Plan for Exploitation and Dissemination of SHOWCASE results

Deliverable D4.10

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SHOWCASE

SHOWCASing synergies between agriculture, biodiversity and Ecosystem services to help farmers capitalising on native biodiversity

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Preface

Communication, dissemination and exploitation are key elements of strategic SHOWCASE measures to maximise the project's impact and ensure effective long-term knowledge exchange. The current exploitation and dissemination plan has been developed in the first months of the project by WP4 "Communicating the benefits of agrobiodiversity through multi-stakeholder knowledge exchange". The plan aims to provide a detailed program of dissemination and knowledge exchange to ensure the clearly defined objectives and target-based interactions between target groups of stakeholders and the project.

The current version of D4.10, submitted in M18, provides a better structured version of the communication and dissemination approach of the project and presents an exploitation plan for the SHOWCASE results. The following changes have been made to the initial D4.10:

- Internal communication has been removed from this deliverable after being evaluated as a subject of WP5.
- Table 3 has been merged with table 1, in order to present in one place the type of communication/dissemination tool, its function and target group and key performance indicator.
- An implementation plan has been added to the document, dividing the project into four implementation stages.
- A detailed social media strategy has been developed.
- An exploitation plan has been added, describing all exploitation mechanisms that will be used for the SHOWCASE key exploitable results.

All changes are marked in green.

Summary

Communication, dissemination and exploitation play a vital role within SHOWCASE as the main means of ensuring knowledge transfer and uptake of results during the project lifetime and after the project is concluded. The project's strategic objectives and target groups, as well as the key messages and narratives that the project aims to communicate serve as an orientation in the project's actions in the relevant field. The current Plan for Exploitation and Dissemination of Results (PEDR) has been developed to define target-specific objectives and outline concrete implementation actions.

The SHOWCASE PEDR represents a document that aims to guide the communication and dissemination efforts to target project-relevant audiences, convey clear, understandable, coordinated and effective messages, and reach out project results to all interested parties within the various stakeholder groups.

The plan presents the different communication and dissemination tools, structured in an implementation plan according to the different target groups and different stage of development of the project. It also provides a list of tailored key performance indicators (KPI) for the project's outreach activities that aim to provide a means to quantitatively monitor the effectiveness of dissemination activities. Indicative time schedule for implementation and updates is provided.

In addition, this document will identify key project results, which will be a subject of exploitation.

List of abbreviations

EBA	Experimental Biodiversity Area
EU	European Union
KPI	Key performance indicator
PEDR	Plan for Exploitation and Dissemination of Results
WP	Work Package
KER	Key exploitable result

1 Introduction

Dissemination refers 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. **Communication** 'translates' the results in a way that they are understandable and presentable to multiple audiences, including media and the public and acts in support of dissemination activities. On the other hand, the term **exploitation** refers to the use of results for commercial purposes or in public policymaking. All three processes are essential to the research results generated within a research project, as they ensure the utility maximisation of project research output.

The importance of properly conducted communication, dissemination and exploitation activities in close-to-market research projects has proved to be extremely high. Dealing with research results that for the most part aim to direct policymakers, enrich knowledge about sustainable practices, invent a technological solution that would be of help to both researchers and practitioners, is a task that requires the construction

of a system of communication methods and channels that can deliver information to stakeholders in an optimal way.

An essential part of the process of communication, dissemination and exploitation of research results is to provide clear and targeted approaches for activities as early on in the project duration as possible. By defining relevant stakeholders and taking into account the most appropriate communication tools in terms of cost and outreach capacity, a carefully designed PEDR is the backbone of all further dissemination and exploitation activities within the project.

To solidify and quantify the foreseen communication and dissemination actions, an implementation plan has been developed in the scope of this document, which features concrete actions for the next implementation phase of the project, which has a duration of 18 months. This is described in detail in Chapter 4. Implementation Plan.

2 Relation to the SHOWCASE narrative

The SHOWCASE WP4 “Communicating the benefits of agrobiodiversity through multi-stakeholder knowledge exchange” is dedicated to creating effective knowledge exchange. An objective of central importance for the project is the adoption and provision of the narratives that would most efficiently convey the benefits of biodiversity management to different actors. By targeting both intrinsic and extrinsic motivations of relevant stakeholders, SHOWCASE aims to identify and apply innovative strategies, and state-of-the-art practices in narrative communication and promotion.

In the framework of T4.1, SHOWCASE has developed a solid narrative adapted to explain the project to different interest groups. This narrative was built in the first months of the project based on the knowledge of successful narratives and an evaluation of our core messages and keywords. The narrative explains why SHOWCASE believes in reconciling biodiversity and agricultural production to connect to the core values of different actors. Only then, it is presented how this can be achieved, and what particular steps can be taken to achieve it. This approach is widely used in business, but surprisingly little exploited by research programs, who tend to focus on what to do, and assume that the audience already knows and empathises with their core values and why we propose the targeted solutions. This narrative will be updated during the building up of EBA’s based on the gained experience and refined when needed. Hence, it will also be updated in the PEDR. Next, we highlight the building blocks on which the narrative will be built and communicated.

