ESMERALDA

General communication and dissemination strategy and implementation plan

Deliverable D6.2

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Author(s)

Iliyana Kuzmova, Pavel Stoev, Margarita Grudova, Lyubomir Penev

Contributor(s)

Benjamin Burkhard

ESMERALDA

Enhancing ecosystem services mapping

for policy and decision making

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			Pensoft

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Preface

As key elements within the ESMERALDA project, a special effort will be put to ensure thatcommunication, dissemination and exploitation are properly developed, implemented and managed throughout the project lifetime. The General communication and dissemination strategy including a detailed Implementation plan is developed in the starting phase of the project by the principal WP6 dissemination and outreach partners to define objectives, target groups, message and outline implementation.

Progress towards objectives

Implementation of this communication and dissemination strategy is already in progress, and will be continued throughout the project lifetime.

Achievements and current status

Completed on time.

Summary

Dissemination activities play a vital role within ESMERALDA as a means of communicating activities and results at every stage during the project lifetime. The General communication and dissemination strategy and Implementation plan has been developed during the starting phase of the project by the WP6 dissemination and outreach partners to define objectives, target groups, message and outline implementation. The main dissemination tools (website, press releases, newsletters, posters, brochures, social media, videos, meetings and workshops, scientific publications etc.) are listed in detail in this strategy, where the relationship between tools and the different target groups is explained, alongside suggested indicators for actively monitoring of effectiveness.

The strategy represents a concise plan to guide the communication and dissemination efforts to target various audiences and convey clear, understandable, coordinated and effective messages, thus, raising awareness and maximising the benefits resulting from the ESMERALDA project. The time schedule for implementation is provided in a separate implementation plan (Annex 1).

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1. Dissemination Strategy: An introduction – Why, Where, What, Who, and How?

Dissemination activities will play a vital role within ESMERALDA as a means of communicating purpose, activities and results at every stage during the project lifetime. Dissemination and communication efforts will branch out mainly in two directions, namely rising awareness and promoting consensus among stakeholders to ensure reaching goals and objectives, on the one hand, and popularization and visibility to the wider public, on the other.

The Strategy will answer five main questions related to: 1) Scope and objectives (Why?), (2) Key communication messages (What?), (3) Target groups and stakeholder integration (Where?), (4) Communication channels and methods (How?), and (5) Communication actors (Who?). In collaboration with the stakeholder identification and networking activities that are carried out in WP2 the strategy will identify the main target groups in key environmental, economic and social sectors and define the most appropriate methods to adjust and communicate results to: (i) policy and decision-makers at the global, EU, and national/regional levels; (ii) local governments; (iii) environment managers and planners; (iv) NGO's: (v) farmers and business associations, (vi) citizens.

The strategy represents a concise plan to guide the communication and dissemination efforts to target the various audiences and spread out clear, understandable, coordinated and effective messages, thus raising awareness and maximizing the benefits resulting from the ESMERALDA implementation. The implementation plan describes the concrete measures, timeframe and responsibilities of the partners during the course of the project and facilitates the monitoring and reporting of the project's goals.

This document outlines in detail the communication and dissemination activities, their motivation and implementation. The time schedule for their implementation is additionally laid down in a separate implementation plan (Annex 1).

1.1. Dissemination Strategy – aim, scope and objectives (Why)

The ESMERALDA Dissemination and Communication Strategy and Implementation Plan will be of foremost importance for the project's success. Its main objective is to identify and organize the dissemination activities in order to reach out to the widest possible range of stakeholders and to promote further exploitation of the project results.

To ensure that these aims are met professionally, effectively and in a timely manner the following *ten basic principles* are adopted as dissemination and communication backbone:

1. Open access of ESMERALDA results to the greatest extent possible, while considering intellectual property rights (IPR);
2. Multi-targeted dissemination of results, based on identifying all relevant target groups;

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3. Adjusted and targeted communication messages reflecting the needs of each target group;
4. Multivalent modes of dissemination based on traditional (scientific papers, leaflets, posters, fact sheets, policy briefs, press releases, newsletters) and innovative methods (online broadcasting, blogs, open access journals, data publishing);
5. Extensive use of social networks (Twitter, Facebook, LinkedIn, Google+, YouTube) and Web 2.0 technologies (RSS feeds, semantic tagging);
6. Translating the scientific results, such as best practices, recommendations, fact sheets, policy briefs, etc. into comprehensive and more understandable forms, and when needed into national languages. The scientific language and the methods of dissemination will be adapted according to the needs and specifics (e.g., educational level, different background, different incentives) with the aim to reach various multi-language and multi-cultural target groups;
7. Widest integration of ESMERALDA results into existing international networks, professional organizations, large symposia, and NGO's;
8. Regular press releases and news announcements posted through the world's leading (Eurekalert.org) and EU-based (Science for Environment Policy newsletter, BISE, ETC, CORDIS, Oppla etc.) distributors of science news;
9. Feedback from stakeholders used to improve the usability of results and facilitate the MAES process;
10. Sustainability of ESMERALDA results by maintaining the website at least 5 years after expiration of the funding phase of the project.

1.2. Target groups and stakeholder integration (Where)

1.2.1.   Target groups

A key to successful communication and dissemination is identifying the right target groups and tailoring your message according to their specific needs and characteristics. Prior to choosing the right message to be delivered, identifying the relevant target audiences is crucial. The identified ESMERALDA target audiences are provisionally divided in five main groups as follows:

1. **Policy makers and public administration** - local, regional, national, European and international decision and policy makers, non-governmental and civil society organizations defined under WP2.
2. **Scientific community** - scientists, graduate and post-graduate students active in the field of ecosystem services mapping and assessment.
3. **Environmental managers and business sector –** Ecosystem services mapping and assessment is relevant to a broad range of environmental managers (e.g. regional or national conservation managers to subsistence farmers) of various sectors, including

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   various business sectors (e.g. urban development, nature conservation, fisheries,
   forestry, agriculture, mining, aquaculture, and tourism).
   4. **Citizen scientists -** Interested citizens who are engaged on a voluntary basis in
   providing data.
   5. **General Public**- special-interest private persons and the general public.

1.2.2.   Stakeholder integration

ESMERALDA will integrate stakeholder perspectives from multiple governance scales
throughout the project lifetime and mostly within the task of WP2. ESMERALDA will be
carrying out regular engagement with relevant political authorities and other stakeholders
at European and national levels in support of the delivery of the ESMERALDA project
objectives.

Within WP2 and with the contribution of all partners, a stakeholder mapping exercise was
performed at the very start of the project, where relevant stakeholders were identified
within each member state. EU countries were grouped according to their advancement in
the MAES process. More information is available in [D2.1 Clustering of EU Member States
according to their prerequisites and needs to perform ES mapping and assessment.](#)

On the basis of this initial stakeholder identification and country clustering, ESMERALDA will
hold a series of Stakeholder workshops (see ANNEX 1 for timing and related communication
activities), the first one of which already took place in October 2015 in Riga, Latvia. The aim
of these workshops is to build regular and efficient linkages to relevant political authorities
and other stakeholders at national and European level to support the development and
delivery of the ESMERALDA project.

Apart from the contribution to conferences, which will reach mostly specialist public,
ESMERALDA will try to minimize the existing gap of the dissemination of scientific
information to non-scientific stakeholders, using non-technical language. The
communicating messages will be adapted to the requirements of the main target groups
identified: scientists, environmental managers and business sector, decision-makers etc.
There will be consistency in the information, yet the language and the level of detail will
depend on the specific needs.

