissemination aims to make the project's results accessible to everyone who can benefit from them, free of charge. BMD's efforts in these three areas have been outlined here in D7.2 Communication Plan (CP) and Plan for the Exploitation and Dissemination of Results (PEDR).

D7.2 covers activities up to M26 (February 2027), after which the plan will be updated (D7.3, April 2027) to assess progress and plan forthcoming actions. The structure includes the key audiences we aim to reach (Chapter 2), the results to be shared with them (Chapter 3), the communication and dissemination channels that will be used (Chapter 4), as well as an Implementation Plan with Key Performance Indicators for each action (Chapter 5).

List of abbreviations

BGE	Biodiversity Genomics Europe
CED	Communication, Exploitation, Dissemination
CP	Communication Plan
CSRD	Corporate Sustainability Reporting Directive
DiSSCo	The Distributed System of Scientific Collections
EMODnet	The European Marine Observation and Data Network
ENA	European Nucleotide Archive
EU	European Union
GBIF	Global Biodiversity Information Facility
KCBD	Knowledge Centre for Biodiversity
KER	Key Exploitable Result
KPI	Key Performance Indicators
NGOs	Non-governmental Organisations
OBIS	Ocean Biodiversity Information System
PEDR	Plan of Exploitation and Dissemination of Results
RIO	The Research Ideas and Outcomes Journal
SAP	Single Access Point
SEP	Stakeholder Engagement Plan
VRE	Virtual Research Environment
WP	Work Package



1. Introduction

Biodiversity Meets Data (BMD) aims to provide a Single Access Point (SAP) that connects stakeholders such as natural resource managers, policymakers and researchers with advanced biodiversity monitoring tools, AI-based species identification services, harmonised datasets and virtual research environments (VREs). Developed in close collaboration with its stakeholders through WP1, BMD ensures that these and other relevant users have access to integrated, actionable and policy-relevant biodiversity information spanning terrestrial, freshwater and marine ecosystems.

This first version of the PEDR builds on the impact-enhancing measures described in BMD's Description of Action (section 2.2). These measures were strengthened through a consortium-wide consultation process. Feedback was collected via a comprehensive 11-question survey distributed to all project partners in Month 4 (June 2025). The survey was designed to identify each partner's communication and dissemination needs, understand their target audiences and clarify the expected results and impact.

The PEDR identifies the key audiences we aim to reach with communication, exploitation, and dissemination (CED) activities, outlines the results we want to share with them, and sets out the communication and dissemination channels to be used. In addition, the plan includes BMD's Implementation Plan, which defines the KPIs that will be used to assess the effectiveness of each communication and dissemination activity during the initial phase of the project.

1.1. Communication

Communication is the broadest part of the CED activities, beginning from the start of the project and continuing after the funded period. The main goal is to contribute to the positive societal impact of BMD by raising awareness of the project, supporting BMD's stakeholder engagement (WP1) and training (T7.4), as well as inspiring new collaborations.

During the first six months, a variety of promotional materials were already developed, including an introductory presentation, stickers, a brochure, a poster, a roll-up banner, online meeting backgrounds and social media content. These resources are available on BMD's internal communication platform to support project partners in raising awareness and engaging with their networks. They will be updated throughout the project to reflect BMD's progress.

A biannual e-newsletter will be sent out to keep target audiences informed about project progress, key outputs, events and engagement opportunities. The newsletter's performance will be monitored continuously, with adjustments to its frequency made as necessary, to maintain effective engagement. To broaden its reach, BMD will also leverage partner networks and well-established media outlets such as [EurekAlert!](#), [AlphaGalileo](#), and relevant message boards like [WIT News](#).

BMD encourages partners to utilise their existing personal and institutional networks, while also building new connections with relevant organisations, projects and initiatives. Partners will further identify and, where appropriate, support the exploitation of results from prior projects relevant to BMD's mission. During the project's kick-off meeting, the coordination team moderated an interactive session to rate the relevance of 50 biodiversity initiatives and brainstorm ways to engage with them. These efforts are part



of the work conducted in Task 8.2 Collaboration and integration between BMD and EU biodiversity initiatives (led by Naturalis), which will deliver D8.5 Recommendations on bi-directional linkages between BMD and EU biodiversity initiatives (December 2026, M22) and D8.6 Update on recommendations (December 2028, M46). The insights from D8.5 will be taken into account and reflected in the updated version of the PEDR (D7.3).

Some of the highest-ranked initiatives from that session and others further identified by partners are included in Table 1.