The main aim of the SHOWCASE project is to provide new knowledge in support of and promote the adoption of the strongly needed change of perceptions on how agricultural practices interact with biodiversity conservation. Hence, we need to first

understand current perspectives and open the conversation including all relevant actors to see how those can effectively change. We cannot impose our narrative but we can be the catalyst to spark the ideas and let them spread. In particular, the key objectives to achieve that are:

- To understand stakeholders' extrinsic and intrinsic motivations and develop engaging narratives that support win-win solutions inspired in biodiversity
- To facilitate knowledge exchange both within and between EBA communities and initiate mutual learning processes;
- To create the conditions to increase policy support to, and the uptake of biodiversity-based solutions by farmers;
- To raise public awareness on the importance and best available options to reconcile food production and biodiversity conservation;
- To showcase the project outputs to all sectors of society to increase citizen support to biodiversity management on farms.

3 Communication and Dissemination

WP4 aims to maximise impact by coordinating and implementing the sharing of practices and knowledge generated by the project with relevant stakeholders. SHOWCASE will accelerate its outreach by using appropriate formats to target various stakeholder groups, including the practice and the policy sector.

This Plan for Exploitation and Dissemination of Results will target the relevant stakeholder groups in key sectors and define the most appropriate methods to disseminate project results to the following stakeholder groups:

(i) Practice: farmers and landowners (F);
Primary: From small to large-scale growers/farmers in the EBA regions
Secondary: Farmers outside EBA regions

(ii) Umbrella organisations: farmer organisations and NGOs (FO);
e.g., Copa-Cogeca, European council of young farmers: CEJA

(iii) Policy: policy and decision-makers on local, EU, and global levels (P);
Local: Extension workers, local governments in the EBA countries
EU: Europe's Directorate-General for Agriculture and Rural Development
Global: UNEP, IPBES, IUCN

(iv) Academia, higher education institutions at local and EU level (A);
Researchers in nature conservation, ecology, ecosystem services, biodiversity, agriculture

(v) Media and the general public. (M)
Media: Science journalists, journalists

Audience: Citizen scientists, lay persons

The concrete measures to communicate and disseminate results are presented in Table 1.

Abbreviations of the stakeholder groups are available above and are used in the table.

3.1 Communication

Communication efforts within SHOWCASE are targeted at raising awareness of the project and engaging media, opinion leaders and, thus, the general public with biodiversity-encouragement narratives.

The main communication and dissemination actor within SHOWCASE is WP4. However, the entire consortium shall take on the role of a dissemination actor, by actively participating in all activities related to the wide and coherent distribution of project results and knowledge exchange.

By reflecting on the needs and interests of farmers, growers, and the general public, the following key messages have been identified for the project as part of the SHOWCASE Narrative. These are summarised in a guideline document prepared for project partners - 'Best practices on how to communicate with stakeholders', available as Annex to this document.

Why we care about biodiversity and farming: two essential concepts can be emphasised and should not be forgotten — biodiversity is functional (e.g. it provides and regulates ecosystem services), but it is also non-functional (e.g. it is a wonder). Since explaining biodiversity can be complex, metaphors could be used. An example of a metaphor targeting farmers is "Biodiversity is like a tractor. You would never use a tractor with missing gears. It needs its proper gears to fully work." Such figures of speech can be identified for each target group using something familiar to the specific group.
What we do in SHOWCASE: it is important to have a straightforward and direct answer. Here are some examples:

- "Caring for the future of farming. And biodiversity is our ally."
- "We promote biodiversity inclusive farming."
- "Life fits everywhere: we want to help to farm with biodiversity (not against)" or "there is room for biodiversity in all agricultural systems."

How to improve biodiversity: SHOWCASE's key message on this topic is that improving biodiversity can be achieved by multi-partner collaboration because complex problems call for multifaceted solutions. The work accomplished in the EBAs will be used to communicate this idea better because it will serve as

a concrete success story, exemplifying how farmers, scientists, NGOs, policymakers, and others worked together across Europe. Such concrete success stories convey complex ideas better than abstract explanations.

3.2 Dissemination

SHOWCASE is tailoring various uni- and bi-directional dissemination channels to the needs of the target stakeholders and audiences, eliciting expertise, knowledge, and perceptions from stakeholders as part of the project's engagement activities.

According to the stakeholder groups identified in section 3, Table 1 maps the communication and dissemination tools, which were identified to best reach out to each target group. As a control mechanism, key performance indicators about output, outreach and impact are identified for each tool for the Unfolding stage of the project (see chapter 4. Implementation plan).

Table 1. Communication and dissemination tools according to target group.