1.3. Communication message (What)

An important guideline principle of dissemination will be to use one and the same key
output and core message to produce various dissemination materials for a variety of
channels in order to maximize uptake of the project outcomes (Figure 1). This
communication message will be clearly defined depending on the raising awareness
objective and the specifics of the target group and the channel chosen. As it is important to

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think about what we say and how we say it in order to provoke interest towards our dissemination activities, we will aim at communicating several types of messages:

1. **The policy makers and public administration** will be informed about scientific research, which will be translated into a more **concise and easy-to-read version**. Furthermore, **scientific findings will be translated into policy recommendations and guidelines** to enable a cross-border evaluation of the status of Europe's biodiversity.
2. The messages to be addressed to the **scientific audience** will be concise and **straight-to-the-point, but using the appropriate scientific terminology and language.**
3. **Environmental managers and business sector** - it is important to **identify** common generic but also group-specific preferences and needs for biodiversity-related information. The materials should be **user-friendly and easy-to-read** to enable the **visualization and translation of information for practical use**.
4. **Citizen scientists – similar to the message aimed at science community, information should be engaging and** should allow for the appreciation of the contributors.
5. Despite the heterogeneity of the **general public** such as special-interest private persons (e.g. hunters, anglers, conservationists), the wording of the messages will be **adjusted to be suitable for lay public** to contribute to the crucial communication and dissemination objective of the project, namely raising awareness.

Alongside the necessary target group tailoring the communication and dissemination activities and the relevant message will be organized at three different semantic levels:

- **awareness** – for those who do not need detailed knowledge but for whom it is useful to be aware about the project activities (e.g. general public, citizen scientists);
- **understanding** – this type of dissemination will be directed to those who need a deeper understanding of the project because they are interested, work in the same field and/or can benefit from the project outcomes (e.g. project-relevant stakeholders, scientific community);
- **action** – this type of dissemination will be targeted to those having the power to influence the achievement of a real change (e.g. policy makers).

The ESMERALDA project will aim at turning awareness into real participation by providing the tailored information at the right time to the identified target groups. Once awareness is achieved, the interested groups will require more detailed information to build up understanding. This increased involvement and need of action is the prerequisite for achievement of a real change in successful biodiversity protection. To achieve this ESMERALDA will focus on:

1. **Awareness rising** by presenting ESMERALDA to the target audiences.

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2. Emphasizing the **promotion of the project results** to the relevant stakeholders.
3. **Two-way active involvement and communication** with interested parties.

The project success will be guaranteed if the people are not only aware of the project but also included and incited to be involved and active in adopting the solutions derived from the project implementation.

1.4. Dissemination actors (Who)

Within the consortium of partners, WP6 will take the responsibility for coordinating communication and dissemination activities and report the results to the ESMERALDA coordination team. All other ESMERALDA partners are expected to take part in the dissemination activities and actively contribute to popularize ESMERALDA and its outcomes.

1.4.1.   Dissemination leader

Pensoft as the leader of WP6 will be the dissemination leader during the ESMERALDA project lifetime. As the dissemination leader, Pensoft will be expected to:

1. Coordinate and monitor all dissemination activities.
2. Organize dissemination activities on all project levels.
3. Encourage partners to initiate and to participate.
4. Reach out and establish working contacts with relevant activities.
5. Ensure regular quality content for the various dissemination channels within this strategy.

1.4.2.   Dissemination at all partners' level

To ensure the broadest impact and highest level of dissemination, all partners will be actively engaged in the dissemination process by:

1. Use of their own personal and/or institutional networks and websites to **promote the project;**
2. Take advantage of relevant conferences to **present the project results and distribute dissemination materials**. For this purpose, person months were allocated to all partners according to the dissemination effort to be done;
3. **Providing content** to the dissemination team. Dissemination activities will be reported through a specifically designed feature of the ESMERALDA Internal Communication Platform (ICP).

The communication within the project consortium will be in English. However, most partners will be communicating to local stakeholders and disseminating project results and conclusions in their native languages. They will be encouraged to produce their own language versions of newsletters, fact sheets and popular summaries of project results.

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As mentioned above, a dissemination report form has been created through the ICP to facilitate dissemination reporting on a partner's level and help monitoring and reporting dissemination activities. The form allows three types of reporting specifically designed for the needs of the ESMERALDA project:

1. ESMERALDA Symposia and meetings form – designed to allow partners to easily report activities from meetings, workshops, conferences etc.
2. General dissemination form – designed to allow partners to report all sorts of media participation and promotion of the project such as newspaper, magazine and web publications; TV and radio broadcasts, policy briefs, press releases, teaching sessions, PhD and Masters Theses etc.
3. Scientific publications form – designed to facilitate partners to report ESMERALDA derived research and publications.

1.5. Communication and dissemination channels overview (How)

To achieve the main goal of the General communication and dissemination strategy and Implementation Plan, the ESMERALDA project will work with various selectively targeted groups through formal and informal mechanisms. Once target audiences are identified, it is of foremost importance to select the most appropriate channels to reach them considering the appropriate characteristics of the specific target audience:

1. The most widely used channels to convey messages to the scientific audience will be from articles published in various scientific newspapers and journals and the presentations at scientific meetings, workshops, conferences, etc.

2. Key stakeholders will be contacted directly, and communication with them will focus on presenting scientifically collected information in a more concise, to the point and practical formats. Policy briefs, country fact sheets, specifically designed stakeholder workshops and conference presentations will be key to communicating with stakeholders.

3. Dissemination to the non-scientific target groups will be mostly through publications in popular newspapers, journals and magazines, web publications, TV and radio interviews and broadcasts, presentations at information days, etc.

Traditional methods of dissemination (publications in journals, printed materials) will be combined with advanced technologies (online open access publications such as in the newly established OneEcosystem data journal; e-books, e.g. ES Mapping to be published in 2016; e-journals, email newsletters, ESMERALDA Online Library, etc. Special emphasis will be laid upon integrating ESMERALDA in the already existing international platforms such as the Biodiversity Information system for Europe (BISE) and scientific networks (ESP, OpenNESS, OPERAs, etc.).

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Various manners of dissemination will be applied to reach different target groups. The main communication and dissemination channels to be used by ESMERALDA are specified below. The specific use and implantation of each dissemination channel is outlined in detail within Section 2 of this plan:

1. ESMERALDA owned dissemination channels:

   - Project website
   - News digest
   - Newsletter
   - Promotional materials:
     brochures, leaflets, posters etc.

   - Videos
   - Social Networks
   - Events

2. External dissemination channels:

   - Journals
   - Mass Media
   - Mailing lists
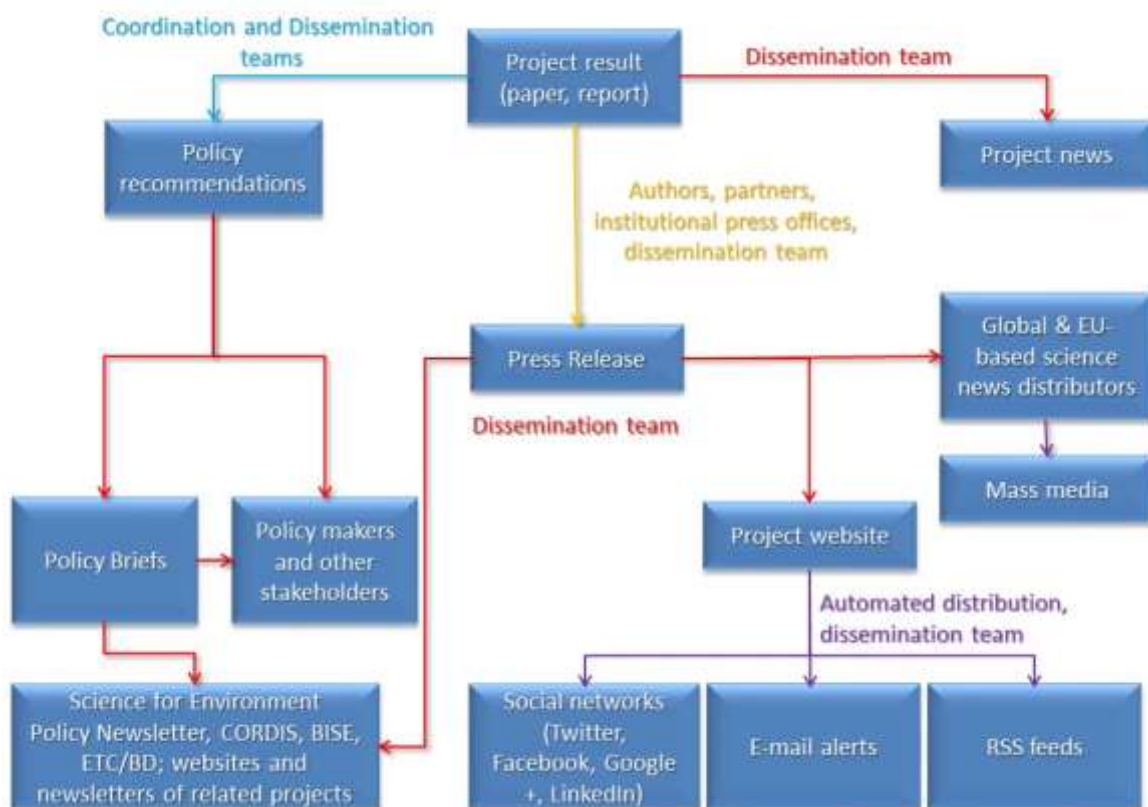   Partnering projects' websites, social networks, events, newsletters

