Dissemination Communication and Exploitation Plan

D 6.1

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PU = Public,
PP = Restricted to other programme participants (including the Commission Services).
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CO = Confidential, only for members of the consortium (including the Commission Services).

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Project Abstract

Biodiversity protection and restoration are critical for maintaining ecological balance and ensuring the planet's sustainability. In the absence of sustainable management and protection of natural resources, the negative impacts of climate change and other environmental issues will only increase.

Private investment can be a critical tool with the potential to play a transformative role in financing conservation and restoration efforts, as public financing alone may be insufficient to address the scale of these challenges.

By activating innovative sustainable finance solutions and incorporating technological advances within the field of geospatial analytics, private investment can be leveraged in a way that benefits the environment and secures investors' confidence.

BIO-CAPITAL is going to implement an interdisciplinary research and innovation endeavour by combining actions in the three fields of (i) biodiversity protection and restoration, (ii) biodiversity-friendly financing mechanisms and (iii) advanced space technology. Implementation will involve four key steps to leverage innovation:

- BIO-CAPITAL will analyse, understand and learn from use cases.
- BIO-CAPITAL will elaborate, monitor, and demonstrate through use cases.
- BIO-CAPITAL will co-develop, implement and amplify back to the use cases.
- BIO-CAPITAL will engage stakeholders in order to reach shared views on these three steps and how they can be effectively combined to increase financial flows for biodiversity protection, restoration and sustainability.

Foreword

Work Package 6 of the BIO-CAPITAL project plays a central role in the success of the 40-month Research and Innovation Action, as it combines a variety of tasks that ideally make a strong contribution to project impact.

These tasks concern the dissemination of the project results, i.e. making the scientific results produced by the project partners accessible and disseminating them; the communication of the contents of the project with very different target groups; and the exploitation, i.e. the strategic preparation of the (subsequent) utilisation of the project results beyond the end of the project by the project participants and others.

Even though Oikoplus, as Work Package Leader of WP6 and author of this deliverable, is responsible for the contractually compliant development of the corresponding tasks, it is crucial for the success of the dissemination, communication and exploitation of BIO-CAPITAL that many members of the consortium make their contribution. This deliverable explains how they can do this.

All partners of the BIO-CAPITAL consortium will be involved in project communication. They will present the project and report on it. They will present the results of the project at one point or another, or utilise them. Whether consciously or unconsciously. It is therefore important that the communication activities of those involved are carried out consciously and that standardised messages are used.

Temporary projects such as BIO-CAPITAL can hardly develop an independent reach within their duration. The project is therefore reliant on utilising the existing, established reach and credibility of the individual project partners. This deliverable is intended to create an understanding of this and lay the foundations for successful project communication.

List of participating organisations

Participant No.	Participant Organisation Name	Country
1 (Coordinator)	CESKA ZEMEDELSKA UNIVERZITA V PRAZE	CZ
2	GEOSYS	FR
3	AGROSOLUTIONS	FR
4	PRATENSIS	SI
5	INSTITUTUL DE CERCETARE PENTRU ECONOMIA AGRICULTURII SI DEZVOLTARE RURALA BUCURESTI	RO
6	AGCURATE BV	NL
6.1	AGCURATE BILGI TEKNOLOJILERI ANONIM SIRKETI	TR
7	GND TECHNOLOGY	LT
7.1	GND ADVISORY	LT
8	ON YEDI SURDURULEBILIRLIK HIZMETLERI DANISMANLIK AS	TR
9	UNIVERSITE CATHOLIQUE DE LOUVAIN	BE
10	FORUM PER LA FINANZA SOSTENIBILE ENTE DEL TERZO SETTORE	IT
11	JSC ONE S.R.L.	IT
12	Carbone 4	FR
13	AGRI SUD OUEST INNOVATION	FR
14	AARHUS UNIVERSITET	DK
15	OIKOPLUS GMBH	AT
16	COLLABORATING CENTRE ON SUSTAINABLE CONSUMPTION AND PRODUCTION GGMBH	DE
17	WESTCOUNTRY RIVERS TRUST LBG	UK

Change Log:

Version	Date	Description
v0.1	22.10.2024	Creation of draft version
v.0.2	22.11.2024	Incorporation of comments and proposed changes from the members of the consortium

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Definitions and Abbreviations

Abbreviation	Meaning
CA	Consortium Agreement
CICES	Common International Classification of Ecosystem Services
CMS	Content Management System
CSS	Cascading Style Sheets
D.	Deliverable
DoA	Description of Action
EC	European Commission
EU	European Union
ESS	Ecosystem Services
GDPR	General Data Protection Regulation
HTML	HyperText Markup Language
IPBES	International Panel on Biodiversity and Ecosystem Services
PU	Public
SEEA	System of Environmental-Economic Accounting
SEO	Search Engine Optimisation
KPI	Key Performance Indicator
WP	Work Package
UC	Use Case

1. Executive Summary

This Dissemination, Communication and Exploitation Plan 1 (DCEP1) outlines the communication approach of the BIO-CAPITAL project. The project outreach activities described will target audiences such as policymakers, financial institutions, the scientific community, advocacy organizations, and the general public. The DCEP lays out how, where, when the various target audiences will be addressed by the project outreach. An iteration of the DCEP is foreseen for month 36 of the project (DCEP2).