Type	Tool	Target	Contribution to the impact	Key performance indicator for a period of 18 months*
D	**Project website, incl. public library:** central outreach tool, which will store all materials produced during the project lifetime, including all SHOWCASE publications news, a timeline of events, project publications etc. (see more in D4.9)	A; P; F; M	Inform and engage interested parties through provision of general information about the project and its main outcomes; provide easy access to key results and project publications.	**Output**: - News items: 18 - New events in calendar: >35 **Outreach**: - Users: +1500 - Av. session duration: >120 sec - Geographical representation > 20 countries **Impact**: - A thorough analysis of the website will estimate how well the project scores in terms of SEO ranking; impact of reposted content will be analysed based on the audience of respective media outlet - Number of returning visitors: >60%
D	**Scientific publications**	A	Presentation of research findings in high impact journals.	**Output:** - New publications: 10 **Outreach:** - Number of views: 7500/article - Number of social media posts: >6/article

				Impact: - Number of citations: >15/article - Altmetric score: >50/advertised article
D	Attendance at scientific and general **conferences**	A	Presentation of research findings and evaluation of its scientific quality through feedback from the user community.	**Output:** - Number of attended events ~ 5 **Outreach:** - Number of attendees > 300 **Impact:** Positive feedback from attendees
D	**SHOWCASE-organised trainings and lectures** at local universities	A	Present SHOWCASE methodologies and findings.	**Output:** - Number of events >5 **Outreach:** - Number of attendees > 50 **Impact:** Positive feedback from respective stakeholder (will be evaluated based on a qualitative analysis of opinion/feedback form)
D	**Project collection** in RIO journal	A, P	Provide a one-stop repository of all project publications (including unconventional results like datasets, interview reports), available with a permanent link.	**Output:** - Number of RIO articles: - Number of linked articles: **Outreach:** - Number of views/article: 2000 **Impact:** - Number of citations:
C	**Promotional materials**	M	Written in popular language, various promotional materials (stickers, flyer, poster) will Increase awareness about the existence of the project and the topics dealt with by the project.	**Output:** - No new materials foreseen **Outreach for existing materials:** - Downloads: 150/item **Impact:** Positive feedback from respective stakeholder (will be evaluated based on a qualitative analysis of opinion/feedback form)
D	**Policy briefs** with concise recommendations on agrobiodiversity	P, FO	Knowledge transfer from the project to policy makers for key issues; engagement of scientists in the policy-making process.	N/A for this stage of the project*

D	**Fact sheets**	F, FO	Transfer guidelines based on findings and developed knowledge on best agrobiodiversity practices and recommendations.	N/A for this stage of the project*
D	**SHOWCASE-organised workshops**	F, FO	Solve complex tasks regarding methodologies, estimate usability of proposed actions.	**Output:** - Number of workshops >3 **Outreach:** - Number of attendees: tbd **Impact:** Positive feedback from respective stakeholder (will be evaluated based on a qualitative analysis of opinion/feedback form)
C/D	**E-newsletters**	All	Provision of information about project progress, key events and activities, project outcomes.	**Output:** - Number of newsletters: 2 **Outreach:** - Open rate: 60% - Link-click rate: 30% **Impact:** - Subscribe rate: +150 - Unsubscribe rate: below 10%
D	**Wikipedia entries**	F, M	Provision of information the various benefits of agro biodiversity, lessons learned and ways to integrate them into farming practices.	N/A for this stage of the project*
D	**Illustrated e-handbook**	All	Provide a guide for the implementation of biodiversity-based innovations with examples and success stories.	N/A for this stage of the project*
D	**Practice abstracts published in EIP-AGRI**	F, FO	Provide practitioners with a concise practice-oriented information originating in scientific work.	**Output:** Number of abstracts > 2 **Outreach:** To be estimated based on analytics of EIP-AGRI **Impact:**

				Practitioners' feedback during workshops
C	**Motion graphics animation**	All	An introductory awareness-raising tool, providing the key information about the project in an attractive manner.	**Output:** Share in 5 farmer groups **Outreach:** - Views YouTube: +300 **Impact:** - Number of shares: >5
C/D	**Do-it-yourself videos**	All	Short and attractive awareness-raising tool, providing inputs into partners' work progress.	**Output:** - Number of videos: 5 **Outreach:** - Views: 180 - Likes: 90 **Impact:** - Number of shares: >15 - Positive comments, interest in the presented activities (will be evaluated via a qualitative analysis of comments)
C/D	**Press releases** published in large science-news portals EurekAlert! and AlphaGalileo	FO, M	Announcement of significant project results.	**Output:** - Issued PRs: 2 - Items sent to media: 2 **Outreach:** - Views on EurekAlert!: 1000/item - Hits on AlphaGalileo: 1000/item **Impact:** - Citations: >2 - Quality of media: will be evaluated case-based
C	**Social media** ● Facebook (F) ● Twitter (T) ● Instagram (I) ● YouTube (Y)	All	Introduction of the consortium to the SHOWCASE community, on-going announcements of project results, insights into the project work.	**Output:** - Posts: 36 (F), 72 (T), 18 (I) - Reposts: 36 (F), 72 (T) **Outreach:** - Followers: +150 (F), +180 (T), +90 (I) - Impressions: 300/post (T) **Impact:** - Reactions/post: >5 (F), >10 (T), >5 (I) - Reposts/posts: >1 (F), >5 (T) - Positive feedback from stakeholders (will be evaluated based on a qualitative analysis of comments) For YouTube's KPIs, consult *Do-it-*

				yourself videos and *Motion graphics animation* in the current table

*When the project enters a new stage of the Implementation plan, the KPIs will be updated accordingly to better reflect the stage's nature. This is needed since each stage includes different types of actions and results that lead to different types of outreach measures. For more information about the project's stages, consult the Implementation plan below.