Figure 1. *Flow chart showing how multiple uses will be made of project results for dissemination and knowledge transfer purposes.*

2. ESMERALDA Communication

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As key elements within the ESMERALDA project, a special effort will be put to ensure that communication and dissemination are properly developed, implemented and managed throughout the project lifetime. Overall communication of the project branches out into two main connected parts – internal and external communication, where dissemination is integral part, but not exclusively overlapping with external project communication as a whole (See Figure 2).
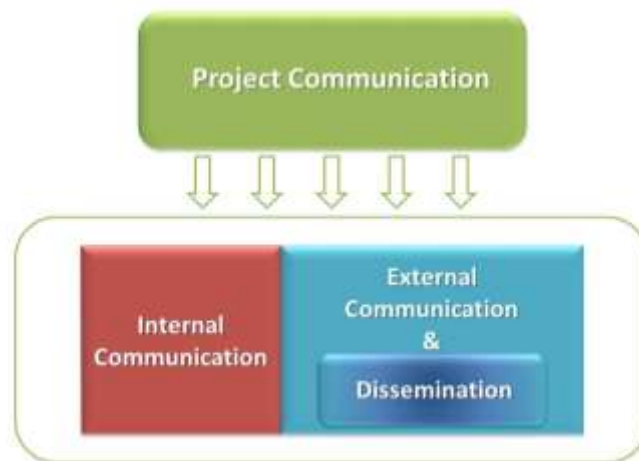
Figure 2: Relationships between project communication and dissemination.

2.1. Internal communication

The internal communication is aimed at better coordination of the communication and management of the project activities. It is organized in a very consistent manner in order to ensure effectiveness of the communication among the ESMERALDA participants.

- The email messages are the primary tool for internal communication.
- Skype and/or telephone meetings are regularly used for discussion of various issues, including regular Executive Board meetings.
- Physical meetings are organized periodically, when intense exchanges and/or a larger number of people are needed.
- Small workshops/evaluation meetings are organized *ad hoc* when deemed necessary.

An **Internal Communication Platform (ICP)** for exchange of data, results, coordination decisions, timetables, information material, and for reporting among partners was established at the beginning of the project. It allows each partner, the work package leaders, associate partners, the overall co-ordinator and the Advisory Board members, to regularly monitor progress in data collation, analysis, milestones and deliverables by

checking the latest updates in the results section. Regularly updated time schedule for the work within work packages is placed on a prominent location of the intranet pages.

The ICP can also be used as an internal discussion forum for items that may emerge within work packages between the main project meetings and which need live discussions for rapid decisions. The ICP provides convenient and appropriate mechanisms for facilitating the free flow of all sorts of information. This infrastructure is expected to build a robust framework for dialogue and interaction resulting in further communication and dissemination. With the aim to facilitate the use of the ICP, at the beginning of the project implementation, all project members were provided with guidelines for use of the ICP describing the main features and specifics of the public part and the restricted areas of the website.

2.2. External communication & dissemination

Communication as a process encompasses in itself different layers of interactions, as shown in Figure 2 above. Dissemination in this sense can be treated as a special case of communication, characterized with a more one-directional, one-to-many flow of information. Communication as a whole also includes more two-directional practises, where feedback is easily received and used for the purposes of the project.

It is hard to make a clear distinction between the different communication and dissemination means on the basis of feedback, however a basic division between the two would mean including the following channels:

- **Dissemination**: website, RSS feeds, social networks, press releases, external media publications, blogs, vlogs, newsletters, etc.
- **External Communication**: stakeholder interviews, meetings, round tables and workshops, presentations at scientific conferences, training events, scientific publications, policy fact sheets/ briefs, etc.

3. Interaction between the components

The following table (Table 1) reflects the interaction between the components of this General communication and dissemination strategy:

Table 1: Interaction between the components

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		Tool	Target groups	Contribution to communication objectives	Verification of use
Project Communication	**Internal Communication**	**Internal Communication Platform (ICP)**	Project partners, associated partners, advisory board members	Inform and discuss specific topics of common interest	Number of users, number of emails
		Mailing Module	Project partners, associated partners, advisory board members and invited persons	Serve as a point of contact, provide easy to use interface with groups clearly divided by WPs, Tasks etc.	
		Internal Library	Project partners, associated partners, advisory board members and invited persons	Store deliverables, publications of interest (closed access), materials from workshops and meetings etc.	
	External Communication	**Stakeholder interviews, meetings, round tables and workshops**	Governments, NGOs, conservation managers, scientists, and private enterprises	Stakeholder engagement and evaluation of stakeholder needs	Meeting reports and summaries of recommendations
		Presentations at scientific conferences	Scientific community	Presentation of research findings and evaluation of its scientific quality through feedback from the scientific community	List of international or national conferences
		Training events	Graduate and post-graduate students	Increase/transfer of knowledge, skills and/or competences	List of training events and number of trainees
		Scientific publications	Scientific community governments, NGOs, conservation managers,	Presentation of research findings and evaluation of its scientific quality through feedback from the scientific community	List of publications
		Posters and newsletters featuring results & final poster	Governments, NGOs, conservation managers, scientists, private enterprises, and the general public		Number of downloads; number of distributed printed copies
		Tool	**Target groups**	**Contribution to the project**	**Verification of use**

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				dissemination objectives	
		Final brochure, translated in several EU languages	Governments, NGOs, conservation managers, scientists, private enterprises, and the general public	Provision of a concise summary of the project outcomes to stimulate decision-making, policy implementation	Number of downloads; number of distributed printed copies
		Policy fact sheets/ briefs	Governments, NGOs, conservation managers, and private enterprises	Knowledge transfer from the project to policy-makers for key issues; engagement of scientists in the policy-making process	Number of downloads of electronic copies; number of distributed printed copies of the final brochure
		Policy User Corner	Governments, NGOs, conservation managers, private enterprises	Provide policy briefs, fact sheets, guidelines and opinions relevant to decision-making and policy implementation	Number of visits, number of requests, unique visitors and downloads
		Project-relevant mailing lists and networks	Governments, NGOs, conservation managers, and scientists	Dissemination and discussion of specific topics of interest; facilitate collaboration / uptake	Account of mailing lists and networks
		RSS feeds	Governments, NGOs, conservation managers, scientists, and the general public	Semi-automated dissemination of news and announcements to increase user base	Numbers of subscribers
	Dissemination	**Social networks** • **Facebook** • **Twitter** • **Google+** • **LinkedIn** • **YouTube**	Governments, NGOs, conservation managers, scientists, private enterprises and the general public	Inform on key project events and outcomes; active dialogue within networks	Number of posts; number of re-tweets, followers and "likes"
		General project website - Public web workspace set up and contents feeding	Governments, NGOs, conservation managers, scientists, private enterprises and the general public	Inform and engage interested parties through provision of general information about the project and its outcomes	Number of visits, number of requests, unique visitors and downloads
		Online document library (public)	Governments, NGOs, conservation managers, scientists, private enterprises	Open access to papers, reports and deliverables	