2. Introduction

This Dissemination, Communication and Exploitation Plan (DCEP1, D6.1) outlines the target audiences, key messages, and a range of communication channels and formats to be used for all BIO-CAPITAL outreach activities. The consortium members will actively contribute to the dissemination efforts. Beyond scientific publications, conferences, and events, project dissemination will also leverage partners' existing channels and media outlets to engage non-scientific audiences and target groups beyond core industry and financial stakeholders. It should be noted that the development of the strategy at hand is mentioned as Task 6.1 c) (under the name Communication and Dissemination Strategy (CoDiS)).

In addition, the DoA foresees the development and drafting of the Exploitation Strategy as Task 6.3 r). Its results will inform the updated version of this deliverable. The iteration as DCEP2 is planned in M36 (May 2027) (D6.5). The document at hand is therefore limited to the areas of communication and dissemination but provides an outlook on the upcoming activities in the area of project exploitation. A detailed exploitation strategy will be developed in the later iteration of this deliverable.

This Plan is tailored to multiple target audiences to maximize the effectiveness of project communication. It specifies what will be disseminated, when, how (communication channels), by whom, and to which audiences (target groups). The Plan also outlines the key events in which all project partners will participate to share and disseminate project results and establish KPIs to measure the success of communication and dissemination activities. These efforts will raise awareness of the importance of biodiversity-friendly ecosystem services and the need to incentivise them monetarily.

The aim is therefore also to provide a guide for the members of the consortium, whose task it is to present the project to the outside world.

3. Objectives

This Dissemination, Communication and Exploitation Plan (DCEP1) aims to ensure that the project's results are effectively shared with relevant stakeholders to maximize their impact on biodiversity-friendly financial solutions. The following objectives reflect how the strategy will help BIO-CAPITAL achieve its goals:

Increase Visibility and Awareness of Biodiversity-Focused Financial Solutions: A primary objective is to raise the profile of BIO-CAPITAL's innovative approaches to financing biodiversity-friendly projects. By effectively communicating these solutions, the project aims to engage both the financial sector and the public in understanding the importance of biodiversity and ecosystem services. This is key to mobilizing support and investment in sustainable financial models that benefit both nature and society.

Engage a Wide Range of Stakeholders: BIO-CAPITAL targets diverse groups, including the financial industry, environmental policymakers, civil society organizations, and the broader public. The strategy will tailor messages for each group, using appropriate channels such as industry conferences, scientific publications, media outlets, and digital platforms to ensure the project reaches those who can act on the information. Engaging stakeholders from the financial sector and policymakers is critical for transforming project insights into real-world applications.

Maximise the Impact of Research on Sustainable Finance: The dissemination efforts will focus on translating research findings into communication tailored to address investors, policymakers, and environmental organizations. This is intended to foster a better understanding of how financial solutions can be aligned with biodiversity goals, ensuring that BIO-CAPITAL's outputs contribute to the development of new financial instruments that support environmental sustainability.

Support Policy Development and Societal Change: BIO-CAPITAL's results will inform policy discussions on biodiversity and finance, contributing to broader EU goals related to sustainability and environmental conservation. The Project's communication strategy will highlight the relevance of its findings for shaping policies that promote biodiversity-friendly investments. By engaging policymakers, the Project seeks to impact regulatory frameworks that support biodiversity protection.

Facilitate Exploitation of Results: An important objective is to set the stage for the future use and commercialisation of the project's findings. By disseminating knowledge and tools to stakeholders, BIO-CAPITAL aims to ensure that its outputs are used to develop new financial products, services, or policies that promote biodiversity. The communication strategy will help identify opportunities for exploitation, enabling the project's results to have long-lasting impacts.

Track and Measure Success of Communication Efforts: The strategy will include Key Performance Indicators (KPIs) to evaluate the success of dissemination and communication activities. These metrics could include the number of publications, the level of media coverage, engagement at industry events, and stakeholder feedback. Monitoring these KPIs will help ensure that the communication strategy is achieving its goals and making a meaningful impact on the uptake of biodiversity-friendly financial solutions.

By focusing on these objectives, BIO-CAPITAL's Communication and Dissemination Strategy will play a critical role in ensuring that the Project's results reach the right audiences and contribute to the global effort to align financial investments with biodiversity goals.

4. Project Dissemination

Being a research and innovation action, the Project will hopefully gain a large part of its public visibility and awareness through publications and the presence of consortium members at academic events. These activities, which also include the scientific publications that are particularly sought by the academic project participants, address a scientific target group for project dissemination. All scientific publications related to the BIO-CAPITAL project will be made accessible via the project website, as well as via Zenodo as open-access publications. To emphasise the connection with the Project, a BIO-CAPITAL Community will be created on Zenodo. The aim is to publish more than fifteen scientific papers in the context of the project.

Since BIO-CAPITAL, as a research and innovation action, aims to deliver practical results, special emphasis is placed on cooperation and exchange with those stakeholders who are relevant interfaces for the Project's topics (such as financial institutions, regulators, conservation practitioners, etc.). Therefore, stakeholder workshops are an important component of project dissemination (Task 6.2o), which will be designed and implemented in close coordination between Oikoplus and the responsible project partners and use case managers.

Politicians and regulators are a key stakeholder group for BIO-CAPITAL. The "Policy Brief" format was therefore identified as a central tool for dissemination. The Project will develop two Policy Briefs that are as concrete and action-oriented as possible, whose importance is also emphasised by their status as independent deliverables in WP6. The Policy Briefs are planned for Project months 24 (D6.4) and 40 (D6.5).