4 Implementation plan

The SHOWCASE implementation plan is divided into four sections based on the maturity of the project, considering that each stage has a different main focus for communication and dissemination. The identified stages are:

Stage 1: M1 - M18 Introduction – complete

Stage 2: M18 - M36 Unfolding – current

Stage 3: M36 – M52 Maturity

Stage 4: M52 - M60 Final phase

The current document provides a detailed implementation plan for the second stage of the project, which aims to take advantage of the initial community built around the project, but will further work towards its growth. The plan follows the structure of *Table 1. Communication and dissemination tools according to target group* and contains the implementation plan for M18 to M36.

- **Project website, incl. public library:** The project website will be updated on an ongoing basis with at least one news item each month **(total of 18)**, presenting project-derived or project-relevant information. The events page is continuously updated with at least two relevant conferences each month (e.g., International Conference on Sustainable Agriculture and Farming Systems, ICSEA 2022) **(total of 36).** The public library contains all SHOWCASE articles **as they come**.
- **Scientific publications:** A total of 10 peer-reviewed articles will be produced during the Unfolding phase.
- Presentations at scientific and general **conferences:**
    - IX International congress of Agroecology (Seville, Spain; 19-21 January 2023)
    - British Ecological Society annual meetings
    - International Ecological societies meeting INTECOL 2022 (Geneva, Switzerland; 28 August - 2 September 2022

    - A session on biodiversity interventions on farmland during the European Congress for Conservation Biology (ECCB) (Prague, Czech Republic; 22-26 August, 2022).

- **Trainings and lectures** at local universities – Bachelor and Master courses held by partners.
- **Project collection** in RIO journal - the first introductory article will be published in **M19 (May 2022).** Existing SHOWCASE articles will be linked to the collection in **M19 (May 2022),** further articles will be linked **as they come**.
- **Promotional materials** - the visual identity of the Portuguese EBA will be developed during Stage 2, brochure to be ready in **M19 (May 2022).**
- **Policy briefs** with concise recommendations on agrobiodiversity - policy briefs will be developed in Stages 3 and 4 of the project.
- **Fact sheets** will be developed in Stages 3 and 4 of the project.
- **Workshops** - topics will be estimated during coordination committee meetings.
- **E-newsletters** - one newsletter will be issued in **M26 (Dec 2022)**, including information about the project progress in one year time, including the following information: (i) general overview of the past year; (ii) recap of the annual project meeting; (iii) list of publications; (iv) list of attended events; (v) calls to action.
- **Wikipedia entries** - will be developed in Stages 3 and 4 of the project.
- **Illustrated handbook** - will be developed in Stage 4 of the project.
- **Practice abstracts:** based on D4.11, **one practice abstract** on evaluating regulatory and incentive instruments for biodiversity management on farms can be developed; other topics to be determined.
- **Motion graphics animation:** completed in Stage 1.
- **Do-it-yourself videos:** based on guidelines provided to partners, **5** DIY videos will be produced in a ready-to-upload version.
- **Press releases:** Two press releases will be published during the Unfolding phase. The following topics have been identified: *Project collection in RIO* (press release foreseen until **M24** and the publication of the first high-profile SHOWCASE paper (Scheper et al. in prep.).
- **Social media:** Considered a key tool for outreach to all target groups, a dedicated Social media strategy has been developed in chapter 5 below.

5 Social media strategy

According to the European Commission's updated guidance on social media for EU-funded R&I projects, social media is a suitable tool for both communication and dissemination activities (EC, 2020). Therefore, a social media strategy has been developed for the SHOWCASE project. To inform and engage with relevant stakeholders, SHOWCASE will use social media to communicate the biodiversity-friendly farming narrative throughout the duration of the whole project. Simultaneously, as soon as there are any results, those will be disseminated via several social media platforms to maximise their take-up.

The SHOWCASE project is performing a thorough social media analysis of the social

media environment in order to produce a recommendation to the EBAs (D4.2 Social media community analysis report, M21). The comprehensive social media analysis is continuously being applied to a social media behaviour strategy aimed at testing the power of social media to foster communication and information exchange between key stakeholders. The microenvironment of agriculture in Twitter will be characterised for one of the EBAs through complex systems analysis of hashtags, users and interactions. The analysis shall then identify key players and organisations, define relevant audiences, identify interconnections and clusters of potentially interested users. The results will serve as a basis to perform a highly targeted social media strategy in one of the EBAs, with results of this trial then used to formulate recommendations for the other EBAs. After review of D4.2, further input will feed into the social media strategy of the project.

To optimise the impact of SHOWCASE's communication efforts on Twitter, the project will use an **Impact Boost Tool**, developed independently by project partner Scienseed. The tool will be used to identify the most relevant audiences and follow them so that a controlled and automated follow and follow-back process is established. This is expected to build a community around SHOWCASE and lead to growth in the project's Twitter followers. The Impact Boost Tool will be implemented for *@SHOWCASE_H2020* as of March 2022, using a predefined set of keywords, hashtags, and influential accounts, which will help establish SHOWCASE's most optimised target audience on Twitter. The tool's performance will be monitored regularly by Scienseed and its results will be reported to WP4 leaders every 3 months, where updates to the sources will also be sought.

5.1 Social media platforms

A corporate identity on three social media channels is created and facilitated from the beginning of the project.

