



D7.2 Communication, Dissemination and Exploitation Plan (CDE Plan)

24/06/2024

Lead beneficiary: **Pensoft Publishers**

Author/s: **Teodor Metodiev, Monika Novkova**



**Funded by
the European Union**

Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union (EU) or the European Research Executive Agency (REA). Neither the EU nor REA can be held responsible for them.

Prepared under contract from the European Commission

Grant agreement No. 101135238

EU Horizon Europe Research and Innovation Action

Project acronym: WildPosh

Project full title: Pan-European assessment, monitoring, and mitigation of chemical stressors on the health of WILD pollinators

Project duration: 01.01.2024 – 31.12.2027 (48 months)

Project coordinator: Prof. Denis Michez, University of Mons (UMONS)

Call: HORIZON-CL6-2023-BIODIV-01-1

Deliverable title: Communication, Dissemination and Exploitation Plan (CDE Plan)

Deliverable n°: D7.2

WP responsible: WP7

Type of the deliverable: Report

Dissemination level: Public

Lead beneficiary: PENSOFT

Due date of deliverable: M6

Actual submission date: 24.06.2024

Deliverable status:

Version	Status	Date	Author(s)
1.0	Draft	15.06.2024	Metodiev, Novkova PENSOFT
1.1	Review	20.06.2024	Reverté-Saiz UMONS
1.2	Final	24.06.2024	Metodiev, Novkova PENSOFT



Table of Contents

Preface

Summary

List of abbreviations	4
1 Introduction	5
1.1. Communication	5
1.2. Dissemination	5
1.3. Exploitation	6
2 Stakeholder groups	6
3 Knowledge output	9
4 Tools and channels	10
4.1. Promotional materials	11
4.2. Infographics and factsheets	11
4.3. Videos	12
4.4. Newsletters	13
4.5. Press releases	14
4.6. Social media	14
4.6.1. Social media platforms	14
4.6.2. Social media resources	15
4.6.3. Social media campaigns	15
4.7. Project website	16
4.8. Scientific publications	17
4.9. Attendance at events	17
4.10. Practice abstracts	18
4.11. Policy briefs	19
4.12. Training activities and videos	19
4.13. Stakeholder engagement	19
4.14. Synergies building	20
4.15. European services supporting exploitation of results	20
5 Implementation plan	21
6 Outlook	24
7 References	25



Preface

This document is a deliverable for the WildPosh project, funded under the European Union's Horizon Europe Research and Innovation Action under grant agreement No. 101135238.

The aim of this document is to outline the WildPosh Communication, Dissemination and Exploitation (CDE) plan.

Summary

The WildPosh CDE plan provides guidance on communication and dissemination efforts within the project framework and outlines how to convey clear, understandable, coordinated, and effective messages and ways to disseminate project outcomes to all interested parties within various stakeholder groups. This document also outlines the primary communication, dissemination and exploitation tools for maximum engagement of key stakeholders and the larger community. These include the project website, press releases, newsletters, posters, brochures, social media, meetings and workshops, scientific publications, etc. The link between the different tools and target groups is explained, along with suggested indicators for active monitoring of effectiveness.

This strategy is a living document that will continue to be modified throughout the project duration and adapted to any new developments or project needs as they arise. Two planned updates are in M24 and M40, respectively.

To measure the effectiveness of the Dissemination, Exploitation and Communication efforts, the CDE plan also provides a preliminary list of tailored Key Performance Indicators (KPIs), which will be tracked and updated according to project progress and needs in the updated versions of the plan. An indicative time schedule for implementation and updates is provided.

List of abbreviations

EU	European Union
EC	European Commission
CDE	Communication, Dissemination, Exploitation
KER	Key Exploitable Result
KPI	Key Performance Indicator
M	Month
WP	Work Package
DoA	Description of Action



1 Introduction

The current D7.2 Communication, Dissemination and Exploitation Plan (CDE Plan) aims to streamline the project's CDE activities. Before developing this strategy, WildPosh conducted a two-step consortium-wide consultation process, which, together with the project's description of the action, served as the CDE plan foundation. Project members were first approached during the kick-off meeting in project M1 (January 2024), where they identified potential communication, dissemination, and exploitation channels and specified where and how they plan to promote WildPosh. As a second step, a comprehensive questionnaire containing 22 questions was circulated to partners in M3 to obtain information about the project's communication, dissemination and exploitation needs and about WildPosh's expected research results and impact. Project members filled in the survey providing insight into the audiences they aim to reach, their expected results, and their preferred dissemination and exploitation routes. They also identified the roles in which they would like to support WildPosh's communication, dissemination, and exploitation activities. Building on that information, and in line with the Grant Agreement, the CDE plan serves as the foundation of the project's future CDE activities and a management tool for evaluating how effectively WildPosh's progress and results are shared with stakeholders and target audiences.

As a first step, it is important to differentiate between the main actions described consistently throughout the deliverable. In line with the European Commission's definition of these, this deliverable defines CDE as follows.

1.1. Communication

Communication is the broadest approach of all three – it 'translates' the results in a way that they are understandable and presentable to multiple audiences, including media and the wider public and acts in support of dissemination activities.

Communication efforts in WildPosh encompass promoting and sharing project activities and outcomes with a broad range of audiences. By doing this, the aim is to increase awareness of the project's mission and objectives, emphasising the significance of project outcomes to the European scientific landscape and the research community at large. Therefore, communication activities should highlight the knowledge gaps and areas of improvement that the project will address. Since communication primarily targets a non-specialised audience, it is crucial to use accessible language and avoid scientific jargon. The project branding (more information in *D7.1 Project branding and website*), website, social media and press releases are examples of communication tools that will be used throughout the project duration. The time frame of communication activities is throughout the entire duration of the project.

1.2. Dissemination



Dissemination is a more targeted approach, referring to sharing research results with potential users, i.e. peers in the research field and members of the scientific community, industry, commercial agents, and policymakers.