The Project will implement structured procedures to ensure advocacy and policy stakeholders are appropriately engaged throughout the Project lifecycle through:

Research Papers and Publications: Project results will be published in peer-reviewed journals and presented at international conferences to ensure broad dissemination within the scientific community.

Workshops and Conferences: External stakeholders will be invited to participate in specialised events where Project findings are presented and discussed.

Reports and Briefs for Policymakers: Tailored reports and Policy Briefs will be prepared for policymakers to ensure Project findings contribute to informed decision-making at the regional and European levels.

WP6-Lead Oikoplus will collaborate closely with CSCP and WP5 in order to design the dissemination and communication for external stakeholders in an engaging and impactful manner.

5. Communication Topics and Themes

The findings from the analysis of communication strategies in green finance tools (T6.1a) are highly relevant for shaping the communication of the BIO-CAPITAL project.

This analysis examined the communication about several financial instruments relevant to biodiversity conservation and sustainable finance. First, we analysed Green Bonds, which allow investors to fund environmentally beneficial projects, such as ecosystem restoration or sustainable infrastructure. Payments for Ecosystem Services (PES) were also analysed, where financial incentives are provided for ecological services such as water purification and carbon storage, directly linking monetary compensation to biodiversity conservation efforts. Sustainability-linked bonds (SLBs) were considered as well, offering flexibility by tying financial rewards to the achievement of sustainability targets such as emission reductions or biodiversity goals, without being linked to specific green projects. Biodiversity Offset Schemes, which compensate for biodiversity loss caused by development through the investment in conservation or restoration projects elsewhere, were another key instrument examined. Finally, Biodiversity Funds, which pool capital from institutional and private investors to support long-term conservation efforts, were analysed, with examples including projects focused on forest protection or marine habitat restoration.

This analysis aimed to determine how effectively these financial tools convey their environmental objectives and whether their representation is perceived as credible and transparent. Additionally, the analysis sought to identify the challenges in communication, particularly in avoiding greenwashing and the risk of oversimplifying complex ecological issues. The insights gained from this process are intended to provide a foundation for shaping BIO-CAPITAL's communication strategy, ensuring it is authentic, precise, and impactful.

Key findings that should be integrated into the strategy include:

- **Authenticity and Precision**: The analysis emphasises the importance of avoiding over-reliance on metaphors that oversimplify complex ecological issues. BIO-CAPITAL should focus on clear, science-based communication that conveys its goals without diluting the message. This will ensure that the project is seen as credible and grounded in reality.

- **Transparency as a Core Principle**: One of the recurring criticisms in the analysis is the lack of transparency in some green finance tools, which can lead to greenwashing. BIO-CAPITAL must adopt a communication strategy that prioritizes openness in reporting both successes and challenges. Establishing rigorous reporting standards and providing independent audits will build trust among stakeholders and the general public.

- **Setting Ambitious and Realistic Targets**: The analysis highlights the risk of setting easily achievable goals that create the illusion of progress. To avoid this, BIO-CAPITAL should commit to ambitious, scientifically grounded targets that drive meaningful and long-term environmental impact. This approach will demonstrate the Project's commitment to transformative change rather than incremental improvements.

- **Ethical Framing of Nature**: The commodification of nature, as seen in some financial instruments, often reduces ecosystems to their economic value alone. BIO-CAPITAL should emphasize the intrinsic, non-monetary value of biodiversity. By focusing on the ethical reasons for conservation, the project will differentiate itself from market-oriented approaches and appeal to stakeholders who value nature beyond its financial returns.

- **Symbolism without Simplification**: While symbols and tangible outcomes (e.g., sustainability targets, and conservation projects) are useful for communicating impact, they can oversimplify the complexity of ecological issues. BIO-CAPITAL should use these symbols carefully, ensuring they are framed as milestones within a broader sustainability journey, rather than definitive solutions.

- **Combating Greenwashing**: The analysis identifies various greenwashing tactics, such as vague claims, lack of transparency, and superficial targets. BIO-CAPITAL should avoid these pitfalls by adhering to stringent standards of transparency, independent verification and honest reporting. This will position the Project as a leader in ethical, impactful biodiversity finance communication.

On this basis, Oikoplus developed eight Content Streams that serve as a guideline for all BIO-CAPITAL content, covering both communication and dissemination. When developing the Content Streams, the basic assumption is that project communication is not more original by constantly focussing on the Project itself - after all, it is usually only the Project members themselves who are familiar with it; . the content of project communication should therefore be topic oriented and not project orientated. The Content Streams can be used like the sections of a magazine or a television program, thus ensuring variety in BIO-CAPITAL's communication.

Content Stream 1: The Science Behind Biodiversity Finance
This series will focus on educating audiences about the complex scientific and financial concepts driving biodiversity conservation. By simplifying ideas such as Payment for Ecosystem Services (PES), biodiversity credits and green bonds, we can demonstrate how BIO-CAPITAL integrates cutting-edge financial tools and geospatial analytics to achieve long-term environmental impact. Through blog posts, explainer videos, and infographics, we will make these topics accessible to a wide audience, ensuring they understand the importance of biodiversity finance. This series will also emphasise our commitment to precise, science-based communication, avoiding oversimplification or vague terminology.