		Tool	Target groups	Contribution dissemination objectives	Verification of use
Project Communication	Dissemination	**Blog and news**	Governments, NGOs, conservation managers, scientists, and the general public	Increase awareness of, and feedback on, project outcomes	Number of visits and comments
		Email alert	Governments, NGOs, conservation managers, scientists, private enterprises and the general public	Semi-automated dissemination of news and announcements to increase user base	Numbers of subscribed users
		External blogs, e-newsletters, websites	Governments, NGOs, conservation managers, scientists, private enterprises	Dissemination and discussion of specific topics of interest; facilitate collaboration / uptake	Number of posts
		Initial and partner posters	Governments, NGOs, conservation managers, scientists, private enterprises	Promotion and raising awareness of the project	Number of downloads of electronic copies; number of distributed printed copies of the final brochure in several languages
		Leaflets	Governments, NGOs, conservation managers, scientists, private enterprises	Increase awareness about the topics dealt with by the project	
		Newsletter	Governments, NGOs, conservation managers, scientists, private enterprises	Disseminate ongoing activities, results and other project relevant news and events	
		Press releases	Journalists, mass media, Governments, NGOs, general public	Announcement of significant project results	Number of press releases; number of downloads/visits
		Publications	General public,	Raising public awareness	List of publications or broadcasts
		Interviews given by ESMERALDA experts	General public	Raising public awareness	
		Broadcasts	General public	Raising public awareness	
		Multimedia clips	General public	Project key messages	Number of visits comments

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4. Aim and use of promotional tools within the ESMERALDA project

These are described in more detail within the respective Deliverable report D6.1 Project branding and promotional materials (logo, leaflet, poster, templates), website, online Libraries, data management plan.

4.1. Development of the project image: logo and sticker

Several versions of the logo were designed by Pensoft to reflect a concept developed by the project coordinator (Fig.3). The logo is designed to help the external audience to easily identify ESMERALDA and contributes to the project visibility by providing a corporate identity from the very beginning of the project.

Figure 3. ESMERALDA Logo

The ESMERALDA logo was used to create a promotional sticker, distributed for the first time to project partners at the Kick-off meeting in order to increase visibility of the project and to promote it in the community.

4.2. Project website, Online Library and Media Center

ESMERALDA website: As the web acts as a principal means of dissemination of information, one of the first priorities of ESMERALDA was to set up and launch a publicly accessible website. The website is designed in such a way that it meets the communication needs of wide range of users. The website was built with the following characteristics:
- Attractive to the different target groups
- User-friendly
- Interactive

ESMERALDA website – has two distinct areas (public and private) each aimed at a different audience:

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1. Public area – it keeps the interested parties accessing the website informed on the project and its development. Its aim is not only to inform but rather to encourage engagement of people by allowing easy access to extensive information about ESMERALDA and its activities including background information news and events announcements, jobs and articles alerts, contact details, etc. It makes the public project deliverables available as well as the published materials the project has created.

2. Internal Communication Platform (ICP) - is the internal website area. It is password-protected and therefore accessible only to granted users. The ICP supports the general workflow by allowing smooth communication between project partners and serves the needs of the internal communication by distributing different sorts of documents and sets of documents.

The website will be regularly updated by placing interesting items on the home page not only to keep the audience informed but also to raise continued interest of already attracted visitors.

In order for the website to be acquainted and familiar to the target audience, it will be publicized via newsletters and brochures. In addition it will be submitted to key search engines to get traffic. Websites on similar topics will be asked to link to the ESMERALDA website. A usage logs counter is foreseen in order to verify that users are actively searching and using the website. To ensure the long sustainability of ESMERALDA results, the website will be maintained at least five years after the end of the project:

ESMERALDA Online Library – will host (scientific) publications and other information (deliverables) on all project activities that are open for access/download by the external users of the website. All consortium members will be able to upload files in the Online library. While uploading external documents, the following basic information should be given: Title / Subtitle, Author(s) (of the publication/ deliverable), year of publication (not the year of upload), and standard bibliographic information varying according to the type of the documents (e.g. for journal papers: journal's name, volume, pages, etc. including web link to the document, if stored on an external web platform).

ESMERALDA Media Center – is dedicated to all communication materials produced by the project. Leaflets, posters, brochures, press releases, newsletters, etc. outreach materials will be freely available for download.

4.3. Outreach materials

The outreach materials (poster, brochures, leaflets, newsletters, fact sheets, etc.) will be used as a means to announce the project and provide relevant information. Before producing any PR material, its purpose needs to be clearly defined in order to choose the format that will best satisfy the specific information requirements and thus raising the chances to influence the targeted audience. All ESMERALDA PR materials and presentations will have corporate design and the EC logo and funding code will be prominently placed.

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1. The ESMERALDA poster produced at the beginning of the project implementation has an eye-catching design, communicating the ESMERALDA message.
2. The ESMERALDA leaflets are designed in a way to capture the attention of the different target groups and increase awareness of the project. They explain the rationale behind the project - its objectives, the activities and main tasks planned, the expected results as well as the organizations involved.
3. Results and major outcomes of ESMERALDA will be made available through electronic news digests, newsletters and fact sheets.
4. In order to contribute to the effective communication and exploitation of the project results, each partner shall provide, as part of the dissemination plan and as soon as the project website is set up, an individual informational partner poster at the start of the project as well as at each reporting period.
5. Appropriate short videos or presentations, as well as sets of re-usable illustrations (300dpi) targeting a wide public audience will be published, too.

The PR materials will be disseminated in both electronic and printed form. The electronic format will be preferred due to its environmental friendliness and economic efficiency. However, as all outreach materials are also intended to support the presentations at various events, printed copies of the selected informational and publicity materials will be distributed freely while attending relevant (inter)national meetings, workshops and conferences. An electronic version will be circulated electronically to the associated interests on the list server and can be used as a communication tool when approaching the target groups via email.

All dissemination materials should be presented to the communication and dissemination leader (Pensoft) and the coordination team (CAU) for approval before publication.

4.4. Electronic newsletter

A news bulletin in electronic format, containing and highlighting news of interest for the ESMERALDA partners and stakeholders was launched in August 2015 The ESMERALDA news digests will be issued twice a year, on a 6 months basis. The WP6 team will send respective inquiries to the project partners in good time before each newsletter's publication. All ESMERALDA partners are expected to actively contribute to the newsletter by providing the WP6 dissemination team with any ESMERALDA relevant information:

1. News, details on upcoming events, results and facts, publications and any other activities, which could be of interest to the project stakeholders and the general public and can aid to increase the project visibility.
2. These could also be interviews given for local media, published articles, public lectures, and presentations given at seminars or workshops.
3. To maximize the effect of the news they will be combined with any relevant photographs and/or multimedia if and when possible.

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4. The news digests will be largely disseminated to the associate partners and to all people subscribing to the news digests via the ESMERALDA website. It will also be available for free download in the news page of the website.

4.5. Press releases

Throughout the project implementation and especially when the project milestones and deliverables are met, press releases will be issued roughly once every 6-8 months, to disseminate the results. Press releases for major results (these could be scientific papers, special issues, and news relevant to the MAES activity), will be used as a main communication route to reach the science journalists and other mass media.

The responsibility for preparation of a press release usually lies on the first author who, together with the WP6 team and the ESMERALDA co-ordinator, prepares the final version. ESMERALDA will be using the channels of: EurekAlert!, one of the world's largest online distributors of science news, that distributes press releases to more than 5000 mass media and independent science journalists; and CODRIS Wire, the European Commission's information service.

One press release announcing the project launch was already published:

1. *Mapping and assessing ecosystems and their services for policy and decision making* - 12-May-2015

With the progress of the project work, when significant results are obtained, new press releases will be prepared and largely distributed to the media, through personal and institutional channels. All press releases can be accessed via the Media Center on the project website.

4.6. RSS feeds and social networks – a strategy

News and announcements on the web platform will be disseminated using modern technologies, such as RSS feeds and social networks to address a broad range of readers and users. The ESMERALDA project will take full advantage of social media communication. A social media strategy is designed to define clear and specific goals and outline a detailed and systematic plan of actions for social media use. An analysis of the project's specificities and the functionalities and specifics of each of the four outlined social networks was made which showed that each social network offers a different beneficial side to it and can have a potential unique use within the ESMERALDA project.