Table 1: Past and current initiatives relevant to BMD

Name and website	Description
ARISE	ARISE is building an infrastructure that will identify and monitor all multicellular species in the Netherlands. BMD will reuse and scale up on high-throughput biodiversity modelling, making use of the ARISE infrastructure.
B-Cubed	B-Cubed is standardising access to biodiversity data, empowering policymakers to proactively address the impacts of biodiversity change. It uses the data cube technology, which will be used in BMD.
BGE	The Biodiversity Genomics Europe (BGE) project accelerates the use of genomic science to enhance understanding of biodiversity, monitor biodiversity change, and guide interventions to address its decline. The barcode reference genomes and best practice guidelines are used by the BMD e-DNA biodiversity monitoring pipelines.
BiCIKL	BiCIKL developed the Biodiversity Knowledge Hub, a portal for FAIR data designed to connect researchers, citizen scientists, and stakeholders across Europe. The Biodiversity Knowledge Hub will be inspirational or even part of the BMD SAP.
BioAgora	BioAgora aims to connect research results on biodiversity to the needs of decision-making. Its main outcome will be the development of a Science Service for Biodiversity that will orchestrate processes at the Science-Policy Interface at the European level. BMD will express interest in joining its stakeholder network and contribute to any open queries, should BioAgora be open to it.
BioDiMoBot	The BioDiMoBot project will deliver a system for autonomous, long-term robotic assessments of aquatic biodiversity and ecology. This project will develop an innovative measurement system to monitor biodiversity and provide insight into the drivers of ecosystem degradation. This is BMD's sister project and collaboration here may include attendance of events organised by the project, invitations to join BMD's events (as already happened at the kick-off), joint presentations at international events, coordinated social media activities, shared dissemination materials, and the exchange of knowledge on data integration and technological approaches to enhance the monitoring of both terrestrial and aquatic environments.
BioDT	BioDT harnesses the computational power of the LUMI Supercomputer, combined with FAIR data principles, advanced digital infrastructure, predictive modelling, and AI solutions to build precise and reliable biodiversity models. The developed Digital Twins could be relevant for the development of BMD's VREs.



Biodiversa+	Biodiversa+ is the European Biodiversity Partnership supporting excellent research on biodiversity with an impact on policy and society. Among other activities, it coordinates the National Biodiversity Monitoring Centres, which are of relevance to BMD.
Catalogue of Life	Catalogue of Life aims to address the needs of researchers, policy-makers, environmental managers and the wider public for a consistent and up-to-date listing of all the world's known species. It will be essential for the work done in WP2 and WP3.
Copernicus	Copernicus is the Earth observation component of the European Union's Space programme, looking at our planet and its environment to benefit all European citizens. It offers information services that draw from satellite Earth Observation and in-situ (non-space) data. It will be important for the spatial environmental data that are required for BMD's VREs.
DiSSCo	The Distributed System of Scientific Collections is a world-class Research Infrastructure that digitally unifies European natural science collections, ensuring common access, curation, and FAIR-compliant data across countries. DiSSCo may help mobilise data from preserved collections for use in BMD.
eLTER	eLTER aims to advance research on environmental impacts across European ecosystems and socio-ecological systems, supporting evidence-based policy. It connects distributed research sites to provide critical scientific insights and data for tackling environmental challenges. It will provide long-term, harmonised ecosystem data crucial for biodiversity monitoring across spatial and temporal scales, relevant to BMD.
EMODnet	The European Marine Observation and Data Network (EMODnet) is the EU's in situ marine data service, providing free, harmonised access to marine environmental and human activity data through a single portal, supporting policy, science, and the Blue Economy with FAIR data, expert products, and international collaboration for sustainable ocean knowledge. The marine baseline biodiversity datasets shared via OBIS/GBIF should be compliant with the data requirements of EMODnet.
ENA	The European Nucleotide Archive (ENA) provides a comprehensive record of the world's nucleotide sequencing information, covering raw sequencing data, sequence assembly information and functional annotation. Short-read DNA sequence data from the eDNA pipelines is shared with ENA.
EuropaBON	EuropaBON aimed to improve biodiversity monitoring across Europe by identifying gaps and integrating in-situ and remote sensing data. It provided timely, policy-relevant data to support biodiversity targets and assessments. Importantly, it delivered the EBOCC proposal and the definition of Essential Biodiversity Variables, which are of relevance to BMD.
GBIF	GBIF serves as a European Open Science Cloud data provider, facilitating the sharing of biodiversity data through established standards like Darwin Core. BMD builds on it as an important biodiversity data infrastructure that provides access to all available biodiversity data via its API.
KCBd	The Knowledge Centre for Biodiversity supports EU policymaking by enhancing and sharing biodiversity knowledge, developing tools for the EU Biodiversity Strategy, synthesising evidence for policy needs, and facilitating cooperation across sectors and countries, including supporting the global biodiversity framework.



LifeWatch ERIC	e-Science European Infrastructure for Biodiversity and Ecosystem Research (LifeWatch ERIC) is a European Research Infrastructure Consortium providing e-Science research facilities to scientists investigating biodiversity and ecosystem functions and services in order to support society in addressing key planetary challenges. BMD builds on several of the e-services that are provided by LifeWatch ERIC.
MAMBO	The Modern Approaches to the Monitoring of BiOdiversity (MAMBO) project develops, tests and implements tools for monitoring conservation status and ecological requirements of species and habitats for which knowledge gaps still exist. It develops and delivers the AI algorithms that are used in the high-throughput species monitoring pipelines in BMD.
MARCO-BOLO	MARCO-BOLO aims to transform the way marine, coastal and freshwater biodiversity is monitored and managed by connecting existing initiatives, improving and optimising biodiversity observation methods, and new technologies. BMD aligns with the developments of MARCO-BOLO.
OBIS	The Ocean Biodiversity Information System (OBIS) is a global alliance that offers open-access, standardised data on marine biodiversity and biogeography, supporting science, policy, and ecosystem monitoring through international collaboration and integration with environmental information.
OBSESSION	OBSESSION strives to advance the understanding of direct and indirect drivers of biodiversity change through integrating Earth Observation methods, in-situ observations and state-of-the-art ecological modelling.
SAGE	SAGE will create a fully operational Green Deal Data Space designed to improve the accessibility, integration, and use of green and environmental data. It will be relevant to the work of BMD's WP4.