Content Stream 2: The People Behind BIO-CAPITAL
This series will highlight the key people — scientists, local communities, and biodiversity advocates — at the forefront of conservation efforts. Featuring interviews, podcasts and social media profiles, "Biodiversity Heroes" will put a human face on the critical work

carried out to protect ecosystems. By telling their stories, we will inspire audiences and show the diversity of stakeholders involved in protecting biodiversity. This series will emphasise how collaborative efforts between experts and local communities are vital to achieving meaningful conservation outcomes. (See content examples here, which have already been published on LinkedIn: https://oikoplus.faircloud.eu/s/Qj4MTW27coDCPqN)

Content Stream 3: Innovations in Biodiversity Finance

“Innovations in Biodiversity Finance” will shine a light on the cutting-edge financial instruments and technologies driving BIO-CAPITAL’s impact. Highlighting tools such as sustainability-linked bonds, biodiversity credits and the integration of remote sensing technologies, this series will explore how innovative finance is creating new opportunities for conservation. By sharing case studies, webinars, and detailed blog articles, we will not only educate our audience but also engage potential investors and stakeholders interested in how finance can be aligned with biodiversity goals. This series will demonstrate BIO-CAPITAL’s role as a pioneer in sustainable finance.

Content Stream 4: Field Notes: Stories from the Ground

This visually rich series will bring audiences directly to the frontlines of biodiversity conservation through photo essays, short videos and field reports. “Field Notes” will tell the stories of local communities, field workers, and environmental champions actively engaged in restoration and conservation projects. By providing a first-hand look at the challenges and successes of our projects, this series will create an emotional connection with our audience, making the importance of biodiversity tangible. These real-world examples will illustrate how BIO-CAPITAL’s initiatives are creating measurable impacts on the ground.

Content Stream 5: Ask the Experts

"Ask the Experts" offers a platform for the public to engage directly with biodiversity and finance professionals, fostering a dialogue around complex conservation issues. By hosting live Q&A sessions on YouTube or Instagram, as well as written blog posts addressing audience questions, this series will provide clarity on topics that may seem daunting or opaque. Audiences can submit questions ranging from financial mechanisms to biodiversity science, and experts will respond with detailed, easy-to-understand explanations. This interaction will enhance BIO-CAPITAL’s reputation for transparency and open communication.

Content Stream 6: Biodiversity Finance Explained

"Biodiversity Finance Explained" will deliver bite-sized, science-backed facts about biodiversity, ecosystem services, and finance solutions to animate the conversation on social media. Through quick, shareable content like infographics, short videos, and fact sheets, this series will educate audiences on key topics while making complex ideas accessible. By offering easily digestible facts, this series will engage a broad audience and encourage them to learn more about biodiversity finance in a way that fits their daily digital consumption habits.

Content Stream 7: Breaking Down Greenwashing

The core mission of the financial sector is not to protect the environment. Therefore, when it emphasises green issues in its communications, the main financial drivers only seem to take a back seat. This explains why a risk of greenwashing is inherent to finance.. "Breaking Down Greenwashing" will be a critical educational series focused on raising awareness of the risks and tactics of greenwashing, while showcasing how BIO-CAPITAL adheres to rigorous standards of transparency and accountability. We will demonstrate the difference between genuine sustainability efforts and superficial claims, helping audiences become more discerning consumers of environmental finance products. By discussing real-world examples and outlining BIO-CAPITAL’s commitment to independent verification, this series will position the project as a model for ethical and responsible biodiversity finance.

Content Stream 8: Policy Pathways: Biodiversity Laws and Regulations

This Content Stream will be dedicated to exploring the evolving landscape of biodiversity conservation laws and regulations (WP2), specifically aimed at engaging regulators, policymakers and industry leaders. By breaking down legislative frameworks, this stream will provide insight into how international treaties, national biodiversity action plans and financial regulations intersect with BIO-CAPITAL’s mission.

Content Stream	Characteristics	Target Audiences
The Science Behind Biodiversity Finance	- Simplifies complex scientific and financial concepts - Focuses on tools like PES, biodiversity credits - Uses blog posts, videos, infographics	Scientists, academia, environmental finance experts, general public
The People Behind BIO-CAPITAL	- Introduces the BIO-CAPITAL team - Human stories from the field - Uses interviews, videos, profiles	General public, communities, conservation advocates, NGOs
Innovations in Biodiversity Finance	- Showcases cutting-edge financial tools (green bonds, remote sensing) - Uses case studies and webinars - Focus on aligning finance with conservation goals	Investors, financial institutions, policymakers, NGOs
Field Notes: Stories from the Ground	- Visual stories from the frontlines of conservation - Highlights local impact with real-life examples - Uses photo essays, videos, reports	General public, conservationists, donors, NGOs
Ask the Experts	- Engages the public in direct dialogue with experts - Live Q&A sessions and detailed blog responses - Provides clarity on complex topics	General public, students, professionals, media
Biodiversity Finance Explained	- Provides bite-sized, easy-to-share content - Uses infographics, short videos, and fact sheets - Keeps social media content engaging	General public, young professionals, students, social media users
Breaking Down Greenwashing	- Educates about greenwashing risks and tactics - Highlights BIO-CAPITAL's commitment to transparency - Uses case studies and explainers	Financial institutions, policymakers, media, general public
Policy Pathways: Biodiversity Laws and Regulations	- Focuses on biodiversity laws and regulations - Breaks down legislative frameworks - Engages regulators, policymakers, industry leaders	Policymakers, regulators, legal experts, NGOs

6. Target Audiences

BIO-CAPITAL will prioritise reaching a broad community of stakeholders through targeted dissemination channels. A stakeholder analysis (Task 2.2, Task 6.1a) will identify key groups, including local communities for the five use cases, and both public and private sector entities.