The project already owns accounts in the four major social networks (Twitter, Facebook, Google +, LinkedIn) and the general social network dissemination strategy will be focused on developing and making the most of the advantages that these dissemination outlets offer.

As a result of the social media analysis and outline of social media to be used within the project, a social media strategy has been drafted (see below). With target users and the

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intended message(s) kept in mind, the ESMERALDA social media strategy aims to adapt the content and the features used within each social media. A specific action plan has been outlined to increase membership and to generate content as well as to strengthen potential weak points within ESMERALDA's social media visibility.

4.6.1.   ESMERALDA social media status up-to-date:

ESMERALDA supports accounts in four major channels: Facebook, Twitter, LinkedIn and Google+ (Created in April 2015). The current status of these accounts is represented in the following table (figures provided as of 12/11/2015):

Table 2. Current status of ESMERALDA social media networks

	Membership	**Content**	**Feed from website**
Twitter	93 followers	90 tweets	Yes
Facebook	36 likes	30 posts	Yes
LinkedIn	8 members	3 discussions	No
Google+	2000 views	10 posts	No

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4.6.2.   Social Media analyses and recommendations for use within ESMERALDA:

Table 3. Comparison of the four social media network characteristics.

	Functionalities and features – pros and cons	**In the context of ESMERALDA**
Twitter	<u>Pros:</u> Short, fast, easy communication; popular and with high number of users; Twitter lists easy way to follow news and interact; Event back-channelling <u>Cons:</u> Rather limited in space and media sharing; Tweets have a short searchability lifetime	-Generates interest and share on-going news and activities through posts/tweets -Twitter lists: building community around the project and getting relevant news -Conference live stream/post-conference review -Personal messages- Twitter email version
Facebook	<u>Pros:</u> Useful for sharing media (pictures, videos); High number of users; Create events and invite users; Community-like feel <u>Cons:</u> Less professional and used mainly for personal social activities	-Generate interest and share on-going news and activities through posts -Share relevant multimedia (in posts, or as separate albums) -Events creation and promotion – strengthening the sense of community around the project -Create groups to share group messages -Insights- provide useful analytics for the development of the page
Google+	<u>Pros:</u> Growing network; Popular in the technical fields; Sharing media; <u>Cons:</u> Still not so popular among users	-Generate interest and share on-going news and activities through posts -Posts allow incorporation of videos and picture galleries as opposed to only one picture per post -Circles allow better security and organization of social activity
LinkedIn	<u>Pros:</u> A predominantly professional network; creates potential for professional networking across members; Participation in group discussions <u>Cons:</u> More popular in business than in academia; Seen more as an opportunity to professionally showcase yourself, rather than as a social tool	-Forming a more professional meaningful discussion, disseminating news and developments around the project in an engaging discussion form -Facilitates networking among the members -Job Advertising

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4.6.3. Conclusions and foundations for the ESMERALDA social media strategy

Following an analysis of the project's specificities and the functionalities and specifics of each of the four outlined social networks, we recommend the following social network strategy:

Each social network offers a different beneficial side to it and can have a potential unique use within the ESMERALDA project. The project already owns accounts in the four social networks compared above (Twitter, Facebook, Google+, LinkedIn) and the general social network dissemination strategy will be focused on developing and making the most of the advantages that these dissemination outlets offer.

For example Twitter will be used for the short and catchy updates on news and events, as well as forming community through Twitter lists and for live streaming of conferences. Facebook gives opportunity for longer posts, creating and promoting events, sharing photo albums. Despite Google + is still relatively unpopular among users and offers similar characteristics to Facebook, an account will be supported as the networks give a similar experience to a blogging space, as well as because it is mainly used by technical people, which is in conjunction with the nature of the project. LinkedIn is a network that needs the most attention as it is still very underdeveloped within the project. Special efforts will be put as the network gives the opportunity for forming a professional and meaningful discussion around a topic, as well as provides opportunities for networking and promoting within professional circles.

As a result of this brief social media analysis and outline of social media use within the project, the following strategy has been drafted. With target users and intended message kept in mind, the ESMERALDA social media strategy aims to adapt the content and the features used within each social media. A specific action plan has been outlined to increase membership and to generate content as well as to strengthen the existing weak points within ESMERALDA's social media visibility.

4.6.4 ESMERALDA social media strategy

Following the status of ESMERALDA's social media presence and the analysis of the social media as outlined above, we would recommend using the following social media strategy (Figure 4):

Target Groups within each network:
- **Twitter:** all stakeholders, other initiatives, bloggers/media accounts, general public interested in the project topicality.
- **Facebook:** all stakeholders, general public interested in the project topicality.
- **Google+:** all stakeholders, Research labs/institutes, academia/students.
- **LinkedIn:** all stakeholders related Industry/Projects/Initiatives, specialists from the field.
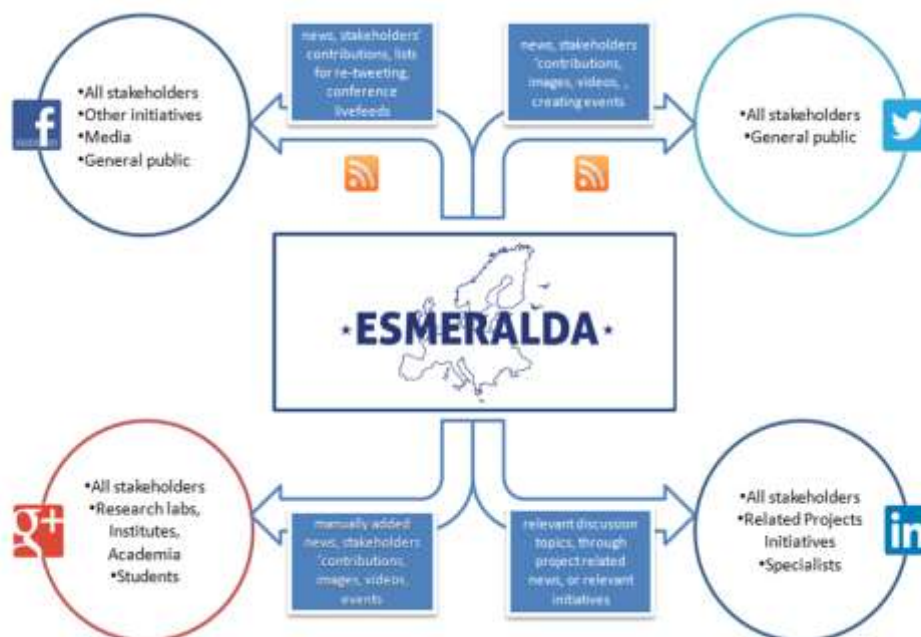
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Figure 4. The following scheme illustrates the ESMERALDA SMS workflow.

Getting the message across for each network:
- **Twitter**: RSS feeds of the website news, additionally stakeholders can contribute with short, to the point messages, using suitable hashtags (#) and connecting to the right accounts (@), following the right initiatives and using lists for re-tweeting.
- **Facebook:** RSS feeds of the website news, additionally relevant posts, images, videos, uploading albums from meetings and conferences, creating events.
- **Google+:** manually adding the website news, additionally relevant posts, images, videos, uploading albums from meetings and conferences, creating events, posts can be longer and hashtags (#) can be used.
- **Linked in:** Posting relevant discussion topics, these can be generated through project related news, or by choosing relevant topics from other initiatives.

4.7. Workshops and stakeholder engagement

ESMERALDA will feature 8 project workshops with a specific theme to follow in order to engage project partners and key stakeholders in the co-creation of knowledge throughout the project lifetime. Feedback from these workshops will be integrated in the final recommendations and results of the project. Thus, the series of workshops across different EU member states and regions are a central element of communication and dissemination as well as for the entire support and coordination action ESMERALDA. Communication and dissemination activities planned for these meetings include: distribution of ESMERALDA promotional materials, presentations at the meeting, press releases, news items, social media updates, videos etc.

Table 4. ESMERALDA project workshops.