1.2. Dissemination

BMD's dissemination strategy is designed to maximise the visibility and accessibility of project results, making them freely available to all audiences who could benefit from them. Dissemination activities begin as soon as results are generated and continue beyond the project's duration to ensure long-term impact.

To make the highly technical outputs of the project more accessible, stakeholder summaries will be created for BMD's main publications, and a video series (T7.3) will be published on LifeWatch ERIC TV, presenting the main project results. Scientific publications will follow gold open access routes in journals such as the Biodiversity Data Journal, Ecosphere, Diversity and Distributions, Frontiers of Biogeography, Web Ecology, PLOS Computational Biology, Database (Oxford Academic) and Ecological Informatics. Publications and datasets will also be deposited in trusted repositories. Research data and other outputs will be openly shared through community-recognised platforms such as Global Biodiversity Information Facility (GBIF), Ocean Biodiversity Information System (OBIS), European Nucleotide Archive (ENA), Zenodo and other relevant FAIR-compliant biodiversity data repositories. BMD will adopt a standards-aware framework to ensure compatibility with community best practices and data policies, supporting third-party reuse and enhancing users' capacity to mobilise baseline and legacy datasets effectively. The scientific community will also benefit from FAIR workflows, as well as stakeholder summaries for BMD's main publications. To ensure the outcomes are easy to access in one single place



available after the project's duration, BMD will compile a dedicated collection in the open access 'Research Ideas and Outcomes' journal.

The project website will serve as the central hub for accessing news, publications, deliverables and updates. Results will also be promoted through BMD's [social media](#) channels, including Bluesky and LinkedIn.

The project will also employ bi-directional dissemination methods utilising the potential of its stakeholder network (WP1), where input, knowledge, and perceptions from the audience will be mediated via in-person and online interactions, such as workshops and consultations. Further details on how one-way and two-way communication methods complement each other within the project can be found in Chapter 2.

1.3. Exploitation

The primary objective of BMD's exploitation strategy is to ensure that project results reach the target audiences best positioned to translate them into societal, environmental, commercial or policy impact. Although formal exploitation activities intensify toward the final stages of the project, once tools, services and outputs are validated, early and sustained stakeholder engagement (from WP1) plays a central role in maximising their long-term value and uptake.

To that end, BMD involves stakeholders from the start of the project through a co-design process led by WP1. By directly including end users in the development of tools and services, BMD increases the likelihood of future uptake, as outputs become aligned with stakeholder needs and expectations. This participatory approach is further reinforced through capacity-building and training activities under T7.4, which support the practical application and long-term exploitation of project results. A comprehensive training programme will be developed, including webinars, tutorials, workshops, and online materials, focused on FAIR data practices, informatics infrastructure, biodiversity data mobilisation, and the use of digital tools like the VREs and web-GIS viewer. The training programme will benefit from the insights developed by WP1 throughout the project, such as stakeholder knowledge, capacities, and difficulties encountered using the BMD prototypes, ensuring that the training is tailored and highly effective. Videos, presentations and roadmaps (T7.3) to the SAP & VREs will also be created in order to increase their use by practitioners and improve species and habitat reporting, trend analysis and realisation of biodiversity targets. Designed in collaboration with BMD's technical work packages, these activities aim to build practical skills and will be hosted on the LifeWatch ERIC platform, with impact tracked through defined KPIs and reported in a final training report.

This coordinated approach ensures BMD's results are not only widely visible and freely accessible but also practical and usable, contributing to knowledge transfer and informed decision-making. All activities align with the FAIR data principles, reinforcing BMD's commitment to producing data that are findable, accessible, interoperable, and reusable.

Furthermore, to ensure BMD's results can feed into the policy cycle, informing relevant science-policy bodies and planning of future conservation measures and targets, the project (T7.3) will develop policy



briefs (D7.4, D7.5), submit opinions to open calls for evidence and join relevant stakeholder networks (e.g., BioAgora’s External Researchers and Stakeholders Network). To further maximise exposure of project results and their potential for exploitation, BMD will explore the exploitation mechanisms offered by the EC, such as submitting new insights and information to relevant pillars within the Knowledge Centre for Biodiversity (e.g., Knowledge4Policy, Biodiversity Information System for Europe) and the Horizon Results Platform, giving access to the project’s results with high potential value (Key Exploitable Results) described in Table 3. Furthermore, to facilitate easy access and legacy of BMD’s learning and contribute to creating research needs for future EU research projects, a legacy booklet will be developed presenting the key results of each work package (D7.6). Lastly, in addition to focusing on the exploitation of its own outcomes, BMD will also build on the results of previous & ongoing research projects such as those described in Table 1.