Of course, target group-oriented communication work does not start from scratch. A number of target groups already result from the Project's work plan, and some target groups are already recognisable. These include the general public, advocacy organisations, business & finance actors, public entities & policy makers, and the scientific community.

Target Group	Objectives	Communication Style
General Public	- Raise awareness of biodiversity-friendly financial solutions. - Encourage public support for sustainable finance initiatives.	- Simple, clear, and engaging language. - Focus on real-life examples and benefits. - Use of visuals, infographics, and social media.
Advocacy Organisations	- Build alliances for biodiversity-friendly finance initiatives. - Encourage advocacy groups to promote project outcomes to broader audiences.	- Fact-based, persuasive communication. - Highlighting impact on environmental and social justice. - Use of reports and presentations.
Business & Finance Actors	- Demonstrate the financial viability of biodiversity investments. - Encourage adoption of biodiversity-friendly financial products.	- Professional, results-driven tone. - Focus on market opportunities and ROI. - Use of case studies, white papers, and webinars.

Public Entities & Policy Makers	- Inform and influence policy decisions that support biodiversity-friendly financial frameworks. - Encourage collaboration with the project.	- Formal, evidence-based communication. - Focus on policy impact and regulatory benefits. - Use of policy briefs and expert panels.
Scientific Community	- Share research findings on biodiversity and finance. - Encourage academic collaboration and further research.	- Detailed, data-driven language. - Focus on methodologies and findings. - Use of academic publications, conferences, and journals.

Because of the possible multiple perspectives about communication to the various target groups, it should be flexible and adapted to the situation, the context and also to the objectives associated with it. As work package leader for Communication and Dissemination, Oikoplus will ensure this, and support partners to communicate in the most suitable way for each of the audiences identified.

A workshop during the first consortium on-site meeting (M12-14), involving all Project members, will play a key role in identifying specific target audiences based on personas. Through structured collaboration and interactive methods, participants will contribute their knowledge and perspectives to define relevant target groups collectively. The workshop will allow all Project members to develop a common understanding of the Project goals and target audiences. This will be supported by presentations and discussions based on previous stakeholder analyses (e.g., T2.2, T6.1a).

A key component of the workshop will be the development of personas. Personas are realistic, fictional representations of target groups, created through brainstorming sessions, discussions, and group work. Each persona will represent a specific stakeholder group, such as policymakers, local communities, or financial market actors. Important characteristics, such as the target group's needs, challenges, communication preferences, and motivations, will be defined. Based on the developed personas, the specific communication needs and channels for each target group will be identified. This will contribute to developing tailored communication strategies that effectively reach and engage the relevant stakeholders.

The workshop will aim to deliver concrete, actionable outcomes. By the end of the session, clear target group profiles should be established, along with an initial list of appropriate communication channels and formats. These outcomes will feed into the ongoing work of the Project. Oikoplus will organise and lead this workshop as part of Task 6.1 b), ensuring it is well-structured and productive for all participants. This will lay a solid foundation for effective project communication moving forward.

7. Key Messages

Key messages are the core statements of a communication effort that clearly and concisely convey the essence of the Project or initiative. For a complex and multi-year research project such as BIO-CAPITAL, it is crucial to identify these key messages early on. They help maintain a consistent narrative throughout the Project's communication, ensuring that all stakeholders – from the scientific community to industry and the general public – share a common understanding of the Project’s objectives. It is important that these key messages do not oversimplify or obscure the complexity of the subject matter, while still being accurate and scientifically sound. The challenge lies in striking a balance where the messages are simple enough to reach diverse audiences, yet precise enough to maintain credibility and integrity. This clarity builds trust and helps to convey the long-term relevance of the research findings.

An initial and very valuable basis was created at a very early stage of the project by surveying the members of the consortium using a Google Form - and potential key messages also emerged from this. The aim of the survey was to provide the team members with an overview of the wide-ranging consortium and also to create a basis for presenting those involved in the project on the project website - in the form of a classic project who-is-who.

Among the questions addressed to the consortium were the following questions and prompts: “Please, briefly describe what excites you most about working on the BIO-CAPITAL project”; “What are your professional motivations for joining this project?”; “What are the expected results your organization wants to achieve with the contribution to the project?”; and “Imagine, you'd have to describe the BIO-CAPITAL project as well as your role in it in one sentence: How would you phrase it?”. Based on the numerous responses provided by the BIO-CAPITAL team members, key messages were distilled that were also used in an initial social media campaign on LinkedIn at the outset of the project.

Here’s a first clustered set of BIO-CAPITAL project key messages:

Biodiversity and Financial Innovation:

- "BIO-CAPITAL is bridging the gap between biodiversity conservation and financial markets by creating innovative financial mechanisms that make private investments in biodiversity viable and impactful.”

- "Through financial tools like Payments for Ecosystem Services (PES) and biodiversity certificates, BIO-CAPITAL mobilizes private capital to restore and protect ecosystems."

Collaboration for a Sustainable Future:

- "BIO-CAPITAL brings together a diverse team of scientists, financial experts, and sustainability advocates to create solutions that protect biodiversity while addressing the challenges posed by climate change.”
- "By integrating cross-sectoral expertise, the BIO-CAPITAL project fosters collaboration among research institutions, businesses, and policymakers to create scalable solutions for biodiversity-friendly finance."