Dissemination in WildPosh refers to the proactive promotion of project results to the scientific community and other interested parties alike (more information on end users is available in Chapter 2). The primary objective is to maximise the uptake of project outputs which in turn contributes to the advancement of science and scientific efficiency in Europe and beyond. The time frame of dissemination activities is throughout the duration of the project, as soon as there are actionable results or outputs to be promoted.

1.3. Exploitation

Exploitation is the final step and refers to the utilisation of results for research guidelines, commercial purposes or in public policymaking.

Aside from targeting the research community, WildPosh results aim also to be exploited by policymakers, industry stakeholders, practitioners and other groups of interest. Successful exploitation of results can lead to innovation in the research funding and publishing pipeline, new legislations and trickle-down benefits for the EU research infrastructure, society and the economy. The time frame for exploitation activities is once actionable results have been produced, including beyond the formal end of the project.

2 Stakeholder groups

To ensure that the project's CDE activities are as tailored as possible, WildPosh first needs to consider the target audiences for its activities. Therefore, the following preliminary stakeholder groups, subgroups (Table 1) and key messages (Table 2) were identified early in the project. They were initially defined in WildPosh's Description of Action (DoA) and were subsequently enriched and grouped. Subgroups and examples can be found in Table 1.

- Scientific community (SC)
- Policymakers (PM)
- Industry (IN)
- Practitioners (PR)
- General public (GP)

Table 1: Stakeholder groups and subgroups

Audience type	Subgroups	Relevant organisations/networks/projects
SC	Public and private sector research institutions	Universities, ITSAP – Bee Institute, CREAM



SC	EU and national projects	PollinERA, Safeguard, SPAS, RestPoll, ORBIS, DARKWIN, ANTENNA, AGRI4POLL, VALOR, BUTTERFLY
SC	Academic fora and networks	Ecological Association of Terrestrial Ecology (AEET), the European Network of Scientists for Social and Environmental Responsibility, the International Union for Conservation of Nature
PM	EU and global policymakers and policy advisors	EFSA, ECHA, DG AGRI, DG SANTE, DG ENV, FAO, European Parliament, Permanent Representations (EU), Member States, National Parliaments, OECD, OIE, CBD, European Innovation Partnership (EIP), EPA
PM	Local and national policy makers, advisors and agencies	Regional Ministries for the Environment, local councils responsible for land management, Ministries responsible for agriculture
IN	Agrochemical businesses, growers, suppliers, processors and retailers	Chemical producers
PR	Wider agri-food sectors, land managers, reserve managers	Apimondia, COPA-COGECA, Promote Pollinators, Agricultural Association of Young Farmers (ASAJA), Assess to Land
PR	Conservation NGOs	Association of Naturalists of the Southeast (ANSE), Buglife, Aurelia Schiftung,
GP	Citizen organisations, amateur societies and recording schemes	Amateur Entomologists' Society, BeeLife, Greenpeace, WWF
GP	European and local media outlets	Deutschland Funk, Arte TV, Novaator, Radio Televizija Vojvodine, Radio Televizija Srbije, CCMA, Rai, BTA, Radio Podcasts La Terre au Carré, France Inter, zdf NANno
GP	Science news agencies	AlphaGalileo, EurekAlert!, ScienceDaily, Phys.org
GP	The wider public	Farmers and beekeepers



In an effort to effectively communicate with these groups, Table 2 provides an overview of the key messages WildPosh aims to deliver to these audiences:

Table 2: Stakeholder key messages

Key messages	Stakeholder groups
WildPosh will create open-source databases that will be freely available online and become the go-to place for data on pollinator traits and distribution, sensitivity to pesticides, and pesticide use and toxicity.	SC
WildPosh will provide integrated systems-based risk assessment tools alongside training workshops and demonstrations.	SC, PR
WildPosh will develop monitoring tools and models to monitor pesticides in a range of environmental matrices, which will be disseminated and promoted for use by national and European-level monitoring schemes.	SC, PR
WildPosh will provide a collection of policy briefs as a social innovation for a step change in the direction of CAP and the changing policy environment.	PM
WildPosh will feed into the existing European pollinator health knowledge exchange hubs (i.e. EU Pollinator Hub, EU Pollinator Information Hive, Safe-Hub, Pollinator Academy etc.).	SC
WildPosh's publications will have an impact on driving legislation to an evidence-based approach.	SC, PM
WildPosh will fill critical knowledge gaps on sensitive species and help to define evidence-based conservation strategy.	SC, PR
WildPosh will feed the “zero-pesticide” policy from local to global level by giving arguments to our readership, from local structure to global institution.	PM
WildPosh will co-develop key messages, maps and tools targeted at specific stakeholders and national risk assessors, which will underpin the production of briefs and guides and their dissemination via the website and targeted stakeholder workshops.	PM, PR, IN
WildPosh will develop global, user-friendly assessment tools for pesticide exposure that can help end-users protect wild pollinators and provide evidence-based arguments for	PM, PR, GP



healthier pesticide practices. These tools could potentially inspire similar initiatives worldwide.	
WildPosh will implement the BeeTyping® tool, which will be adopted within bee health monitoring schemes.	SC, IN, PR
WildPosh will develop a set of prognosis/diagnosis markers within a kit.	IN, PR
WildPosh will track the citations of peer-reviewed publications arising from the project and simultaneously co-develop infographics and summaries aimed at non-scientific audiences with stakeholders.	ALL

3 Knowledge output

WildPosh aims to build an open database on pollinator traits and distribution and chemicals, propose integrated systems-based risk assessment tools for risk assessment for wild pollinators and drive policy and practice. This will be achieved through various tools, publications, and databases, as described in Table 3.