2. Target audiences

In BMD, outreach efforts are distributed across the project, with two work packages specifically focusing on stakeholder engagement (WP1) and dissemination (WP7). The communication and dissemination channels developed under WP7 will serve as key vehicles for WP1 to engage with the broader stakeholder community of the project. These channels primarily support one-way communication, aimed at sharing project outcomes. In contrast, two-way communication, which takes place mainly through WP1 and Task 7.4 (training), involves interactive methods such as workshops, surveys, and consultations that facilitate dialogue, feedback, mutual learning and co-design with stakeholders. These two forms of communication are complementary: one-way efforts help inform and attract interest, laying the groundwork for deeper two-way engagement. In turn, the insights and outcomes generated through two-way interactions are fed back into the project and shared more broadly through the one-way communication channels, creating a dynamic and iterative loop of engagement.

According to the definitions from BMD’s ‘Milestone 2 - Project wide stakeholder engagement plan’, stakeholder engagement can be described as “efforts to ensure that individuals and groups and organisations have the opportunity to take part in the decision-making and implementation processes that affect them or in which they have an interest”¹. In connection to this, again based on Milestone 2, in BMD, stakeholders, or relevant parties, can be understood as “persons or groups who are directly or indirectly affected by a project, as well as those who may have interests in a project and/or the ability to influence its outcome, either positively or negatively.”²

On the other hand, according to the Horizon Europe Programme Guide³:

1

https://www.oecd.org/en/publications/stakeholder-engagement-for-inclusive-water-governance_9789264231122-en.html

2

<https://documents.worldbank.org/en/publication/documents-reports/documentdetail/579261468162552212/stakeholder-engagement-a-good-practice-handbook-for-companies-doing-business-in-emerging-markets>

3

https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf



- Dissemination means “the public disclosure of the results by appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”
- Exploitation means “the use of results in further research and innovation activities other than those covered by the action concerned, including, among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.”
- Communication means “taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange.”

We can see that, in the context of stakeholder engagement, the concept of ‘stakeholders’ is highlighted as central, whereas CED activities use the concept of ‘target audiences’ to focus on effective message delivery. To ensure consistency in CED planning, this document will refer to target groups as identified in the project’s Description of Action (Section 2.3).

For information on the stakeholder mapping and detailed stakeholder engagement in BMD, please refer to ‘Milestone 2 - Project wide stakeholder engagement plan’.





Table 2: BMD target audiences. The numbering of the audiences is provided solely for ease of reference throughout this document and does not indicate any hierarchy or priority. For further details on the relevance and significance of the different audiences, please refer to Milestone 2.

Name	Relevant KERs from Table 3	Key message
Audience 1. Managers of natural resource sites with responsibility for delivery of biodiversity conservation	KER1, KER2, KER3, KER4, KER5	The BMD project is creating a Single Access Point to provide managers of Natura 2000 sites and other natural areas with access to ‘plug and play’ high-throughput biodiversity monitoring, biodiversity data mobilisation guidelines, biodiversity data, and biodiversity analysis tools for land, freshwater, and marine realms. The BMD also provides access to an interactive map viewer to explore the data, trends and drivers of biodiversity change—all in one easy-to-use place.
Audience 2. Government agencies with responsibility for Nature Directives reporting	KER3, KER4, KER5	The BMD project supports government agencies in meeting restoration targets and fulfilling reporting obligations under nature directives by providing easy access to biodiversity data from Natura 2000 sites within their country via a user-friendly online map viewer. It also offers tools to assess the condition of protected species and habitats. All processes are aligned with FAIR data standards, ensuring that reporting is clear, transparent, and reproducible.
Audience 3. Policymakers in the domain of the EU Green Deal, EU Biodiversity Strategy for 2030 and the EU Nature Restoration Regulation	KER3, KER4, KER5	The BMD project enables policymakers working on the EU Green Deal, the EU Biodiversity Strategy for 2030, and the Nature Restoration Regulation to track how EU Nature Directives are being implemented on the ground and to identify areas for improvement when revising or updating policy. It does so by providing access to data on protected species through an interactive online map, along with tools to explore species status and models that assess the potential impacts of climate and land-use change on species and the Natura 2000 network.
Audience 4. Private sector companies with reporting obligations under the Corporate Sustainability Reporting Directive (CSRD)	KER3, KER4, KER5	The BMD project helps businesses meet their Corporate Sustainability Reporting Directive obligations by providing access to data on species protected under EU Nature Directives. This supports companies in identifying and reducing their impact on biodiversity. They can report on species found at their sites using the same approach as Natura 2000 reporting, with all data and methods being FAIR, transparent, and easy to trace.





Name	Relevant KERs from Table 3	Key message
Audience 5. The wider scientific community working in the Natural and Life Science domain	KER1, KER2, KER3, KER4, KER5	The BMD project gives researchers in the natural and life sciences easy access to biodiversity data on species protected under the EU Nature Directives. It includes a catalogue of FAIR spatial datasets on environmental conditions, biodiversity drivers, and data on land use across Europe. Researchers can use a ready-to-go platform with smart monitoring tools, AI-based species ID, and analysis tools designed for scientific use, all supported by FAIR, reproducible workflows and an interactive map to explore data and results.
Audience 6. Society at large with an interest in biodiversity and nature conservation	KER5	The BMD project gives anyone interested in biodiversity and nature conservation access to all tools available through its Single Access Point. Users can explore a wide range of data and analysis tools that support conservation efforts across Europe. This helps people better understand the status of species and habitats around them, raising awareness and encouraging actions to protect them by highlighting the pressures and threats they face.