Data-Driven Approaches:

- "Using advanced technologies such as remote sensing and geospatial analytics, BIO-CAPITAL ensures that investments in biodiversity are based on reliable data, helping to quantify and monitor the benefits of conservation efforts.”
- "BIO-CAPITAL leverages Earth Observation systems and cutting-edge AI to develop financial products that accurately reflect the value of biodiversity."

Empowering Stakeholders for Action:

- "BIO-CAPITAL works with policymakers, businesses, and local communities to implement financial models that incentivize sustainable land use and biodiversity conservation.”
- "The project empowers stakeholders across Europe to integrate biodiversity conservation into financial decision-making, ensuring a sustainable future for generations to come."

Sustainability as an Investment:

- "BIO-CAPITAL demonstrates that biodiversity is not just a natural asset but a financial one, providing long-term returns through ecosystem services and environmental sustainability.”
- "Investing in biodiversity is investing in the future – BIO-CAPITAL shows how businesses can profit by preserving nature."

These initial key messages do not yet reflect the wealth of Project results that will emerge over the course of a multi-year Project, which is why the key messages will (have to) undergo constant further development.

The regular Project meetings are to be actively used to identify key messages suitable for communication and also to develop them within the consortium.

8. Communication Channels and KPIs

As part of its communication and dissemination activities, BIO-CAPITAL will utilise a variety of different channels and formats that are already specified in the project application. Specific key performance indicators are also specified for some of these channels, which are supplemented here by further self-imposed targets.

Communication Channel	Description	KPIs
Project Website	Central hub for project updates, deliverables, publications, and stakeholder information.	> 10k views
Social Media Channels (LinkedIn, X, Instagram)	Used for sharing project updates, milestones, and engaging stakeholders. Helps increase visibility and interaction with the public and target groups.	> 1000 followers (aggregated)
Press Releases	Inform media and the public about major project milestones and findings, ensuring visibility in relevant news outlets.	> 3 press > 30 media clippings
Email Newsletter (twice per year)	Regular updates sent to stakeholders about the project's progress, events, and key outcomes.	> 100 subscribers
Public Stakeholder Workshops	Engaging sessions for stakeholder input and collaboration, fostering knowledge exchange and development of strategies.	> 50 participants
Field Visits (with journalists and stakeholders)	Organized visits to project sites to showcase real-world impacts, engaging media and stakeholders.	> 30 valuable participants (aggregated)
Public Final Event	Closing event presenting the project's outcomes to a wide audience, including policymakers, businesses, and the public.	> 100 participants
Policy Briefs	Concise documents for policymakers summarizing key findings and recommendations to influence policy changes. (D6.3, D6.4)	> 100 downloads each

Videos on YouTube	Short, engaging videos explaining the project's goals, activities, and the importance of biodiversity finance, aimed at increasing public visibility.	> 500 views, aggregated
Project Brochure and Flyers	Printed and digital materials summarising the project's objectives, activities, and outcomes, distributed at events and workshops.	> 300
Scientific Publications	Peer-reviewed articles published in scientific journals to share findings with the academic community.	> 15 scientific publications
Scientific Conferences	Presentations of research results at international conferences to engage with the scientific community and foster collaboration.	> 15 conference presentations

The success of our Project is measured (not only) by its impact that WP6 (Communication, Dissemination, Exploitation) aims to increase. . It is therefore important that all communication measures, publications, presentations, videos, media contributions, etc. that arise in connection with BIO-CAPITAL are recorded.

However, it should also be emphasised that the above-mentioned KPIs are ambitious as they are intended to spur the commitment of the Project team.

All communication and dissemination activities will be documented in the periodic reports and at the end of the Project.

In addition to the Project's channels mentioned above, the communication channels of the institutions involved should also be used for the Project, since they have already established their own reach and awareness.

9. Roles and Responsibilities

Only 10 partners (CZU, EDA, Pratensis, ICEADR, WRT, ITASIF, JSC One, ASOI, AU, and WP-Leader Oikoplus) have an active stake in the Dissemination, Communication and Exploitation Work Package.

All consortium partners are invited to share relevant Project communication with Oikoplus by email at any time. Whenever texts, photos, reports, visualisations etc. are created as part of the Project work suitable as content for communication and dissemination, partners are asked to share the material with Oikoplus.

A monthly "Communications Jour Fixe" with the WP Leaders from project month six (November 2024) on, will be used to regularly exchange on the following questions:

- What has happened in the WPs, what progress has been made?
- Are there any new or upcoming publications related to the Project?
- Have there been relevant meetings with stakeholders (e.g. as part of use case site visits)?
- Has the Project been presented at conferences, events, symposia, etc.?
- Are Project-relevant activities planned that could be interesting for its external presentation?

Irrespective of this, each member of the consortium is of course required to report on its own communication activities. The following information has been shared with the consortium on June 5, 2024:

"Whenever you communicate about the project (e.g. if you make publications related to BIO-CAPITAL, if you present the project at an event, or if your participation in the project is reported in the media), please always report it in the Continuous Reporting in the EU portal, where you will find tabs for Dissemination Activities and for Communication Activities."

"Just a reminder: Whenever we communicate about our project, the European Commission asks us to mention the project funding. Find some guidelines on how to do it here: https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en#acknowledge-eu-funding"

In order to make it as easy as possible for consortium members to integrate their own channels into the project communication, an announcement package was shared with the consortium at the beginning of July (project month 2), which contains a draft for an initial press release, a presentation template, social media shareables and an executive summary of the project. During the project, the partners are repeatedly provided with communication materials for use.