Table 3: WildPosh knowledge outputs

Output	Type and place of storage	Deliverable / Milestone	Available in	Potential users
Pollinators genomes	Publication, project website, open access repository	D3.5	M42, M44, M46	SC
Protocol for ecotoxicological testing of wild pollinators	Publication; (project website)	D2.2, D2.4	M12, M42	SC, IN
Review on pesticide screening methodologies, equipment, techniques to analyse plant, pollen, nectar, soil and water samples	Publication / report, project website	D1.1	M12	SC, PR
Dataset on pollinator traits related to pesticide sensitivity and distributional	Dataset, report, EU Pollinator Hub	D4.1	M24	SC, IN, GP, PM, PR



data on European pollinators at EU and national levels.				
Chemical presence in a series of environmental matrices / Sample screening for pesticide contamination	Publication, project website, open access repository, EU pollinator hub	D1.6	M48	SC, IN, PR, PM, GP
Monitoring protocol for pesticides	Protocol, Open access repository	D1.2	M12	SC, IN, PM
Integrated systems-based risk assessment tools for refining the assessment of pollinators' and environmental health	Toolbox, EU Pollinator Hub	D5.4	M46	SC, PR, IN, (GP)
Data on wild pollinators sensitivity to pesticides	Publication, project website	D2.1, D2.3	M33, M39	SC, IN
Manuscript on gene expression response of pesticide-sensitive pollinators species	Publication, project website	D3.4	M46	SC, PM
5 good practice guides	Report/publication, project website	D6.3	M46	IN, SC, PR
MALDI BeeTyping as a fast and reliable approach to monitor pollinator health through an individual blood-like test	Manuscript, project website	D3.1	M36	SC, IN
Response options to reduce pesticide risks to wild pollinators	Report, project website, RIO collection	D6.1	M36	SC, IN, PR, PM

4 Tools and channels



WildPosh aims to maximise its impact by utilising a diverse mix of tools and channels to share the forenamed outcomes with the identified project stakeholders. The project relies on established good practices in the field of science communication while considering newly emerging opportunities and continuously monitoring and updating its toolbox of CDE activities.

4.1. Promotional materials

To present its aims, objectives and progress to stakeholders, WildPosh has created various promotional materials written in popular language, such as an introductory presentation, two-pager, sticker, poster, and a roll-up banner (Figure 1). These support the awareness-raising efforts of the project, ensuring that its activities are presented to stakeholders in a concise and visually impactful manner. Furthermore, such materials facilitate the communication and dissemination of the project since partners can distribute them among their networks, use them to present WildPosh at events and meetings or share them on social media.

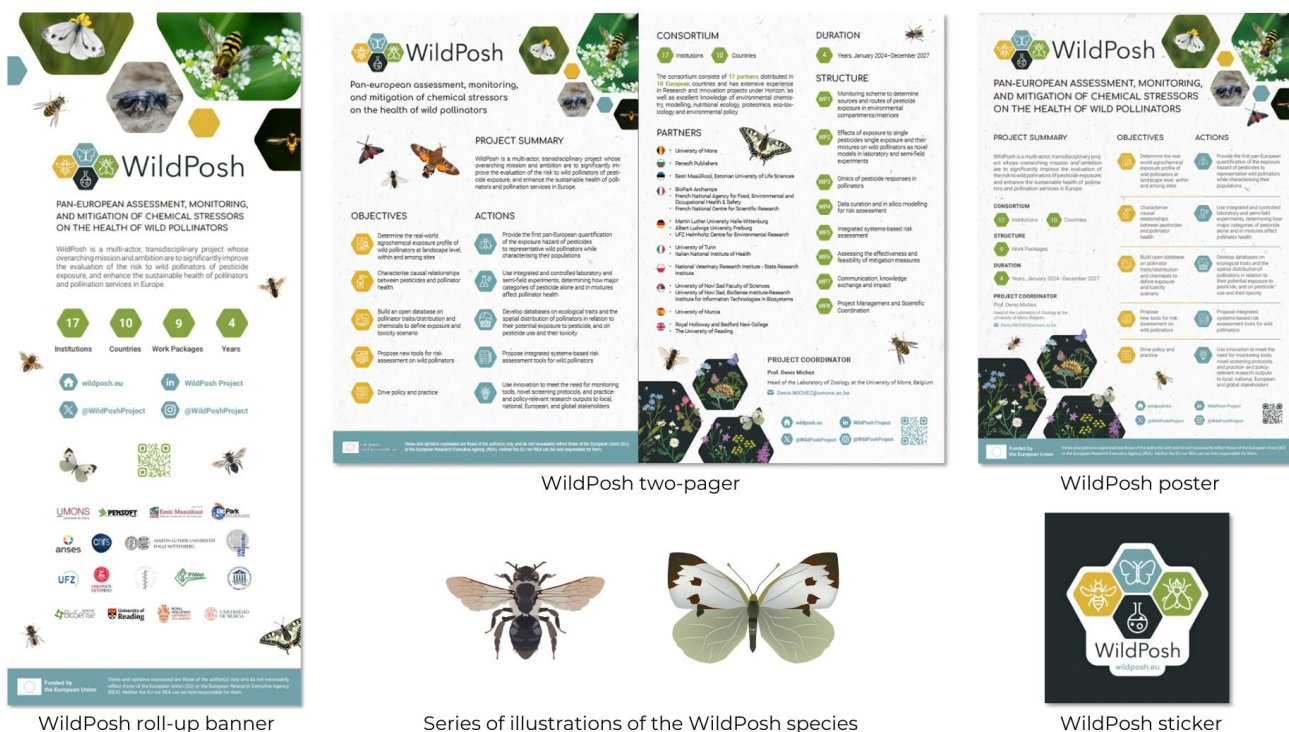


Figure 1: WildPosh's promotional materials

4.2. Infographics and factsheets

Besides creating overarching promotional materials presenting WildPosh as a whole, the project aims to also create infographics and factsheets dedicated to specific topics. These help stakeholders better understand WildPosh's work and complex project results through

a combination of text and visual aids such as charts, graphics and diagrams to illustrate otherwise abstract concepts. At this stage, an infographic visualising how the different work packages interact has been created (Figure 2). Additionally, one infographic for each work package is planned to better illustrate how the project works and what each WP aims to achieve. Further topics for infographics and factsheets could include *in silico* models explanation, wild pollinators' potential to get into contact with pesticide residues, factors influencing pollinator populations, MALDI BeeTyping on wild pollinators and others (to be conceptualised with partners).