Number	WS name	Date
WS1	Gap analysis and identification of solutions	Oct 2015
WS2	Flexible methods for ES mapping and assessment	Apr 2016
WS3	Testing the methods across Europe	Sep 2016
WS4	Testing the methods across themes	Jan 2017
WS5	Testing the methods for specific biomes and regions	Apr 2017
WS6	Flexible methods for ES mapping and assessing (Final version)	Aug 2017
WS7	Testing the final methods in policy- and decision-making	Jan 2018
WS8	Testing the final methods for application by businesses and citizens	Mar 2018

4.8. Scientific papers

The scientific community is one of the main target groups to be addressed. We will focus not only on the specialists in ecosystem services assessment and mapping, science policy, geography, ecology, biodiversity, and socio-economy, but also on scientists in any other disciplines that could in one or another way benefit from the ESMERALDA outcomes.

One of the most effective ways to target our scientific stakeholders and the scientific communities in general is by publishing results in scientific journals. The scientific articles are deemed to be an excellent and one of the most preferred dissemination channels to reach the wider scientific community and to make them aware of the project results. Potentially, ESMERALDA will produce a number of scientific papers that will be submitted to high ranking open access international scientific journals.

1) Authors must clearly acknowledge ESMERALDA as a project and the European Union as a funding source's contribution in all publications by adding the following sentence:

"The research leading to these results has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 642007, ESMERALDA Project (ESMERALDA - Enhancing ecosystem services mapping for policy and decision making, www.esmeralda-project.eu)"

2) If possible, the following sentence should also be added:

"This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

The ESMERALDA acknowledgment will allow the work to be considered as a dissemination activity.

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Partners are required to provide information on any scientific paper by reporting its status (submitted, accepted, in press, published) in the dissemination report form available in the ESMERALDA ICP. An electronic copy of the paper will be sent to the ESMERALDA dissemination leader for publication on the project website. The PDF of the article will be made available on the public part when the paper is open access or in the private section when it is a restricted access article.

At the end of the project lifetime, the scientific results will be summarised, for example in a special issue of a relevant, peer-reviewed, open access journal, a multi-authored book or another suitable means of publication.

4.9. Presentations of ESMERALDA results at international symposia

The presentations at scientific symposia are deemed another type of appropriate means to reach the scientific community. The ESMERALDA members are encouraged to participate and present the project and disseminate its results at relevant national and international meetings, workshops, conferences and congresses. It is worth to be noted that this activity is usually prepared well before the event takes place.

A list of the most relevant symposia was made with the contribution of the project partners. The list will be regularly updated during the project lifetime. The communication and dissemination activities to be performed will aim at good geographical (national, Europe and worldwide) and discipline coverage in scientific and non-scientific events.

ESMERALDA relevant events are regularly published on the project website in order to assist the ESMERALDA members to select the most suitable event to present the project and disseminate its results to the wide scientific community and all other interested parties.

5. Access to the information

ESMERALDA strongly supports the open access strategy of the European Commission. Therefore, access to the ESMERALDA information will be on an open basis (see point 8.1 Open access statement). Closed mailing lists or password protected webpages will only be used when there is a good reason for restricting or limiting access, and the reason will be recorded. The information will be archived. The archiving will ensure that all important information is preserved and can be used in case it is requested at a later stage considering that most people search for information when they feel a need for it, during the project implementation but also after the project is completed.

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6. Evaluation of the effectiveness of the communication and dissemination activities

In order to ensure that the different target groups will get the right messages using the best methods at the right time, the communication and dissemination activities were prepared well in advance and started together with the project launch. Yet, potential environment changes during the project lifecycle and the context within which the target audience works may also change in addition. This imposes the use of suitable mechanisms to review the progress and the extent to which the General Communication and dissemination strategy and Implementation Plan meet its objectives. Each activity will be evaluated to ascertain its effectiveness.

To guarantee the effectiveness of the Dissemination and Communication Strategy and Implementation Plan, it will be updated depending on the experience so as to reflect what works better. To guarantee this the following guidelines will be accepted:

- Evaluation of the communication and dissemination activities is foreseen in order to receive information of what methods deliver the results to be achieved.
- The focus will be on the stakeholders and whether they get and absorb the right message.
- The dissemination will be focused on quality and not just quantity in order to achieve greatest impact.
- Any activity will be estimated carefully and objectively to receive information whether the most appropriate method or channel for its achievement is being used.
- The communication and dissemination activities will be considered effective when the target audience is engaged.

Once the stakeholders are identified, the message is defined and the method is chosen, we will need to measure how effective are the communication and dissemination activities in order to learn from and/or improve them. The evaluation of the effectiveness will help to answer if the communication and dissemination activities have influenced the knowledge, opinion and/or behaviour of the target group. In order to review and measure the progress and the effectiveness of the communication and dissemination activities we have established the following targets:

Table 5. Table of the effectiveness measurement indicators. Baseline indicates an estimate based on previous experience in project communications; target indicates wished for results.

Objective	Indicator	Baseline	Target
Raised public awareness	Number of website visits (per year)	>5,000	>10,000
	Number of people registered for the project dissemination list to receive the newsletter (in total)	>150	>300
	Number of press releases issued (in total)	6	10
	Number of views accumulated per press release (in total)	700	1500
	Number of policy briefs written (in total)	3	5

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	Number of outreach materials distributed to stakeholders (e.g. poster, brochures, newsletters, fact sheets) (in total)	500	>1,000
	Number of ESMERALDA task force meetings and workshops	10	15
	Number of participants of all ESMERALDA workshops (in total)	150	>300
	Number of international conferences where ESMERALDA results are presented (in total)	5	10
	Number of people present on conferences/ large meetings where ESMERALDA orally raised awareness (per meeting/conference)	150	300
	Number of news posts on the website (per year)	100	200
	Number of new followers in the social networks (per year)	50	100
	Number of posts in the social networks (these vary in the different social media channels)(per year)	50	>100

6.1. Challenges of communication and dissemination

There are some potential challenges (related to the various stakeholders, information sources, contents, communication and dissemination methods) identified:

Stakeholders:
- Different types and levels of information are needed/appreciated
- Information not relevant to the target audience needs is identified
- Different types of dissemination methods preferred
- Limited number of information sources trusted

Information source:
- Low level of authority
- Limited credibility of experience
- Suspicion regarding motive
- Lack of sensitivity to user concerns
- Presence of other sources trusted by the stakeholders

Content
- Low confidence in the quality of the information provided
- Restricted comprehensiveness of the information
- Unclear utility and relevance for users
- Non-user-friendly format

Communication and dissemination methods
- Limited capacity to reach intended users
- Long timeframes required to access

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- Lack of flexibility
- Limited reliability
- Cost effectiveness
- Limited clarity of the information – underestimation of the need to present project results in language adapted and accessible to the different target groups
- Limited attractiveness of the information
- Lags in implementation of cutting edge dissemination methods offered by rapidly developed internet technologies
- Lack of free access to scientific papers published in authoritative but expensive academic journals
- Improper use of printed and other materials intended for active dissemination but distributed passively
- Some resistance in the scientific community to publish data in forms or data papers or supplementary data files
- Some resistance in the scientific community to provide information necessary for newsletters, fact sheets and possible policy briefs

The identified barriers could be diminished or even be removed by developing a series of suitable actions.

First the target audience will be identified – individuals, groups and organizations that will be interested in getting project information and that we want to reach in order to raise awareness provide deeper understanding of the project and finally engage the stakeholders so as to invite them to be involved and active.

Another important step is the definition of a key message thinking of the characteristics of the target group that will receive it. It is essential to "translate" the scientific terms into understandable language when addressing the stakeholders different than the scientific ones. Usually, research projects are long-lasting and complex but the messages to transmit should be simplified as much as possible, depending on their purpose and target group. The focus will be on clear and simple messages that are easily understood and sent to the right stakeholders through the information source they trust. The language used in the communication and dissemination activities has to be appropriate for the target audience. If one and the same message has to be sent to different audiences, an appropriate language will be used for each of them.