3. Results

BMD will produce a variety of data and research outputs related to high-throughput biodiversity monitoring, including plug-and-play biodiversity monitoring devices, analytical tools, user-tested services, and scientific findings. For more information on their management, access rights and compliance with open science and FAIR principles, please refer to D8.2 Data Management Plan.

According to the Annotated Grant Agreement, a Key Exploitable Result (KER) is “a result with high potential to be exploited, i.e. to be used in a product, process or service, or act as an important input to further research, R&I related policy or education, etc⁴.” Identifying the KERs is an important step in the PEDR, as these represent the potentially most impactful outcomes of the project. By clearly defining our KERs, we can focus efforts on promoting and sharing the innovations and insights that have the greatest potential to drive real-world change and foster further development.

Table 3 provides a detailed description of BMD’s KERs, including the associated tasks responsible for their development, timelines, accessibility, target audiences, and planned exploitation pathways. As this version of the PEDR is submitted very early in the project (Month 6), not all information on intellectual property management, exploitation, and timelines is yet available. The updated PEDR (D7.3), due in Month 26 (April 2027), will provide a more comprehensive overview of the KERs and their exploitation, incorporating input gathered from partners through a consortium-wide survey (Milestone 32).

⁴ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf



**Table 3: BMD Key Exploitable Results**

KER	Accessible: where and when	Exploitation route
KER1. BMD Data Catalogue (T2.1)	Where: BMD website and SAP, LifeWatch ERIC Data Portal When: M12-18. More specific details to be provided in D2.1 (M24)	The BMD Data Catalogue will be shared through a combination of presentations, videos, training, workshops, and factsheets to ensure broad awareness and user engagement. It will be integrated into VREs to ensure access and use by stakeholders and researchers. Protocols for data inclusion will be operational. Manuals for use will be made available to the target audience.
KER2. Plug-and-play devices with AI taxon identification for high-throughput biodiversity monitoring across land, water, and sea now operational (T2.3)	Where: BMD SAP, Open Access Data Repository When: Between M27-28. More specific details to be provided in D2.5 (M20) and D2.6 (M24)	BMD's plug-and-play biodiversity monitoring devices with AI taxon identification will be shared with the stakeholder communities via workshops, tutorials, instruction videos, and training, and will also be showcased at stakeholder events. The framework will be validated during a number of workshops with stakeholders. In total, at least 100 camera traps and 100 audio moths will be deployed, and 100 eDNA samples are collected, analysed and contributed to an Open Access Data Repository. This high-throughput monitoring process will be documented through online tutorials and manuals to support wider adoption.
KER3. Web-GIS data viewer (T4.3)	Where: BMD website and SAP When: Around M24. More specific details to be provided in D4.4 (M36)	The Web-GIS data viewer will be disseminated through presentations, instructional videos, and targeted outreach via BMD's social media channels. It will be exploited as part of the BMD Single Access Point (KER5).
KER4. Virtual Research Environments (T5.2)	Where: BMD website and SAP When: Around M42. More specific details to be provided in D5.3 (M36)	The Virtual Research Environments will be introduced through infographics, workshops, and targeted presentations to raise awareness and encourage use. Online training and videos will further support stakeholders. Each VRE will be co-designed with stakeholder representatives, and training material will be developed alongside VRE development. Each release of a VRE with its user documentation will be announced via BMD's channels. VREs will cover the terrestrial, freshwater and marine realms.





KER	Accessible: where and when	Exploitation route
KER5. Single Access Point (T6.3)	<p>Where: BMD SAP</p> <p>When: Around M24. More specific details to be provided in D6.2 (M24)</p>	The SAP will be promoted via publications, events, and stakeholder engagement (WP1). It will be accessible directly through the project's website and shared on social media. The SAP will be co-designed through 3 stakeholder workshops to ensure it meets user requirements. Training on the use of the SAP will ensure that stakeholders can use it. Videos and roadmaps to the SAP will illustrate its usefulness.



4. Tools and channels

In order to share and promote the results outlined in Table 3 with the target audiences listed in Table 2, BMD will employ fourteen different tools and channels. The project will combine traditional and well-established outreach methods with innovative and digital approaches. To support this, BMD will monitor the performance of its communication and dissemination activities and reflect on these in the updated PEDR (D7.3 in April 2027).

4.1. Branding and promotional kit

BMD has developed branding guidelines and a promotional kit to effectively communicate its objectives, activities, and expected results to target audiences. This includes a marketing pack with corporate templates, meeting note templates, a brochure, an introductory presentation, online meeting backgrounds, a roll-up banner, and stickers. These products define BMD's visual identity, typography, colour palette, and design elements, and give partners access to reusable visual assets. By using these coordinated resources, BMD ensures consistent and recognisable communication across channels. These materials also support wider communication, as partners can use them to present BMD at events, share updates online, and reach target audiences within their networks. All materials are described in D7.1 Project branding, promotional materials and website. All of the project branding materials are available on BMD's website (bmd-project.eu) in the Resources section.