10. Project Visual Identity

A visual identity is crucial for a research project such as BIO-CAPITAL for several reasons. First, a consistent visual identity ensures the Project is easily recognisable across different platforms, making it stand out to stakeholders and the public. Second, a professional visual identity builds trust, showing the Project is well-organized and serious, which is important when engaging with external partners and stakeholders. It ensures all materials, both digital and print, have a cohesive look, making the Project's messaging clear and unified. Third, a strong visual identity also helps establish the project as a recognisable brand, differentiating it from other initiatives and strengthening its position in the public or scientific sphere. Visual elements like colours and symbols can reflect the project's core themes, enhancing the communication of its objectives. In short, a visual identity boosts the Project's visibility, trustworthiness and overall impact.
From the start, the BIO-CAPITAL Project consortium attached great importance to providing standardised communication materials, which Oikoplus provided at an early stage. A visual identity was developed as a unifying element of all communication and dissemination activities, which includes the Bio-Capital logo in various versions, as well as freely available fonts and a colour set. The BIO-CAPITAL templates for presentations and deliverable reports also reflect the ambition to communicate with as uniform an image as possible. These visual identity components are intended to ensure a visually uniform appearance of the Project channels and communication materials. The components are also to be used by the Project partners and have been made available to them accordingly.

The visual identity is supplemented in the video area by a standardised on-screen design and a standardised sound design with various signatures etc.

A relevant component of the visual identity concerns the transparent identification of the European Union as the Project funder. Accordingly, the guidelines for using the correct

EU logo, shared with the partners at an early stage, and in all communication measures, emphasise the need for an appropriately sized EU logo.

11. Internal Communication

Internal communication within a large multinational project consortium, such as tBIO-CAPITAL, is essential. Effective communication ensures that all partners are aligned with the Project goals, understand their responsibilities and can collaboratively address challenges as they arise. Given the interdisciplinarity and geographical diversification of the consortium, structured internal communication allows for seamless coordination across work packages, timely decision-making and integration of stakeholder inputs. By fostering transparency and mutual understanding, internal communication helps to build trust among partners, ensuring that knowledge and expertise are shared effectively across different teams. Furthermore, it is critical for managing complex workflows, monitoring progress and adapting to new developments.

In BIO-CAPITAL, the core tasks dedicated to enhancing internal communication are organised under WP1, led by the University of Life Sciences in Prague, which, as coordinator of the project, is responsible for facilitating most of the internal communication formats, as described in D1.2 Project Handbook:

Task 1.1: Project implementation and internal communication

Activity 1: Establishing governance bodies and decision-making mechanisms, including organizing four General Assemblies and regular Steering Committee meetings.

Activity 2: Coordinating monthly virtual meetings and WP-specific coordination meetings to ensure continuous project implementation and progress monitoring.

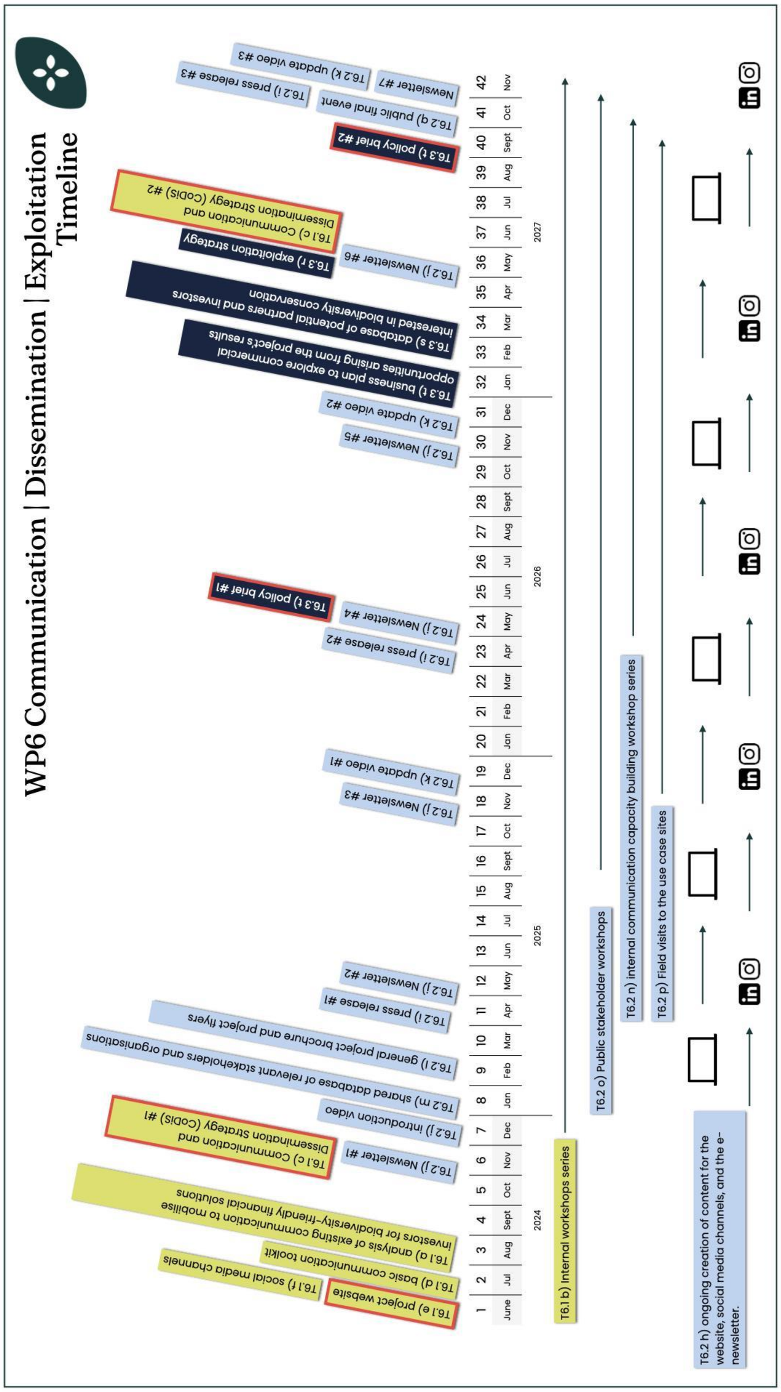
Activity 3: Developing a project charter and management framework that supports strong, multidisciplinary collaboration and ensures shared values, ethical standards, and gender equality. Establishing a workspace for ongoing communication and storage of project outputs is also crucial for accessibility and knowledge retention across the consortium.