Messages will vary during the project implementation. At the start, the communication and dissemination activities will be focused on the awareness while at the end, they will try to engage the stakeholders and implement the project results. The Dissemination and Communication Strategy and Implementation Plan will give an increased role of active dissemination methods and will use up-to-date online communication and dissemination methods with the aim to ensure that the target groups learn and understand the project purpose and commit themselves to contribute to the preservation and restoration of biodiversity, ecosystems and the services they provide.

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7. Implementation

An Implementation plan (Annex 1), which describes the particular measures, timeframe and responsibilities of the partners during the course of the project and complements the Dissemination and Communication Strategy and Implementation Plan is elaborated with the aim to facilitate monitoring and reporting of the project's goals. It will be constantly updated during the implementation.

8. Technology transfer and Intellectual Property Rights, Data sharing and Open Access Publishing

8.1. Open access statement

ESMERALDA will adhere strictly to the principles of free and open exchange of data, knowledge, and open access publishing, in accordance with the Council of Europe's policies, first declared in the 2832nd COMPETITIVENESS - Internal Market, Industry and Research Council meeting Brussels, 22 and 23 November 2007), as well as in the [Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020.](#)

These policies will also follow the **OECD's Principles and Guidelines for Access to Research Data from Public Funding**, agreed by OECD countries in 2007. The project will adopt the **Creative Commons Attribution 3.0 License** at the maximum possible extent for publishing the project results, to balance the need to credit authors' and to ensure the widest possible distribution and usage of their work.

In data publishing and dissemination policies, ESMERALDA will follow the basic postulates of the **Open Knowledge/Data Definition, and the Panton Principles for Open Data in Science**. ESMERALDA will develop various Open Source databases and, provide also access to them via Ecosystem Mapping Visualisation tool and Oppla – an ecosystem service information database.

ESMERALDA Implementation Plan

Period	Responsible party (WP and lead beneficiary)	Product	Target audience	How will it be delivered	What is to be communicated?	Scheduled
2015	WP8 Pensoft **D1.2** Content Management System for internal communication	Website	Project consortium	CMS created, information and guidelines for use sent to consortium	Launch of the website and internal communication platform	Apr 2015
	WP1 CAU WP6 Pensoft **PM1** Kick-off meeting:	Press release, News item	Scientists, stakeholders, general public	Submitted to EurekAlert!, published in the news, and on relevant partners websites	Project start, aims and objectives	May 2015
	WP1 CAU D1.4 Glossary for ES mapping and assessment terminology (internal)	Report	Project consortium, interested parties	Email blast, ICP,	Call for input and deliverable completed	May 2015
	WP1 CAU **D1.3** Public project presentation i.e. leaflet; public website, media	Stand-alone presentation, poster, leaflet, stickers	Scientists, stakeholders, general public	Distributed at events, online copies in the media center	Project aims and objectives	July 2015
	WP6 PENSOFT **D6.1** Project branding and promotional materials	Website, logo, leaflet, poster, templates, stickers etc.	Scientists, stakeholders, general public	Distributed at events, online copies in the media center	Project aims and objectives	July 2015
	WP6 Pensoft 6-monthly newsletter	Newsletter	Subscribers	Email blast, uploaded in media center	Latest project news and developments	Aug 2015

	WP2 SYKE, BEF **WS1** Gap analysis and identification of solutions	Workshop, news item, video, report	Scientists, stakeholders, general public	Three day workshop, website news, report in ICP, video uploaded on website and YouTube	ESMERALDA aims and objectives, stakeholder feedback	Oct 2015
	WP2 SYKE **D2.1** Clustering of all 28 EU member states according to their prerequisites and needs to perform ES mapping and assessment	Public report	Project consortium, interested parties	Email blast, ICP, Project external website	Call for input and deliverable completed	Nov 2015
	WP6 PENSOFT **D6.2** General communication and dissemination strategy and implementation plan	Internal report	Project consortium	Email blast, ICP	Call for input, strategies, plans and recommendations how to communicate the project	Dec 2015
2016	WP1 CAU **D1.5** Project Activities and Financial Management Report	Management Report	Project consortium	Email blast, ICP	Call for input and deliverable completed	Jan 2016
	WP2 SYKE **D2.2** Overview of gaps and recommendations to overcome them	Report, news item	Project consortium, interested parties	Email blast, ICP, Project external website, news item in the News section, social media posts	Call for input and deliverable completed, future plans, aims and objectives	Jan 2016
	WP4 UNOTT **D4.2** Report on economic assessment methods and applications (draft)	Report	Project consortium	Email, ICP	Call for input	Jan 2016
	WP4 UNOTT **D4.3** Report on social assessment methods and applications (draft)	Report	Project consortium	Email, ICP	Call for input	Jan 2016

WP5 UNITN **D5.1** Interim report illustrating the themes and regions selected for testing the methods across Europe and across themes	Internal report	Project consortium	Email blast, ICP	Call for input and deliverable completed	Feb 2016
WP6 Pensoft 6-monthly newsletter	Newsletter	Subscribers	Email blast, uploaded in media center	Latest project news and developments	Feb 2016
WP1, WP3, WP4 UNOTT **WS2** Flexible methods for ES mapping and assessing (1. version)	Workshop, news item,	ESMERALDA internal	news item in the News section, social media posts	ESMERALDA outcome of workshop	Apr 2016
WP1 CAU **D1.6** Report on Management Plan and Self-assessment	Internal report	Project consortium	Email blast, ICP	Call for input and deliverable completed	July 2016
WP5, WP3, WP4 CVGZ **WS3** Testing the methods across Europe	Workshop, news item, report video, press release – optional	Stakeholders,	Email blast, ICP, Project external website, news item in the News section, social media	ESMERALDA aims and objectives, stakeholder feedback	July 2016
WP4 UNOTT **D4.1** Report on the use of CICES to identify and characterise the biophysical, social and monetary dimensions of ES assessments (draft)	Report	Project consortium	==Email, ICP==	(First round of CICES consultation and Workshop (M19 and M20)	July 2016
WP6 PENSOFT **D6.3** Dissemination and communication activities (press releases, e-newsletter, social network broadcasting, factsheets, policy brief, report cards, final brochure)	Ongoing dissemination activities, news items, social media upkeep etc., plus report	Scientists, stakeholders, general public	Email blast, ICP, Project external website, news item in the News section, social media posts	Ongoing project news, relevant other publications and updates	July 2016

	WP6 Pensoft 6-monthly newsletter	Newsletter	Subscribers	Email blast, uploaded in media center	Latest project news and developments	Aug 2016
2017	WP1 CAU **D1.5** Project Activities and Financial Management Report	Internal report	Project consortium	Email blast, ICP	Call for input and deliverable completed	Jan 2017
	WP5, WP3, WP4 VU **WS4** Testing the methods across themes	Workshop, news item, report video, press release – optional	Scientists, stakeholders, general public	Email blast, ICP, Project external website, news item in the News section, social media posts	ESMERALDA aims and objectives, stakeholder feedback	Jan 2017
	WP4 UNOTT **D4.2** Report on economic assessment applications	Report	Project consortium	Email, ICP	Call for input	Jan 2017
	WP4 UNOTT **D4.3** Report on social assessment methods and applications	Report	Project consortium	Email, ICP	Call for input	Jan 2017
	WP6 Pensoft 6-monthly newsletter	Newsletter	Subscribers	Email blast, uploaded in media center	Latest project news and developments	Feb 2016
	WP5, WP3, WP4 UAM **WS5** Testing the methods for specific biomes and regions	Workshop, news item, report video, press release – optional	Scientists, stakeholders, general public	Email blast, ICP, Project external website, news item in the News section, social media posts	ESMERALDA aims and objectives, stakeholder feedback	Apr 2017