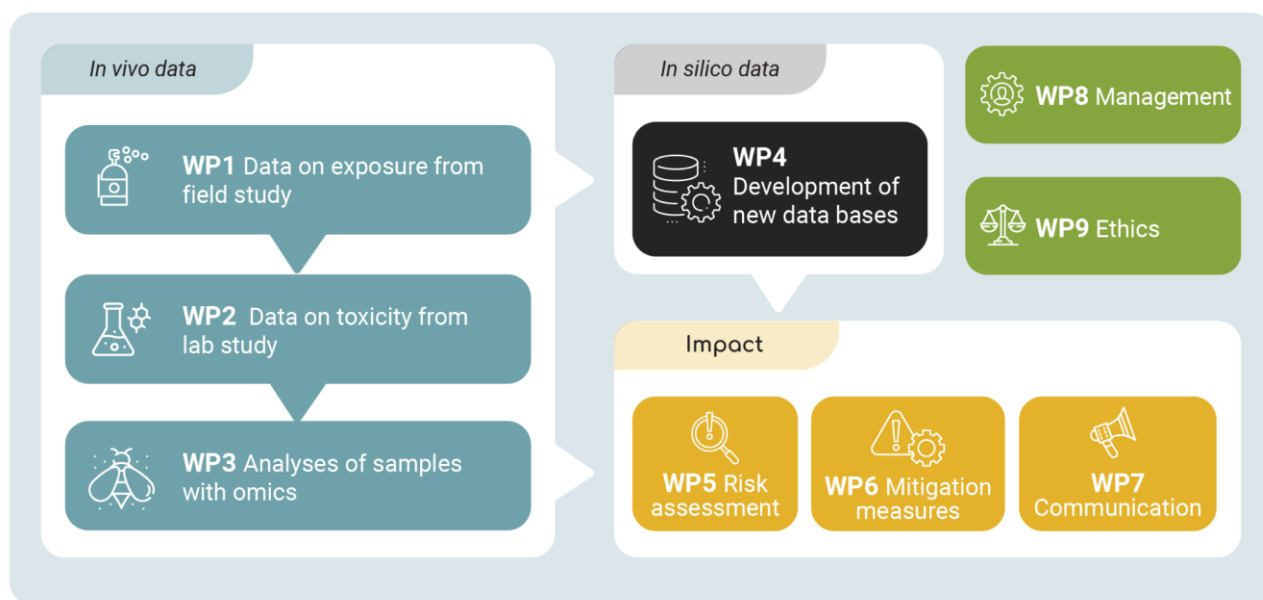


Figure 2: WildPosh's work package organisation

4.3. Videos

WildPosh will produce a number of short videos, which will be uploaded on the project's YouTube channel and shared via the social media platforms. These represent an innovative communication and dissemination tool which allows researchers to engage a wider audience in science communication. They can also be used as a supporting instrument which illustrates the project's goal, results and their usage. Some of the topics considered for videos are an introduction to WildPosh, interviews with each work package leader, field and lab experiments, databases overview and others.





Figure 3: WildPosh's video interviews with partners

Additionally, several short videos with some of the partners were created for a social media campaign (Figure 4).