So far (project month five), in addition to the virtual kick-off meeting (June 27), there has been one project assembly (October 22), during which it was announced that a general internal review process for all deliverables will be developed by the coordinator. It was also announced that a doodle would be created and shared with the consortium to schedule a first physical project meeting in Prague in March–June 2025.

As a kind of link between the internal communication and the external presentation of the project, a series of internal capacity-building workshops (D6.4) will be used to provide the partnership with communication tools and skills following this DCEP. The internal communication workshops organized by Oikoplus that span the first two years of the duration of the project will build the capacity of all partners to enable them to fully participate in effective project communication and dissemination. It will include communication training and developing meaningful narratives for effective project outreach. The workshops will take place during the physical project meetings.

To promote the regular exchange of project activities that are relevant for project communication (and ultimately also relevant for proper continuous reporting), Oikoplus as WP6 leader invites you to a monthly work package-specific exchange online meeting. The first six meeting scheduled are: November 12, 2024: 16:00 CET; December 17, 2024: 16:00 CET; January 14, 2025: 16:00 CET; February 18, 2025: 16:00 CET; March 18, 2025: 16:00 CET; and April 15, 2025: 16:00 CET. The guiding questions, that should be discussed in these meetings, address what’s been going on in the WPs, and what’s ahead: What progress has been made? Are there any new or upcoming publications related to the project? Have there been relevant meetings with stakeholders (e.g. as part of use case site visits)? Has the project been presented at conferences, events, symposia, etc.? Are project-relevant activities planned that could be interesting for the external presentation of the project?

12. Timeline and Key Activities



13. Outlook: Exploitation

At this early stage of the *BIO-CAPITAL* Project (month 6), it is indeed premature to specify concrete exploitation plans or identify precise outcomes for exploitation. However, it is essential to start laying the groundwork so as to ensure that the potential for exploitation is recognised and incorporated into our ongoing work. **Oikoplus** will take responsibility for ensuring that exploitation remains a core focus throughout the Project.

Ensuring Long-Term Use of Project Results

Exploitation in the context of Horizon Europe refers to the sustainable use of project results beyond the lifespan of the Project. This includes the application of findings, tools, technologies, or methodologies in ways that benefit industry, policymakers, academia, or society at large. Ensuring that results can be reused or built upon is crucial for maximising the impact of the Project, and it can occur in several forms:

Commercial Exploitation:

- Identifying project results that have the potential to be commercialized. This includes technologies, products, or services developed during the project that can be brought to market. Throughout the Project, we will actively assess the commercial viability of our outputs and engage with relevant business stakeholders to explore commercialisation opportunities.
- Oikoplus will facilitate regular discussions with business and financial partners to monitor and evaluate those results which have the potential for market application. Early-stage discussions will ensure that these partners are aware of Project outputs that could be valuable for further development and investment.

Scientific Exploitation:

- Project results will be used as a foundation for further research and development within the scientific community, by actively publishing our findings in high-impact academic journals and presenting at scientific conferences and events.

14. Conclusion

This Plan is designed to ensure effective communication of innovative financial solutions for conservation, aiming to raise awareness, engage diverse stakeholders, and maximise the impact of the Project's research findings. It adopts a multifaceted approach, incorporating carefully tailored messaging for target audiences such as policymakers, financial institutions, the scientific community, advocacy organisations, and the general public. To achieve its objectives, the Plan emphasises transparency, credibility and the avoidance of greenwashing through clear, science-based communication and rigorous reporting.

The communication plan is supported by a range of channels, including the Project website, social media platforms, newsletters, stakeholder workshops, field visits, and scientific publications. A strong and consistent visual identity further enhances the Project's visibility and professionalism. Key messages highlight biodiversity finance as a practical and impactful investment, stress the importance of cross-sector collaboration, and promote data-driven and ethical approaches to conservation.

To measure success, the Plan establishes clear performance indicators, tracking engagement and dissemination outcomes. While exploitation plans are still in development, the Project is already laying the groundwork to ensure its findings can be sustainably applied in commercial, scientific, and policy contexts. This forward-looking approach positions BIO-CAPITAL to make a lasting impact by aligning financial investments with biodiversity goals, fostering collaboration, and promoting innovative, actionable solutions.

15. Appendix

a) Task 6.1a Analysis Paper