	WP5 UNITN **D5.2** Interim report on the results of testing the methodology across Europe and across Europe, including proposals for improvement	Report, news item	Project consortium, interested parties	Email blast, ICP, Project external website, news item in the News section, social media posts	Call for input and deliverable completed, future plans, aims and objectives	Apr 2017
	WP1, WP3, WP4 Pensoft **PM2 + WS6** Flexible methods for ES mapping and assessing (Final version) + Mid-term Project Meeting	Workshop, news item, report video, press release – optional	Scientists, stakeholders, general public	Email blast, ICP, Project external website, news item in the News section, social media posts	ESMERALDA aims and objectives, stakeholder feedback	Aug 2017
	WP6 Pensoft 6-monthly newsletter	Newsletter	Subscribers	Email blast, uploaded in media center	Latest project news and developments	Aug 2017
	WP2 SYKE **D2.3** Final stocktaking of EU member state needs	Report, news item	Project consortium, interested parties	Email blast, ICP, Project external website, news item in the News section, social media posts	Call for input and deliverable completed, future plans, aims and objectives	Sept 2017
2018	WP1 CAU **D1.5** Project Activities and Financial Management Report	Internal report	Project consortium	Email blast, ICP	Call for input and deliverable completed	Jan 2018
	WP1 CAU **D1.6** Report on Management Plan and Self-assessment	Internal report	Project consortium	Email blast, ICP	Call for input and deliverable completed	Jan 2018
	WP5, WP3, WP4 UNITN **WS7** Testing the final methods in policy- and decision-making	Workshop, news item, report video, press release – optional	Scientists, stakeholders, general public	Email blast, ICP, Project external website, news item in the News section, social media posts	ESMERALDA aims and objectives, stakeholder feedback	Jan 2018

WP2 SYKE **D2.4** Establishment of operational on-line database and support mechanisms for EU MS authorities	Internal report	Project consortium	Email blast, ICP	Call for input and deliverable completed	Jan 2018
WP4 UNOTT **D4.4** Report on multifunctional assessment methods and the role of map analysis (draft)	Internal report	Project consortium	Email blast, ICP	Call for input	Jan 2018
WP6 PENSOFT **D6.3** Dissemination and communication activities (press releases, e-newsletter, social network broadcasting, factsheets, policy brief, report cards, final brochure)	Ongoing dissemination activities, news items, social media upkeep etc., plus report	Scientists, stakeholders, general public	Email blast, ICP, Project external website, news item in the News section, social media posts	Ongoing project news, relevant other publications and updates	Jan 2018
WP6 Pensoft 6-monthly newsletter	Newsletter	Subscribers	Email blast, uploaded in media center	Latest project news and developments	Feb 2017
WP5, WP3, WP4 REC **WS8** Testing the final methods for application by businesses and citizens	Workshop, news item, report video, press release – optional	Scientists, stakeholders, general public	Email blast, ICP, Project external website, news item in the News section, social media posts	ESMERALDA aims and objectives, stakeholder feedback	Mar 2018
WP3 UAM **D3.1** Report on Social Mapping methods	Report, news item	Project consortium, interested parties	Email blast, ICP, Project external website, news item in the News section, social media posts	Call for input and deliverable completed, future plans, aims and objectives	Apr 2018
WP 3 UAM **D3.2** Report on Economic Mapping	Report, news item	Project consortium, interested parties	Email blast, ICP, Project external website, news item in the News section, social	Call for input and deliverable completed, future plans, aims and objectives	Apr 2018

WP 3 UAM **D3.3** Report on Biophysical Mapping	Report, news item	Project consortium, interested parties	Email blast, ICP, Project external website, news item in the News section, social	Call for input and deliverable completed, future plans, aims and objectives	Apr 2018
WP5 UNITN **D5.3** Report illustrating the application of the final methods in policy and decision-making	Report, news item	Project consortium, interested parties	Email blast, ICP, Project external website, news item in the News section, social media posts	Call for input and deliverable completed, future plans, aims and objectives	Apr 2018
WP1 CAU **D1.7** Action 5 Implementation Plan	Report, news item Press release - optional	Project consortium, interested parties	Email blast, ICP, Project external website, news item in the News section, social media posts	Call for input and deliverable completed, future plans, aims and objectives	May 2018
WP1 VITO **PC + PM3** Project Conference + Final Project Meeting	Meeting, news item, report video, press release – optional	Scientists, stakeholders, general public	Email blast, ICP, Project external website, news item in the News section, social media posts	ESMERALDA aims and objectives, stakeholder feedback	May 2018
WP1 CAU **D1.4** Glossary for ES mapping and assessment terminology (public)	Report, news item	Project consortium, interested parties	Email blast, ICP, Project external website, news item in the News section, social media posts	Call for input and deliverable completed, future plans, aims and objectives	May 2018
WP2 SYKE **D2.5** Business Plan to sustain Network beyond ESMERALDA	Internal report	Project consortium	Email blast, ICP	Call for input and deliverable completed	June 2018
WP1 CAU **D1.8** Final Project Activities Report	Internal report	Project consortium	Email blast, ICP	Call for input and deliverable completed	July 2018
WP1 CAU **D1.9** Final Project Financial Management Report	Internal report	Project consortium	Email blast, ICP	Call for input and deliverable completed	July 2018

WP3 UAM **D3.4** Guidance report on a multi-tiered flexible methodology for mapping ecosystems services integrating social, economic and biophysical value domains at different spatial and temporal scales	Report, news item	Project consortium, interested parties	Email blast, ICP, Project external website, news item in the News section, social media posts	Call for input and deliverable completed, future plans, aims and objectives	July 2018
WP4 UNOTT **D4.1** Report on the use of CICES to identify and characterise the biophysical, social and monetary dimensions of ES assessments	Report, news item	Project consortium, interested parties	Email blast, ICP, Project external website, news item in the News section, social media posts	Call for input and deliverable completed, future plans, aims and objectives	July 2018
WP4 UNOTT **D4.4** Report on multifunctional assessment methods and the role of map analysis (final)	Report, news item	Project consortium, subscriber Interested parties	Email blast, ICP, Project external website, news item in the News section, social media posts	Call for input and deliverable completed, future plans, aims and objectives	July 2018
WP5 UNITN **D5.4** Guidelines and recommendations to support the application of the final methods by policy and decision makers as well business and public sectors	Report, news item	Project consortium, interested parties	Email blast, ICP, Project external website, news item in the News section, social media posts	Call for input and deliverable completed, future plans, aims and objectives	July 2018
WP6 PENSOFT **D6.3** Dissemination and communication activities (press releases, e-newsletter, social network broadcasting, factsheets, policy brief, report cards, final brochure)	Ongoing dissemination activities, news items, social media upkeep etc., plus report	Scientists, stakeholders, general public	Email blast, ICP, Project external website, news item in the News section, social media posts	Ongoing project news, relevant other publications and updates	July 2018

WP6 PENSOFT **D6.4** Integration of results in large information hubs (BISE, ESP mapping tool, etc.)	Press release, news item, publications on the platforms	Scientists, stakeholders, general public	Email blast, ICP, Project external website, news item in the News section, social media posts, EurekAlert + CORDIS	Project result	July 2018
WP6 Pensoft Final newsletter	Newsletter	Subscribers	Email blast, uploaded in media center	Project results	Aug 2018
WP6 Pensoft Final brochure/booklet	Booklet, press release, news item	Stakeholders, general public	Sent to key stakeholders, at conferences and events, project website, news	Project results	

REGULARITY AND SCHEDULING OF FUTURE EU BON DISSEMINATION ACTIVITIES:

1) Press releases –1 press release every six to eight months (this frequency is relative and is a subject to change in accordance with the necessities of the project and to reflect the schedule of important project   results and deliverables).

2) Electronic newsletter – 1 every six months

Already produced: August 2015

Following dates: Feb 2016, Aug 2016, Feb 2017, Aug 2017, Feb 2018, Aug 2018 -to mark the end of the project and communicate findings and results

3) News and Events on the

website: Pensoft: guideline 1 per

week Partners: guideline 1 per

month

4) Social networks activity:

RSS feed to transfer news from website to Facebook and Twitter, Google +, LinkedIn to be updated manually

Pensoft: 2 additional posts per week, Pensoft and all partners are responsible for postings from meetings   and conferences via social media

Partners: 1 partner post per month, 1 discussion started on LinkedIn within 1 to 3 month

The values given above are just a guideline and set as a minimum activity on every dissemination aspect   per period of time. They are a subject to an increase whenever this might be necessary or possible   throughout the project's lifetime.