4.2. Website

BMD's website (bmd-project.eu) will serve as the central hub for information and dissemination throughout the project. It will host a comprehensive repository of project outputs, including deliverables, publications, policy briefs, and promotional materials. It will also provide an overview of the project and share the latest updates, enabling effective communication among partners and with the wider public, and will redirect users to the SAP. Further details are provided in Deliverable D7.1 Project branding, promotional materials and website.

4.3. Partners' existing networks

The BMD consortium brings together experts from a wide range of disciplines, each with a strong network of established contacts. Leveraging insights and connections from previous Horizon Europe and related projects, BMD will build on these networks to ensure wide-reaching communication. Partnerships with key organisations, networks, and initiatives, such as those outlined in Chapter 1.1, will thus further amplify the project's visibility and outreach. Consortium members will actively engage a range of target audiences through their extensive networks to share project results. Using the materials outlined in Chapter 4.1, they will present the project at WP1 events and international conferences, distribute the newsletter through their mailing lists, post updates on personal and institutional social media channels, and update their institutional websites to showcase the project.



4.4. Visual resources

To clearly demonstrate how BMD's results can benefit different stakeholders, the project will produce a range of visually-enhanced materials.

- **Stakeholder Summaries** will accompany the main scientific publications, designed to distil complex research findings into accessible formats.
- **Roadmaps to the BMD Single Access Point** will be created to guide industry and practitioners on how to utilise this tool effectively, illustrating its support for Natura 2000 reporting, trend analysis and the realisation of associated targets in the Global Biodiversity Framework.
- **Factsheets** will highlight key messages from WP5 Virtual Research Environments and workflows, providing concise and practical summaries that facilitate the application of project outcomes in real-world contexts.
- **Teaser videos** will be produced to promote stakeholder engagement activities (WP1) and capacity-building events (T7.4). Furthermore, a **video series** on LifeWatch ERIC TV will showcase the main project results in an accessible and engaging format.
- **A Legacy Booklet** (D7.6) will be produced at the conclusion of the project to encapsulate and preserve BMD's key results and achievements across all work packages.

4.5. Newsletters

BMD will disseminate project outcomes and updates through a biannual e-newsletter, keeping partners and target audiences informed while reinforcing the project's identity among external audiences. The newsletter will be promoted via the project's social media channels and partner networks to build and maintain a strong subscriber base. The newsletter content will feature not only progress updates but also highlights of training activities, upcoming events, and key results. Its performance and engagement (KPIs) will be regularly monitored, with adjustments to publication frequency made as necessary to maintain audience interest and maximise impact.

4.6. Press releases

BMD will gain visibility by sharing its results and activities through press releases. BMD's press releases will be published on widely recognised platforms for academic news, such as EurekAlert! and AlphaGalileo. Potential topics for press releases might include the publication of new significant papers, the launch of new tools or features within the SAP and Virtual Research Environments, the organisation of BMD events and co-design workshops, as well as the release of policy briefs.

4.7. Social media

BMD will use social media platforms, in alignment with the European Commission's social media guide⁵. In the current age of technology, social media provides target audiences and partners with various opportunities to share content, open discussions, and raise awareness.

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https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide_h e_en.pdf



4.7.1. Social media platforms

BMD has selected three social media platforms to support its outreach goals. The selection process considered where key target audiences and project members are already active, the potential for reach and interaction, the team's capacity to manage content, and the ability to track and evaluate engagement. Feedback from consortium partners also helped guide these decisions.

As a result, BMD is engaging on the following platforms:

- **LinkedIn:** [Biodiversity Meets Data](#) – a professional network well-suited for connecting with Natura 2000 managers, researchers, policymakers, and institutional partners.
- **Bluesky:** [@bmd-project.eu](#) – an emerging platform offering decentralised dialogue, ideal for fostering open scientific discussions. BMD's Bluesky posts are also linked to [Mastodon](#) and automatically published there, too.
- **YouTube:** [@BiodiversityMeetsData](#) – already an active platform that will serve as the main platform for publishing BMD's video content.

BMD will continue monitoring emerging social media platforms and trends to expand its reach where appropriate.

4.7.2. Social media resources

As already established, social media is a valuable tool not only for the dissemination of results but also for staying informed about related initiatives. BMD will use its social media presence to appraise itself of the latest developments from other networks and projects addressing similar challenges. In addition to engaging with the initiatives listed in Table 1, BMD will interact with content from key sources such as UN Biodiversity, UN Environment Programme World Conservation Monitoring Centre, Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Service, International Union for Conservation of Nature, European Environment Agency, Eurosite, LifeWatch ERIC, etc.

Alongside following and engaging with other projects and networks, BMD will actively promote its own profiles and content by using widely adopted and relevant hashtags. Hashtags help increase visibility, align the project with ongoing conversations, and connect with broader communities interested in biodiversity, data, and sustainability. Some of the hashtags BMD will use include:

#Biodiversity, #Conservation, #BiodiversityData, #Natura2000, #BiodiversityMonitoring, #BMD, #BiodiversityMeetsData, #EUBiodiversity.

BMD will further amplify its social media reach by engaging the communication channels of consortium partners, who will share BMD posts and disseminate them across their respective networks. This collaborative approach supports wider visibility and helps build a connected, informed community.