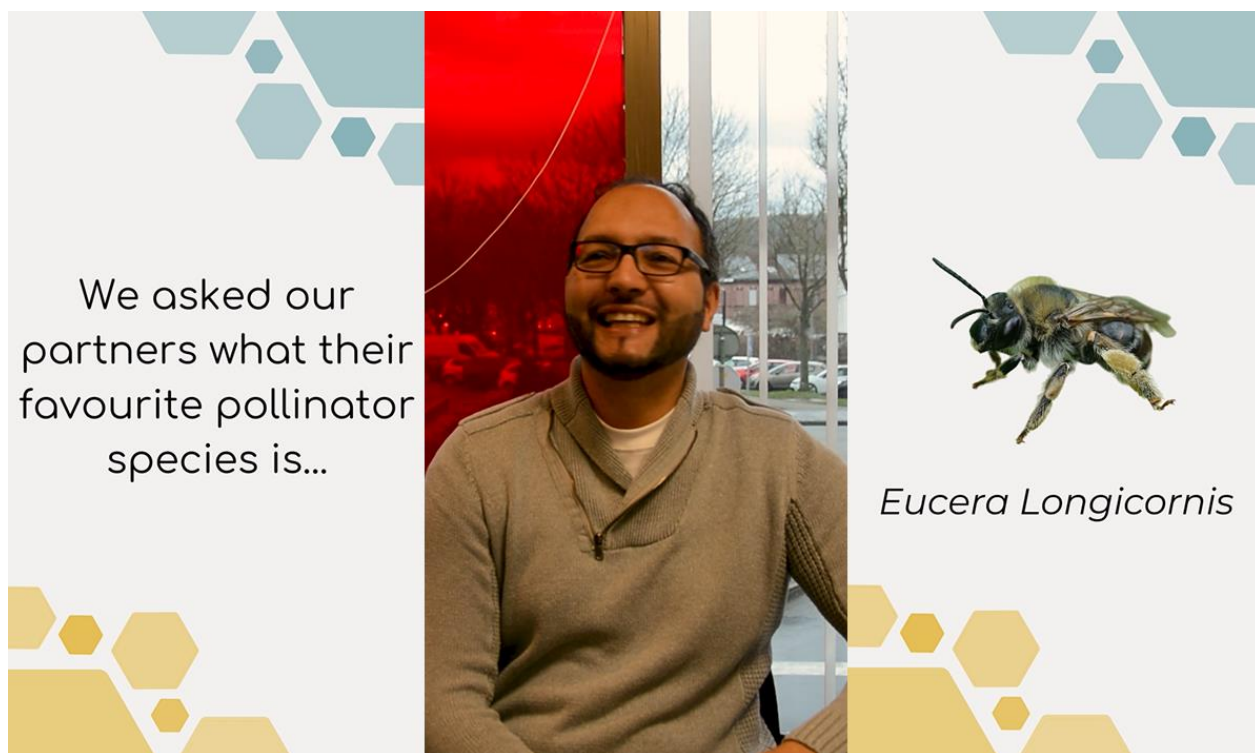


Figure 4: WildPosh's video series #WildPoshFavourites

4.4. Newsletters

WildPosh distributes a bi-annual e-newsletter. Besides being a useful tool to inform stakeholders about the latest project news and progress, it can also be an engaging way of reinforcing WildPosh's identity beyond the project's scope. Thus, the project shares its updates, educates about its results, highlights successes and announces upcoming milestones through a branded e-newsletter, which follows the established graphical identity and is easily recognisable to the reader.



To further increase exposure, WilPosh considers collaborating with other newsletters, such as PollinERA, other pollinator projects and the Pollinator Power Network newsletter, which featured the project in May 2024.

4.5. Press releases

To generate increased public attention around its major news and updates, WildPosh distributes bi-annual to annual press releases to two major science news portals: EurekAlert! and AlphaGalileo. These serve not only as a communication tool informing about the project but also support dissemination efforts since they transmit the project's results to a wide audience of potential users. The first press release was dedicated to the project launch in January.

Potential topics for further press releases could include key project milestones, WildPosh-organised events and other relevant project results and developments.

4.6. Social media

Social media is a very suitable tool for communication and dissemination activities for scientific projects, and it allows for the engagement of a wider audience. Therefore, a social media strategy has been developed for WildPosh, mapping out how the project plans to use different social networks. It focuses on engaging relevant stakeholders in the project's activities, while also disseminating results as soon as they become available to maximise their uptake.

4.6.1. Social media platforms

WildPosh has three networks, which satisfy all requirements:

- X, formally known as Twitter: @WildPoshProject
- LinkedIn: WildPosh Project
- Instagram: @wildposhproject

Due to their wide reach and unparalleled ability to quickly and efficiently communicate information, social media will play an important role in raising awareness about the project and its outcomes, including via the promotion of activities related to any of the other communication channels and methods.

Importantly, social media allow for bilateral communication, which makes them an indispensable tool when it comes to building relationships and engaging with stakeholders. WildPosh partners will be prompted to use both their personal and institutional social media channels to reach out to and engage with their networks and to share and promote items from the WildPosh dedicated channels. In an effort to foster relationships with other EU projects and highlight the benefits of EU-funded research, the WildPosh channels will also be used to share and promote news items about other relevant EU projects.



Additionally, the project will consider the need to create a corporate profile on other social networks, such as YouTube, once suitable materials for them are developed.

4.6.2. Social media resources

Social media represents a useful tool for monitoring relevant news and events in the project's field. Therefore, WildPosh follows and engages with not only the institutional and personal profiles of its members but also other relevant profiles outside the project, such as:

- [PoshBee](#)
- [SAFEGUARD](#)
- [IPBES](#)
- [RestPoll](#)
- [PollinERA](#)
- [SHOWCASE](#)
- [EFSA](#)
- [SPAS Project](#)
- [ANTENNA](#)
- [ORBIS](#)
- [DARKWIN](#)
- AGRI4POLL (starting 2025 & funded under HORIZON-CL6-2024-BIODIV Promoting pollinator friendly farming systems)
- VALOR (starting 2025 & funded under HORIZON-CL6-2024-BIODIV-01-3: Dependence of society and the economy on pollinators)
- BUTTERFLY (starting 2025 & funded under HORIZON-CL6-2024-BIODIV-01-3: Dependence of society and the economy on pollinators)

Besides following the content of other profiles, WildPosh takes advantage of another useful social media resource: hashtags. Hashtags not only enhance the reach of posts but also link them to other posts on the same topic, thus providing context and allowing people to easily follow them. WildPosh uses these hashtags to reach its stakeholders:

- #EUpollinators
- #WildPollinators
- #WildPoshKickOff,
- #pollination
- #pollinators
- #EUresearch
- #HorizonEurope
- #biodiversity

4.6.3. Social media campaigns

To ensure that WildPosh's social media activities are focused, tailored and measurable, an editorial calendar with specific social media campaigns has been developed (described in Table 4)



Table 4: Social media campaigns

Name	Hashtag	Description	Status
WildPosh partners campaign	#WildPoshPartners	This campaign introduces each of the partner institutions and their expertise	Completed
Favourite pollinator species campaign	#WildPoshFavourites	This campaign showcases the favourite pollinator species of some of the people in the project	Ongoing
WildPosh pollinator species campaign	#WildPoshSpecies	This campaign introduces the species on which the WildPosh research will focus	Planned for M6-M18
Interviews with WP leaders campaign	#WildPoshInterviews	This campaign features interviews with WP leaders from the kick off meeting	Planned for M6-M18
Faces of the project campaign	#WildPoshFaces	The campaign introduces project members and their individual expertise	Planned for M6-M18
WildPosh Research campaign	#WildPoshResearch	This campaign demonstrates the WildPosh research.	Planned for M19-M36
WildPosh results campaign	#WildPoshResults	This campaign showcases the main results derived from WildPosh	Planned for M37-M48

As the project evolves, more social media campaigns will be planned and included in the CDE update in M24 and M40.

4.7. Project website

WildPosh's website (www.wildposh.eu) serves as a central outreach tool, which stores all the materials produced during the project's lifetime, such as deliverables, project publications, news about project activities, promotional materials, result updates, etc. (more information in *D7.1 Project branding and website*). It supports both communication and dissemination activities, as it not only informs and engages interested parties but also ensures potential users have easy access to WildPosh's results and updates.