The social media accounts of the SHOWCASE project are as follows:

- Facebook - @SHOWCASE.H2020.project
- Twitter - @SHOWCASE_H2020
- Instagram - @showcase.project.h2020
- YouTube - SHOWCASE Project

For the purpose of the project video dissemination, a YouTube channel of SHOWCASE has been created in M13. The YouTube channel contains the first video product of the project - motion graphic animation.

A brief analysis of the advantages and limitations of the social media accounts of the project is presented in Table 2 (below).

Table 2. Social media analyses and recommendations for use within SHOWCASE.

	Functionalities and features – pros and cons	*In the context of SHOWCASE*
Twitter	**Pros:** Short, fast, easy communication; popular and with high number of users; Twitter lists easy way to follow news and interact; Event back-channelling **Cons:** Rather limited in space and media sharing; Tweets have a short searchability lifetime	Generate interest and share on-going news and activities through posts/tweets Build community around the project Live stream/post conference events review
Facebook	**Pros:** Useful for sharing media (pictures, videos); Large number of users; Create events and invite users; Community-like feel; wide reach of target audiences **Cons:** 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 Insights – provide useful analytics for the development of the page
Instagram	**Pros:** Useful for sharing media (pictures and videos) to a large audience; strong visual representation of the project; network of topic-oriented audience; many institutional profiles; young researchers and professionals **Cons:** Professional networks are relatively underdeveloped, not representative of farmers' communities	Form a visually engaging professional outlook, disseminating news and developments around the project in an engaging discussion form Facilitates networking among the members Increase outreach on graduates and post-grad Reach out project narratives in a targeted way (hashtag usage) and access to younger audience

YouTube	**Pros:** Useful for sharing video content to a large audience; strong visual representation of the project; personalised content sharing channel; largest audience video sharing platform **Cons:** Dependent on other social media channels for popularisation of the video clip itself	Generate interest and share on-going project news and activities through interesting video content Communication of ideas and results to both specialised and general public; favourable environment for both educational and promotional videos Strengthening the sense of community around the project Insights – provide useful analytics for the development of the page

After an initial analysis of social media networks and communities, the project's social media strategy includes engagement in several aspects:

- social media activity (posts, tweets and retweets) - regular posting of project output and project-relevant content is performed according to the SHOWCASE outreach and impact KPIs (listed below);
- engagement with farmers via Facebook groups;
- engagement with relevant project stakeholders on social media.

Social media also provides the opportunity to follow other institutional profiles related to the project in order to monitor the possibly relevant information they share and to engage with them via project-derived content. To this end, the SHOWCASE project follows institutional profiles such as the European Commission (EC), the Food and Agriculture Organisation (FAO), EU Climate Action Director General, the EU Directorate General for Environment, UN Environment, Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), International Union for Conservation of Nature (IUCN), United Nations Environment Programme (UNEP), EU Agriculture, etc. and the farmer organisations Copa Codeca and European Council of Young Farmers.

- A list of relevant EU-funded projects to follow on social media has been identified via the CORDIS website by search of the calls H2020-EU.3.2. and H2020-EU.3.2.1. In the framework of these two calls, the following keywords were searched: agrobiodiversity, biodiversity + farming, biodiversity + agriculture, sustainable + farming, and sustainable + agriculture. These are the identified relevant EU-funded projects:
    - LIFT (ends 30/04/2022)
    - UNISECO (ends 30/04/2022)
    - CORE Organic Cofund (ends 31/05/2022)

- Diverfarming (ends 31/10/2022)
- Contracts2.0 (ends 2023)
- AE4EU (ends 2023)
- EXCALIBUR (ends 2024)
- BIOVALUE (ends 2025)
- CROPDIVA (ends 2025)
- Safeguard (ends 2025)
- FRAMEWORK (ends 2025)
- DIVINFOOD (ends 2027)

- List of project-relevant hashtags and the audiences they target:
  - #EUGreenDeal, #CAP: policy, scientific community at local and EU level, umbrella organisations
  - #H2020, #HorizonEurope: policy, scientific community at local and EU level, umbrella organisations
  - #agroeconomics, #agricultureresearch, #biodiversityresearch: scientific community at local and EU level
  - #agriculture, #agroecology, #sustainablefarming, #biodiversity, #ecosystem: practice, umbrella organisations, citizens and general public

5.2 Social media campaigns

To increase the focus, targeting, and measurability of SHOWCASE's social media efforts, specific social media campaigns have been planned.

Table 3. SHOWCASE social media campaigns.

Name	Hashtag(s)	Description	Channels	Status
Faces of the project campaign	#SHOWCASEfaces	presentation of SHOWCASE's team members and the research they do within the project	Facebook, Twitter, Instagram	Part 1 complete; Part 2 (continuation) in progress
Early career researchers	#showcaseECRs	introduction to the ECRs as part of the project, highlighting their contributions to and benefits from SHOWCASE	Facebook, Twitter, Instagram	Complete
Previous research campaign	#AgriculturalResearch #BiodiversityRe	features research done by project partners before the start of	Twitter, Facebook	In progress

	search	SHOWCASE		
WP campaign	#SHOWCASEResearch	the campaign will present SHOWCASE results derived from each work package	Twitter. Facebook	Scheduled for the **Final stage** of the project
EBA campaign	#SHOWCASing EBAs	this campaign will present the progress in the 10 EBAs	Twitter, Facebook, Instagram	Scheduled for the **Final stage** of the project

6 Evaluation

In order to ensure that the different target groups will get the right messages using the best methods at the right time, communication and dissemination activities shall be prepared well in advance. Potential changes during the project lifecycle may occur 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 PEDR meets its objectives. Each activity will be evaluated to ascertain its effectiveness.