4.8. Attendance at events

To disseminate its results and strengthen engagement with the scientific community and key target audiences, BMD will actively participate in major international and regional events throughout the project's duration. At selected conferences identified as particularly relevant, the project will also feature



a professionally designed booth to present promotional materials and showcase its work. Examples of such events include Living Data 2025 in Bogotá, TDWG 2026 in Oslo, and the 54th Annual Meeting of the Ecological Society of Germany, Austria and Switzerland in Würzburg.

Further participation is planned in meetings such as national and European eLTER events (e.g. eLTER Austria Meeting, November 2026), LifeWatch ERIC All Hands Meetings, BEeS Conference 2026 editions, and additional co-design workshops and project meetings, as relevant. These engagements will support dissemination, stakeholder dialogue, and collaboration across scientific, policy, and data communities.

Depending on the nature of each event and the maturity of project results, participation may include oral presentations, scientific posters, invited talks and stakeholder engagement through one-on-one discussions or organised sessions.

4.9. BMD events

To effectively disseminate project results and foster active stakeholder engagement, BMD will organise a series of targeted events tailored to different audiences. Task 1.1 will organise five in person workshops - each with a planning/introduction session, a workshop session that can include a field component, and a reflective/concluding session - to address the project's natural data realms - terrestrial, aquatic, marine - across contrasting European regions; as well as three online workshops for achieving wider online stakeholder consultation. Task 1.3 will organise three in-person workshops at critical stages of the SAP building to guide its development. Furthermore, Task 2.3 will organise workshops to test guidelines and sampling efforts.

Stakeholder involvement will be further strengthened through dedicated meetings and co-creation methods (such as surveys and interviews) designed to facilitate dialogue, gather feedback, and collaboratively refine tools and methodologies. These engagements will ensure that BMD's solutions are closely aligned with user needs and promote long-term adoption within the community.

4.10. Policy briefs

Policy briefs are short, targeted documents that translate research findings into clear, actionable recommendations for policymakers. As BMD activities progress, they are expected to generate valuable insights relevant to European and international policy agendas in the context of biodiversity monitoring and data integration. This information will be shared through a series of policy briefs that highlight key results and propose practical steps for evidence-based policy development.

The first policy brief (D7.4) is planned for release in Month 24, with a second (D7.5) to follow in Month 42. Both will provide further detail on how BMD outcomes can inform and support policy decisions as the project evolves. While the current plan foresees dissemination of the policy briefs in the second reporting period, beginning with D7.4 in M24, followed by D7.5 in M42, earlier publication and dissemination may occur if content becomes available sooner.



Additionally, BMD will submit opinions to open calls for evidence, aiming to contribute to science-policy processes coordinated by bodies such as the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Service, International Union for Conservation of Nature, Intergovernmental Panel on Climate Change and Convention on Biological Diversity. BMD will also seek to join relevant stakeholder networks, including that of BioAgora, to further contribute to ongoing policy dialogue and scientific advisory frameworks.

4.11. Scientific publications

BMD will disseminate its scientific results through open-access, community-recognised journals that align with the project's scope and objectives. Targeted journals include the Biodiversity Data Journal, Ecological Informatics, PLOS Computational Biology, and Database: The Journal of Biological Databases and Curation. These journals have been selected for their relevance to BMD's work and their alignment with open science and FAIR data principles. BMD's scientific outputs, including preprints, datasets, and peer-reviewed publications, will also be deposited in Zenodo. In addition, the project will explore innovative publishing platforms such as Open Research Europe to support transparency, early sharing of results, and open peer review.

4.12. Open access collection

The project will establish a dedicated, citable collection in the Research Ideas and Outcomes journal, which will gather all project results into one accessible and discoverable location. This centralised collection allows the entire body of BMD's output to be in one place, under a single link. This integrated collection ensures that results are openly accessible, well-organised, and remain available beyond the project's duration.

4.13. European platforms

BMD will utilise the European Commission's dissemination and exploitation services to increase the visibility, accessibility, and long-term impact of its results. The Horizon Results Platform provides an important channel for connecting research outputs with policymakers, practitioners, and other target audiences, facilitating broader uptake of the project's outcomes.

The project will also consider publishing in Open Research Europe, the Commission's open-access platform that supports rapid dissemination and transparent peer review of scientific findings. Additionally, BMD will share relevant results through the Knowledge Centre for Biodiversity to support knowledge exchange and policy integration.

Towards the end of the project, BMD plans to highlight its key achievements through the EU Research and Innovation Success Stories platform, further promoting the project's impact and legacy.

4.14. Training and capacity-building activities

Training and capacity-building activities (T7.4) are central to BMD's exploitation strategy, providing stakeholders with the practical knowledge to use project tools and services effectively. Through webinars, tutorials, use cases, and online workshops developed in collaboration with the scientific and



technical work packages, BMD supports the uptake of key outputs such as the Single Access Point and Virtual Research Environments.