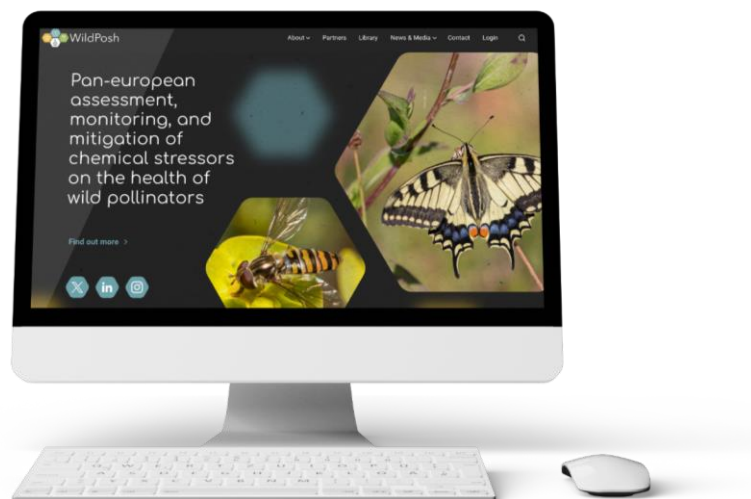


Figure 5: WildPosh's website

4.8. Scientific publications

WildPosh disseminates its research findings by publishing scientific papers in high-impact journals and, when appropriate, submitting manuscript preprint versions to preprint servers. Among the targeted high-impact journals are Nature Communications, Science Advance, Science of the Total Environment and others. The project also deposits its scientific publications and, where possible, datasets in trusted open-access repositories to further enhance their dissemination potential.

Longevity and availability of WildPosh-produced research, materials and guidelines will be of utmost importance to ensure that results are exploited by the target audiences. While providing all results openly via its web-based project portal, the project will also add an additional layer to its exploitation plan by launching a unique Open Science Pilot. The WildPosh Open Science Pilot will start with the open-access publication of the project DoA in the Research Ideas and Outcomes (RIO) journal. The RIO journal publishes all outputs of the research cycle and unconventional research outputs, such as policy briefs, policy recommendations, factsheets, inventories, case studies and data management plans, will be added to the collection. This will ensure that all project outputs are published openly, with a stable DOI assigned, and comprehensively collected in one place.

4.9. Attendance at events

Participation at international events ensures the project can disseminate its results to the wider scientific community and other interested parties. Therefore, WildPosh plans to



participate in numerous international events and conferences identified through a partner survey (Table 5).

Table 5: Events and conferences

Event	Date	Scale
IUSSI European Congress 2024	07 - 11 July 2024	EU
27th International Congress of Entomology	25 - 30 August 2024	International
10th Congress of Apidology (EurBee)	02 - 06 September 2024	EU
10th EurAAc Symposium	02 - 06 September	EU
12th International Symposium On Syrphidae	02 - 07 September 2024	International
48th Apimondia Congress	04 - 08 September 2024	International
18. International Conference on Ecology and Ecological Modeling	07 - 08 November 2024	International
SETAC Europe 35th Annual Meeting	11 - 15 May 2025	EU
49th Apimondia Congress	23 - 27 September 2025	EU
20th International Congress of the IUSSI	16 - 20 August 2026	International
Workshops held by connected HE projects	t.b.d.	EU

The type of project representation at each event is to be determined on a case-by-case basis. Still, the possibilities include disseminating project results with oral presentations during relevant sessions, presenting abstracts and scientific posters, delivering an invited talk or engaging interested stakeholders at the event via one-on-one encounters.

4.10. Practice abstracts

Practice abstracts are concise and clear practice-oriented knowledge outputs aiming to adapt scientific results to the needs of practitioners. As part of its dissemination toolset, WildPosh intends to make selected results available to stakeholders by publishing them in the form of practice abstracts. The European Innovation Partnership for Agricultural Productivity and Sustainability (EIP-AGRI) platform was initially selected for hosting the abstracts. However, as the EIP-AGRI Network has become part of the EU CAP Network



and will no longer update its current website, WildPosh will publish them on the EU CAP Network.

4.11. Policy briefs

Relevant national, European and International policies will be scanned to identify those most relevant to WildPosh outputs. Based on this, WildPosh will develop a collection of policy briefs aiming, as far as possible, to match the most relevant entry points in various policy cycles. The policy briefs are an essential part of WildPosh's toolset aimed at reaching one of the project's key stakeholder groups – policymakers. They address urgent issues and provide concise, evidence-based policy advice by translating scientific findings into insight for decision-makers.

Draft briefings will be presented in an online policy workshop to allow feedback and discussion in order to refine the content of the briefings prior to public dissemination. Additionally, WildPosh will host one joint workshop with EFSA, DG SANTE, AGRI and ENV, to share the policy briefs and identify pathways to feed into current and future policies.

4.12. Training activities and videos

WildPosh ensures the maximum uptake of project results by organising training activities tailored to the needs of specific project stakeholder groups. Contributing to a European pollinator health knowledge exchange hub, WildPosh collaborates to synthesise and disseminate research findings, enhancing knowledge exchange and developing best practice protocols, tools, training resources, and policy support for stakeholders across Europe. This effort aims to promote the conservation of pollinators and pollination services. Additionally, WildPosh will prepare training videos for the scientific community and practitioner videos providing hands-on demonstrations of WildPosh tools.

4.13. Stakeholder engagement

Alongside the CDE plan, WildPosh will focus on engaging stakeholders in co-design processes, which increases the probability of the uptake and exploitation of the project results.

The project will develop a portfolio of good practice guides targeted at stakeholders, including growers and suppliers, EFSA, national agencies, agrochemical businesses, and researchers. Each guide will be co-developed with representatives from each stakeholder group and carefully tailored to ensure clarity of messaging, accessibility and traceability of the underpinning science.