Potential challenges related to the various stakeholders, information sources, contents, communication and dissemination methods will be continuously identified and taken into consideration.

To guarantee the effectiveness of the PEDR, the same shall be updated before the end of the second reporting period of the project (D4.14 Updated Plan for Exploitation and Dissemination of Results). To guarantee this, the following guidelines are adopted:

- A regular 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.

The evaluation of the effectiveness of dissemination activities through the SHOWCASE KPIs (available in Table 1) tracking will help to answer if the communication and dissemination activities have influenced positively the knowledge exchange and sought after communication of research results and project narratives between target groups.

The expected results and specific outreach and impact targets of SHOWCASE are developed on the basis of a thorough analysis of stakeholder engagement practices and evaluation of their efficiency over time and in relation to the sphere of interaction specifics. A description of project relevant KPIs for dissemination activities and performance targets has been developed and adopted in order to structure and enhance the project's efficiency in disseminating results and building a strong stakeholder engagement approach.

Note! The indicated KPIs are set for an 18-month period of time and represent the outreach targets of the project for the Unfolding stage of the project. An update of the periodic KPI targets is going to be provided in the Updated PEDR that will be produced before the end of the second reporting period.

These numbers will serve as guidelines and will vary each period depending on the relevance and volume of project content. It is expected that with the growth of the SHOWCASE social media audiences, the rate of gaining new followers may grow due to the larger exposure of published content.

7 Exploitation Plan

This chapter presents the projects' overall Exploitation plan of SHOWCASE, which identifies Key Exploitable Results (KER) for the project and defines the most suable exploitation mechanism(s) to ensure their longevity and use beyond the project lifetime.

A cornerstone of the exploitation efforts will be **the SHOWCASE online platform designed for farmers**. The online platform will focus on providing farmers with the tools required to implement biodiversity-based solutions.

Another exploitation tool will be the **SHOWCASE e-handbook for stakeholders** at large. It will facilitate the creation of communities composed by different stakeholders with a common goal and showcase day-to-day experiences of implementing innovations. This material will be open-access and electronically available in 10 European languages. The handbook will provide simple step-by-step instructions to

guide different stakeholders through the key steps in establishing long-term biodiversity-based innovations in commercially farmed agricultural landscapes and can be referred to whenever interested stakeholders ask ‘what can I do to contribute?’.

SHOWCASE has launched an **open access collection in the RIO journal** acting as an all-in-one-place library of all project-derived publications, including non-conventional publications like datasets, reports etc. Having a permanent link, the RIO collection will ensure the longevity of project results and their accessibility among the academic community.

Aiming to make the most out of the project results, SHOWCASE will explore the European Commission’s support service **Horizon Result Booster** for the next update of the current deliverable.

SHOWCASE will also publish results on the **Horizon Results Platform,** the platform for Key Exploitable Results of EU-funded research projects. This will ensure that usable results derived by SHOWCASE, will be given visibility and room for exploitation by respective stakeholders.

In the final stage of the project (M52-60), a **roadmap to expansion** will be developed to identify lists of candidate organisations and funding schemes which could act as a vehicle to support new EBAs, which will make sure that the cycle of learning-by-doing in the EBAs continues after the project lifetime. This roadmap will highlight potential public and private funding sources to support ongoing EBA work, opportunities to bring in additional stakeholders to facilitate ongoing EBA activities and identifying a post-project coordinator to lead each EBA.

In addition, SHOWCASE members build a community of interdisciplinary researchers and science communication specialists from within and beyond the current consortium, which will potentially lead to the establishment of **new Horizon Europe projects.**

Table 4 SHOWCASE Key Exploitable Result and exploitation mechanisms maps how these exploitation tools will be used for particular exploitable results of the project and which target group they are aimed at.

Table 4. SHOWCASE Key Exploitable Result and exploitation mechanisms.

Key Exploitable Results	**Type**	**Corresponding deliverable**	**Exploitation mechanism**	**Target group**
The EBA network	Real-world showcase	D1.6	Roadmap to the expansion and maintenance of EBAs;	Showcase project

			engagement of multi-actor communities in existing and potential future EBAs	partners, farmers, and potential future EBA actors
Experimental framework and standardised protocols for EBAs	Tested framework and protocols	D1.2	Published examples of successful applications of framework and protocols to test biodiversity management on farms	The research community at large
Biodiversity indicators	Tested indicators	D1.3	Baseline for indicator selection (species/habitats, ecosystem services, management indicators)	SHOWCASE project partners, research community
Theoretical framework synthesizing the current evidence on agriculture and biodiversity across European agroecosystems	Theoretical framework	D3.1	Scientific paper in a high-impact journal, scientific conference presentations, press releases	Ecologists, conservation biologists , policy makers
An illustrated handbook to guide stakeholders in establishing an EBA	Handbook	D4.5	Engagement of multi-actor communities in existing and potential future EBAs	Showcase project partners, farmers, and potential future EBA actors
Interview datasets	Research data	D2.3	Making dataset of survey results available in digital form under open license on online repository to facilitate further use of the results for further research. The dataset forms a basis for reasoning, discussion, or calculation. Users can access, mine, exploit, reproduce and disseminate the openly accessible research data free of charge	The research community
Business models for biodiversity management	Business model	D2.9	Interest matrix of different actors in the supply chain regarding their willingness to support biodiversity enhancing farming practices with financial	Showcase project partners, future EBA participants