The training programme (M33 Training Plan defined) will address the diverse needs of site managers, policymakers, biologists, and other stakeholders. Topics include informatics infrastructure and procedures for adding content to the biodiversity data catalogue, plug-and-play deployment of high-throughput camera and audio devices, advanced eDNA sampling and analysis, mobilisation of legislative species lists, user tutorials for thematic VREs and the web-GIS data viewer, and comprehensive guidance on SAP functionalities.

All training activities will follow a structured plan with clear learning objectives and KPIs to ensure a systematic approach to capacity building. Delivered online via the LifeWatch ERIC training platform and the BMD Single Access Point, the programme fosters long-term knowledge sharing, promotes the reuse of BMD tools, and supports adherence to FAIR data principles, maximising impact across stakeholder groups.

In addition, tutorial and training videos will offer step-by-step guidance on using the SAP and VREs. These videos will be accessible through the project website, YouTube channel, and partner platforms, enhancing understanding, engagement, and effective uptake of project resources.

5. Implementation plan

To guide and coordinate its CED activities, BMD has developed an implementation plan (see Table 4). This plan outlines the tools to be used, key target audiences to be reached, and the Key Performance Indicators that will assess the success of these efforts. The BMD communication team (PENSOFT) leads the monitoring and regular updates of the plan, offering technical, organisational, and design support while actively contributing to most activities. All project partners are expected to support implementation by sharing updates, providing content for communications, participating in and organising events, and promoting BMD results through their own networks.

The plan is structured into two distinct phases, reflecting the project's maturity and aligned with the upcoming update of the PEDR in month 26:

- **Establishment phase (M1–M24):** This initial period focuses on raising awareness, building the project's visual identity, establishing communication channels and links with external networks, consolidating the stakeholder community, and initiating external outreach.
- **Active dissemination phase (M26–M48):** In this second period, the project builds on the insights and evaluations from the first phase. The emphasis shifts to targeted dissemination, collaboration with external initiatives, and maximising the visibility, uptake, and exploitation of key project results. It also lays the groundwork for BMD's long-term legacy.

D7.2 Communication Plan (CP) and Plan for the Exploitation and Dissemination of Results (PEDR) provides detailed KPIs for the first stage of the project. The relevant KPIs for the next stage of the project will be added in D7.3, when the PEDR is updated in month 26.





Table 4: Overview of BMD's communication, dissemination and exploitation tools with KPIs for the first project stage (M1-M24). Table 4 references the relevant target audiences listed in Table 2.

Tool	Activity type	Target audience	Output KPI	Outreach KPI
KPI1. Promotional materials	C	All	No. of materials: ≥5	Distributed: ≥300
KPI2. Media publications (magazines, press releases)	C	3, 4, 6	No. of press publications: ≥2	No. of views: ≥2000
KPI3. E-newsletter	C	All	No. of issues: ≥3	No. of subscribers: ≥100 No. of opens: ≥40%
KPI4. Partners' existing websites, social media, and newsletters	C	All	No. of mentions: ≥15	No. of reached partner networks: ≥8
KPI5. News items (on project website)	C, D	All	News items: ≥35 Uploaded documents: ≥15	No. of visits: ≥8000 Average session duration: ≥120s Returning visitors 10%
KPI6. Social media networks (Bluesky, LinkedIn)	C, D	All	No. of (re)posts: ≥550	No. of followers: ≥1200 No. of interactions: ≥4.000 No. of impressions: ≥45.000 Traffic to the website: ≥250
KPI7. Project videos (interviews, highlights videos, etc)	C, D	1, 4, 5, 6	No. of videos: ≥6	No. of views: ≥600
KPI8. External and BMD events	D, E	1, 2, 3, 4, 5	No. of organised events/sessions: ≥8 No. of attended events: ≥20	No. of attendees to BMD-organised events/sessions: ≥500





Tool	Activity type	Target audience	Output KPI	Outreach KPI
KPI9. Scientific publications	D	2, 3, 5	No. of publications: ≥ 4	BMD aims to prioritise qualitative assessment of its publications over traditional journal impact factors, focusing instead on metrics such as citation counts and readership statistics. However, as these indicators accumulate over time, a full evaluation will only be possible beyond a single project phase.
KPI10. Trainings and capacity building activities (e.g., webinars, tutorials, documentation, guidelines, use cases and online materials)	D, E	1, 2, 4, 5	Task 7.4 will officially start in M8 (October 2025) and the training plan will be developed in M18 (Milestone 33, August 2026). KPIs for training will accordingly be provided in the Updated PEDR.	
KPI11. Public deliverables	D	5	>8 deliverables available for download on website	≥ 400 downloads
KPI12. User stories	D, E	1, 2	No. of user stories: ≥ 10	
KPI13. Stakeholder summaries	D, E	1, 2, 3, 4, 5	No. of summaries: ≥ 2	≥ 150 downloads



6. Outlook

The PEDR outlines BMD's CED activities, establishing connections between project results, target audiences, and selected outreach tools to maximise visibility. It includes an implementation plan detailing specific actions and KPIs to be achieved by Month 24. To maintain its relevance, the PEDR will be updated at Month 26. This update will evaluate the progress of CED activities against the KPIs presented in Table 4 and set targets for the subsequent project phase. The revised PEDR will incorporate lessons learned, evolving priorities, and stakeholder feedback, ensuring ongoing alignment with BMD's objectives and the effective exploitation of project results.