WildPosh has also established an Advisory Board (AB) (more information in *M1 Appointment of all board and committee members and implementation of management*



structure) to complement the consortium. It comprises multiple actors representing different environments (such as industry, science, policy-makers, administration, and environmental organisations) who will provide guidance and support in promoting the uptake of WildPosh outputs with multiple end users. The board will provide strategic advice on the project implementation, and early insights into emerging scientific and technical innovations, by also facilitating engagement with national, EU and global policies as well as industry and wider stakeholder networks. The AB will meet at each annual general meeting and virtually in between meetings. They will be also actively involved in providing advice for the generation of the different Environmental Risk Assessment models created during the project.

4.14. Synergies building

WildPosh organises and participates in joint workshops, webinars, press releases and other types of exchanges to build synergies with existing networks, initiatives, universities, research institutes, intergovernmental bodies and other relevant research projects. Their goal is to promote collaboration, integration and cooperation by exchanging best practices and increasing visibility. The project focuses on the organisations, networks and projects listed in section 1.1.

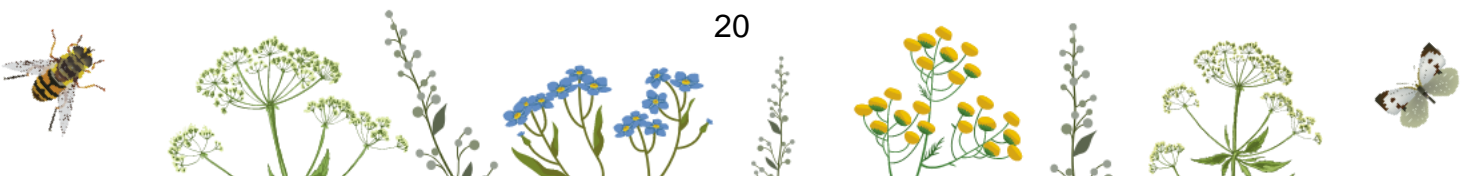
A close collaboration has been established with the sister-project PollinERA. In order to maximise impact and ensure sustainability of results, the two projects unfold in close collaboration. Some collaboration mechanisms include joint communication activities and events, regular exchange between relevant work packages, joint data management strategy and alignment of activities to solidify the quality of final outputs, as well as a joint final event. The two projects already have a joint press release announcing their funding published in the renowned science media outlets [Eurek!Alert](#) and [AlphaGalileo](#).

WildPosh's synergy-building efforts will be solidified through the project's final conference in month 48 and will be shown in D7.6 Report on established collaborations with projects, networks and initiatives in month 48.

4.15. European services supporting exploitation of results

To maximise the exposure and exploitation potential of its results, WildPosh will take advantage of the services offered by the European Commission, such as the Horizon Results Booster, Horizon Results Platform, Open Research Europe and the Research and Innovation success stories.

Horizon Results Platform will serve as a bridge towards policymakers and researchers, facilitating access to the project's Key Exploitable Results (KERs). It allows stakeholders to discover the abundance of EU-funded research results and get in contact with their creator, which enables their exploitation. In addition, WildPosh will use the Horizon Results Booster for the dissemination and exploitation of results so that the added value of the Key Exploitable Results is amplified.



WildPosh will also contemplate the publication of project results on Open Research Europe, which enables the publication of all aspects of Commission-funded research, thus maximising the value of research projects and accelerating their impact. Lastly, the project will aim to publish a success story in the Research and Innovation success stories collection.

A specific plan for utilising these services will be provided at the final update of this document (M40).

5 Implementation plan

The CDE efforts are planned in four consecutive phases, following the AIDA (Attention-Interest-Desire-Action) principles, to reach the target groups and decide on the most appropriate instruments to reach them. The phases are designed as follows:

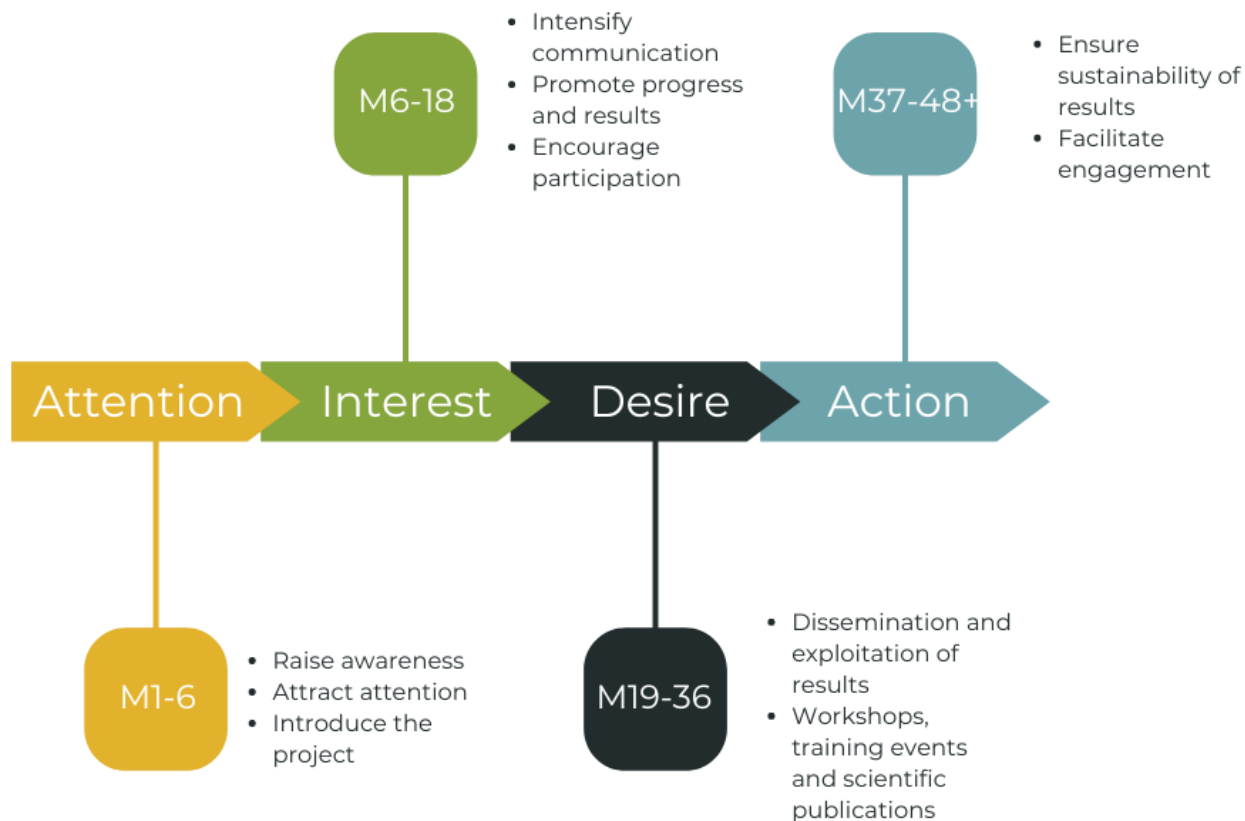


Figure 6: Visual representation of WildPosh's development stages

The first update of the CDE plan is planned for M24 during the **Desire (M19-36)** stage. The second update will be in M40 **Action (M37-48+)** stage and beyond. Therefore, the initial D7.2 provides detailed KPIs for the first (Attention) and second (Interest) stages of the project,



A KPI is a value that can be measured to illustrate progress. WildPosh selected a number of S.M.A.R.T. (Doran, 1981) indicators which satisfy the following criteria:

- Specific: what exactly is the goal?
- Measurable: how do we know the goal is reached?
- Achievable: are resources available to reach this target?
- Realistic: is this goal worthwhile?
- Timely: is there a timeline?

The table below provides appropriate monitoring indicators, which are applicable in the context of stage 1, Attention (M1-M6) and stage 2, Desire (M6-M18). The indicators will be revised once the project enters a new stage.

Table 6: Overview of communication, dissemination and exploitation tools with KPIs for M1-M24

Type of DEC activity	Tool	Stakeholder group	Output KPIs	Outreach KPIs
C	Promotional materials	ALL	1 Project one-pager; 1 introductory presentation; 1 roll-up banner; 1 sticker; 1 poster	500 copies of one-pager distributed; 300 downloads; presentation shared at 20 events
C & D	Website	ALL	News items: at least 1 per month	Number of news items > 1/month; Number of visits > 10,000/project duration; average session duration > 120s; returning visitors > 30%; geographical distribution: worldwide
C & D	Social media (X, LinkedIn, Instagram)	SC, GP	Number of posts: > 2 per week	Number of followers: at least 300 members of the general public; number of impressions: at least 300 per post
C & D	Infographics	GP	Number of infographics: 8	Number of downloads: > 100
C & D	E-newsletters	SC, IN, PM, GP	Number of e-newsletters: 8	Number of subscribers + 20/year, number of opens > 60%



D7.2 Communication, Dissemination and Exploitation Plan (CDE Plan)

C & D	Press releases	GP	Number of press releases: 2 per year	>1500 views/press release
C & D	Videos	GP	Number of videos: >8	Number of views>200
D	Scientific publications	SC	Number of publications: >8	Number of citations: at least 10 per article; Altmetric score: at least 20
D	Attendance at events	ALL	Number of attended events: >2 per year	Number of attendees to presentation: at least 50
C & D	Presentations of research results and findings	SC, PM	Presentations of research results at major EU/world conferences addressing pollinators: Apimondia, EurBee, IUSSI, International >10	Number of attendees to presentation: at least 50
D	Training videos	PR	Number of videos>5	Number of viewers>200
D	Practice abstracts: Short and to-the point summaries with practical information published in EU CAP	PR	N/A for this stage of the project	N/A for this stage of the project
D	Workshops: Practice and policy informing events in hybrid format focused on project findings	PR, PM	N/A for this stage of the project	N/A for this stage of the project
D	Policy briefs: Evidence-based policy	PM	N/A for this stage of the project	N/A for this stage of the project



	recommendations compiled into persuasive collection of briefs			
D	Scientific publications: A key outlet for scientific insights obtained in WildPosh	SC	N/A for this stage of the project	N/A for this stage of the project
C & D	Data sets from the open-source database	ALL	N/A	Number of downloads, reads and citations > 200

6 Outlook

The WildPosh CDE plan provides guidance on communication and dissemination efforts within the project framework and outlines the primary communication, dissemination and exploitation tools for maximum engagement of key stakeholders and the larger community. These include the project website, press releases, newsletters, posters, brochures, social media, meetings and workshops, scientific publications, etc. It also outlines the collaboration with numerous projects and networks and attendance at various events.

To ensure that WildPosh's CDE plan evolves with the project, it will be updated twice during the project's duration – in M24 and M40. These scheduled updates safeguard the accurate and timely performance of CDE actions, providing the opportunity to evaluate the activities, implement feedback from stakeholders and adapt appropriately to project progress. Additionally, more EU exploitation services are planned and will be outlined in the updated CDE Plan.



7 References

Doran, G. T. (1981). There's a S.M.A.R.T. Way to Write Management's Goals and Objectives. *Management Review*, 70, 35-36

Novkova, M., Metodiev, T., Peneva, S. & Kaleva, K. (2024). Project branding and website. Deliverable 7.1 EU Horizon Europe WildPosh Project, Grant agreement No. 101135238

Reverté, S. & Michez, D. (2024). Appointment of all board and committee members and implementation of management structure. Milestone 1 EU Horizon Europe WildPosh Project, Grant agreement No. 101135238