			benefits and/or in kind contributions – thus creating additional layered revenue streams for farmers	and external corporates and farming associations
Citizen science app	Software	D4.3	Engagement of EBA actors in biodiversity recording of flower-visiting insects	SHOWCASE farmers and citizen scientists in the EBAs of ES, SE, UK

8 Outlooks

The SHOWCASE plan for exploitation and dissemination of results will have its regular updates, the first of which is before the end of the second reporting period of the project (D4.14 Updated Plan for Exploitation and Dissemination of SHOWCASE Results). Next the SHOWCASE PEDR will be updated one more time at the start of the final project year to outline the plan for the final implementation phase.

9 Conclusion

Being core actions for the project success, communication, dissemination and exploitation aim at ensuring knowledge transfer and uptake of results during and after the project duration. To safeguard the accurate and timely performance of communication, dissemination and exploitation actions, these will be strategically planned and performed, according to baseline targets, KPIs and evaluation measures, outlined in this document. Regular updates guarantee the application of state-of-the-art tools and channels, as well as effective distribution of results as they derive from the project.

References:

European Commission (2020). H2020 Programme: Guidance Social media guide for EU funded R&I projects. *EC, 07.01.2020*. Available at: https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med- guide_en.pdf

SHOWCASE

Synergies between agriculture, biodiversity and ecosystem services to help farmers capitalising on native biodiversity

BEST PRACTICES ON HOW TO COMMUNICATE WITH STAKEHOLDERS

This project receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862480.

WE NEED AN HONEST CONVERSATION TO SPREAD BIODIVERSITY-FRIENDLY PRACTICES IN EUROPEAN FARMING.

We know that to achieve this goal, we rely on joining forces. And for that, communication matters. It is essential to engage farmers, policymakers, enterprises, NGOs, and society with our goal. But we need them to be active and committed. We should reach their attention, help them connect with the message, and foster their understanding and deeds. That is, it is all about effective communication.

Effective communication ensues when our ideas and messages are heard, and our interlocutors act upon them. It is more complex than exchanging information. It needs both speakers to listen to each other and to understand their intentions and purposes. Thus, it is essential to convey clear messages in a way best understood by the receiver.

Here we report a series of tools to help structure the thousands of conversations we, as SHOWCASE partners, will have along the following years with multiple stakeholders. These tools include key messages and terminology on how to engage people in this conversation by explaining 1) "why" we care for biodiversity, 2) clearly defining "what" we can do, and 3) tips on "how" to improve biodiversity opportunities in farming. Besides, we raise some risks of being misunderstood and how to prevent them. Finally, we provide some vocabulary to adapt our key messages and terminology to different stakeholders.

Overall, remember that there are no strict rules on how to succeed in such an endeavour. You will need to recast your discourse depending on the context (e.g. the tone is different in a press release than in a farmers meeting or an informal talk), and listen carefully to what we can learn from the others. Nevertheless, having a common narrative across the project can help consistently spread our ideas.

OUR NARRATIVE

An effective narrative presents a message that is concise but comprehensive. Tools such as metaphors and storytelling help to connect with people and to explain our objectives. However, remember that our narrative does not assume that we already know everything, and hence, listening and incorporating other people's views is necessary to continue learning.

STEP 0

Know your audience

Know your audience: ask them questions when needed, inquire about their perceptions and values, listen to them, and then proceed to Step 1.

STEP 1

Start explaining why we care about biodiversity and farming

Start explaining *why we care* about biodiversity and farming. Only if the interlocutor understands why we are doing this, will he/she empathise with the SHOWCASE project. Some actors may already value biodiversity, and this task may be easier, but others need to get motivated first about conserving biodiversity before getting into the details. For SHOWCASE, biodiversity is both functional (e.g. ecosystem service regulator and provider) and non-functional (e.g. a good or a wonder). Both concepts can be emphasized, but none should be forgotten. Biodiversity is a complex term, so using metaphors may help. Here we present some examples that reinforce different aspects of biodiversity considering a variety of context and stakeholders:

Interconnectedness is often a missing aspect of biodiversity for non technical or scientific audiences. This aspect is usually related to organic farming and holistic perspectives. Thus, it could be difficult to present for conventional farmers. In this case, you can use the tractor metaphor: "**Biodiversity is like a tractor. You would never use a tractor with missing gears. It needs its proper gears to fully work.**" In this case, we use a familiar element for farmers to boost connectivity and equilibrium. If you want to express similar ideas to a more general audience you can use a similar example using a soccer team (or any other sport team) instead of a tractor. Emphasize concepts like redundancy with sentences such as "**Despite only 11 players play at any given time, substitutes are key as a back up when needed.**" In a more formal context, you can present the interconnectedness through the "**Web of Life**" metaphor, i.e. the idea of nature as a rich web of relations.

Another key aspect that can broaden farmers' perspectives is to strengthen biodiversity's different functions and redundancy effects. In this case, you can use a "**Swiss army knife**" as an example for usefulness and adaptability. These knives are a multi-tool, presenting not only a main blade, but other tools such as screwdrivers, a can opener, a saw blade, a pair of scissors, and many others. Not all of them are useful in every situation, but the value of the knife is to preserve all of them for the required occasion. Other everyday life objects can be also used as metaphoric examples.

STEP 2

Once the interlocutor is interested, we can explain what we do in SHOWCASE

Once the interlocutor is interested, we can explain what we do in SHOWCASE. Having a straightforward answer, you can verbalize in one sort, and a direct sentence is important. You can add details later in the conversation. So, what do we do?

"**Caring for the future of farming. And biodiversity is our ally.**" This slogan places SHOWCASE close to farmer interests and worries and proposes a solution. Another example can be "**We promote biodiversity inclusive farming.**" This slogan could overcome organic vs conventional dichotomy, as biodiversity inclusive can be any type of farming. For much wider audiences replacing "**inclusive**" by "**friendly**" may make it easier to understand. Other sectors may require more assertive explanations such as "**Life fits everywhere: we want to help to farm with biodiversity (not against)**" or "**there is room for biodiversity in all agricultural systems.**" Remember that SHOWCASE pretends to be inclusive, moving beyond communication chlichés about farming.

STEP 3

Finally, an important message is how we can do that

Finally, an important message is how we can do that. It is important to emphasize that SHOWCASE does not have a silver bullet that works in all situations. There is not a set of measures that we suggest to follow. The key message from SHOWCASE is that achieving this goal is by collaborating among different partners. Complex problems need multifaceted solutions, and by partnering farmers, scientists, NGO's, policymakers, and others, we can propose, validate and apply tailored solutions. This is the core of the EBAs spread across Europe. The best way to communicate this is not with abstract ideas but by using success stories. The best story is the local one, how your EBA was organized, which barriers you faced, and how you solved those. Most stories have a hero that does not know it's a hero. There is some impediment or challenge, and a way to overcome it. As many EBAs are still in development, here we propose a few success stories:

A conservation success story

The valley of the Geul is a unique diverse area in the Netherlands. There, many rare species of bees inhabit. Despite the uniqueness of the bees located there, the rarest bumblebee, the shrill carder bee, is extinct in the area. Thus, different local agents decided to join forces to bring back the shrill carder bee, and eventually help the other rare bees. After a first diagnosis, they realised it would be easy to implement measures if they consider a landscape perspective. For example, field margins, roadside verges, water retention sites, or hedgerows were an opportunity, if they improved the presence of flowers there. Before long, they are getting the first results: more flowers = more bees!

Read more here: https://boshommellandschap-geuldal.nl/en/

A farm health success story

Olive grooves occupy a large area of Spanish landscapes, but years of intensive management put its soils into jeopardy. EU life project "Olivares vivos" promoted the use of green covers to reduce soil loss, increase its fertility, and as a side effect, help the conservation of wild bees, and birds. This project highlighted that the long-term health of the cropping systems must be taken into account now.

Read more here:
https://olivaresvivos.com/en/olivares-vivos-recalls-the-importance-of-the-herbaceous-cover-to-conserve-the-soil-of-the-olive-grove/

A farmers income success story

In central England, some farmers were worried about the biodiversity loss in the area due to the big station of their arable croplands. They realised that if they continued with a business as usual management, the situation could worsen. They found a smart solution: letting the less productive areas of the farms for wildlife habitat. The result of this experiment was that creating this patch improved yields in the cropped areas. In the middle term, the wildlife friendlife edges had no negative effects on farmer's income.

Read more here:
https://royalsocietypublishing.org/doi/full/10.1098/rspb.2015.1740

POTENTIAL PITFALLS

Communication is an art, despite all rules and recommendations, it implies free creation. Often, when we try to communicate something goes astray. Words can have different meanings for different people, and messages can be partially heard, leading easily to misunderstandings. It's important to ensure we are interpreted correctly. Here we list important aspects to get right in the SHOWCASE project:

- ***Be aware of how you frame biodiversity conservation.*** Questions such as to whom and for what are to conserve matter in current society. Try to avoid overly utilitarian perspectives, recognise complex, dynamic, and bidirectional relationships between people and nature.
- ***Be inclusive.*** SHOWCASE's main actors are all kinds of farmers supported by a broad community of stakeholders, forming a biodiversity farming community. Recognise farmers' agency, ideology, values and beliefs. Diversity is our ally, and different people can bring different solutions to our table.
- ***Seek balanced conversations.*** We should listen to each other and reach common agreements. We want farmers to move beyond their comfort zone, but understand their requirements and needs. Conversations could be challenging, require trust and time. But it's worth it.
- ***Avoid fairy tales.*** Do not oversell biodiversity as a magical solution and acknowledge the trade-offs between dimensions. Honesty is valued beyond wishful thinking.
- ***Keep in mind political aspects.*** For example, Common Agricultural Policy is often criticised in a different manner by different stakeholders. Also, changes in land management regimes imply lively debates where farmers could feel ignored.

VOCABULARY