



SAFEGUARD

D7.2: Plan for the Dissemination and Exploitation of Results (PEDR) and project branding

Deliverable D7.2

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Teodor Metodiev, Gergana Karaboycheva, Monika Koumanska,
Slavena Peneva, *Carla Stoyanova*

Pensoft Publishers

Contributors: Lois Kinneen¹, Anna Sapundzhieva²

University of Reading¹, Pensoft Publishers²

Safeguard
Safeguarding European wild pollinators



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Preface

The effective dissemination, exploitation, and communication of Safeguard activities, results, and outputs is crucial to attain the project objectives and impacts. The current Plan for Exploitation and Dissemination of Results (PEDR) has been developed in month 12 of the project by *WP7 Communication, knowledge exchange and impact development*, with the support of all Safeguard partners. The plan aims to provide a detailed program of dissemination and knowledge exchange to ensure clearly defined objectives and target-based interactions between target groups of stakeholders and the project, ensuring the uptake of project innovation beyond Safeguard's lifetime. To achieve this, a recognisable project identity was created and a number of promotional tools and materials were produced. These are also outlined and described under this deliverable.

The current version of D7.2, submitted in M26, provides an update on the communication and dissemination approach of the project and presents an implementation plan for the next stage of the project (Maturity, M25 to M36). The following changes have been made to the initial D7.2:

- The implementation plan for the first stage of the project (Unfolding, M12 to M24) has been evaluated and the implementation plan for the second stage of the project (Maturity, M25 to M36) has been introduced. The KPIs allocated for the Unfolding phase have been evaluated and new ones, more suitable for the more advanced Maturity stage, have been introduced. Whenever a KPI for the Unfolding phase has not been achieved, a justification is provided. Likewise, a description and statistics (if applicable) are provided whenever a KPI has been achieved or exceeded. In addition, due to a typographical error, the first month of three of the four project development stages has been corrected as follows:
 - Stage 2: M12 changed to M13;
 - Stage 3: M24 changed to M25;
 - Stage 4: M36 changed to M37.
- Details about the newly established YouTube channel of the project have been added in the section *6.1 Social media platforms*.
- An additional social media campaign (#WildPollinatorResearch) has been added to Table 4.
- Updates on Safeguard Key Exploitable Results (KERs) were provided in Table 5.
- Visuals have been updated with more recent ones in the section *10. Project branding* of this document.
- Details and a visual of the Safeguard project poster have been added to section *10.2.5. Other promotional materials*
- Details about the project's electronic newsletters have been updated in section *10.4. Safeguard electronic newsletter*.

All changes are marked in green.

Summary

Communication, dissemination, and exploitation play a vital role within Safeguard as the main means of ensuring knowledge transfer and uptake of results during, but also beyond the project's lifetime. The project's strategic objectives and target groups, as well as the key messages and narratives that Safeguard aims to communicate serve as a reference point in the project's actions in the relevant fields. All dissemination, communication, and exploitation activities of Safeguard will be based on this PEDR. This plan includes an in-depth scheme of the communication messages, target groups (based on T7.1 and D7.1 Safeguard stakeholder mapping report), communication tools, channels and approaches to format, communicate and disseminate project results in the most efficient manner.

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. An 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. The document will be revised and updated in Month 26 (M26) of the project.

Safeguard has been provided with a well-designed graphic identity, in order to create a strong and distinctive project brand. Traditional marketing methods such as project logo, website, leaflets, posters, and templates will be combined with novel communication tools including project videos and podcasts, email marketing, search engine optimisation (SEO), blog articles (see T7.5 for details).

List of abbreviations

CDE	Communication, Dissemination, Exploitation
DoA	Description of Action
EC	European Commission
EU	European Union
IAF	Integrated Assessment Framework
ICP	Internal Communication Platform
KER	Key Exploitable Result
KPI	Key Performance Indicator
PCC	Project Coordination Committee
PEDR	Plan for Exploitation and Dissemination of Results
R&I	Research & Innovation
RIO	Research Ideas and Outcomes
SDGs	Sustainable Development Goals

SEO Search Engine Optimisation**UN United Nations****WP Work Package**

1. Introduction

An essential part of the process of communication, dissemination, and exploitation (CDE) of research results is to provide clear and targeted approaches for activities as early on in the project duration as possible. As a first step, it is important to differentiate between these three terms. In line with the European Commission's definition of these, this deliverable defines CDE as follows:

- **Communication** is the broadest approach of all three – it 'translates' the results in a way that they are understandable and presentable to multiple audiences, including media and the public and acts in support of dissemination activities;
- **Dissemination** is a more targeted approach, referring to sharing research results with potential users, i.e. peers in the research field and members of the scientific community, industry, commercial agents, and policymakers;
- **Exploitation** is the final step and 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. By using the work produced in Safeguard's stakeholder mapping exercise and taking into account the most appropriate communication tools in terms of sustainability and outreach capacity, a carefully designed PEDR is the backbone of all further dissemination and exploitation activities within the project.

2. Safeguard's stakeholder target groups

To effectively plan engagement activities with key stakeholders and identify target audiences to disseminate results to, the Safeguard project undertook a stakeholder mapping exercise (T7.1). The primary aim of this exercise was to identify **who** the key stakeholders are for specific Safeguard tasks and prioritise them based on their interest and influence. This forms the basis of a strategic plan of engagement and suggests **when** and **how** to engage with interested parties effectively. Another important aspect was to minimise stakeholder fatigue and ensure a successful engagement plan. Stakeholder Mapping was carried out for three specific Safeguard WPs (1, 3, 5), each with specific aims and deliverables that needed bespoke lists of stakeholders to be identified for. A multilevel exercise was carried out whereby stakeholders were mapped according to a particular role and grouped by their corresponding sector.

Overall, participants of the stakeholder mapping exercise identified 452 unique stakeholder organisations and rated their interest and influence, as well as their role (adopter, advocate, or both). In total, interested parties were identified from 31 countries. A detailed summary of the results of the stakeholder mapping exercise, which shows the interest and influence scores of the individual stakeholder organisations mapped for specific Safeguard is available in [D7.1](#)

[Safeguard stakeholder mapping report](#). Safeguard target audiences were divided into the following **25 stakeholder groups** to produce interest and influence matrices - Association, Beekeepers, Business, Citizens, Consultancy, Cooperative, EU, Farming, Financial Institution, Funder, Government, Interest Group, Intergovernmental, IUCN, Local government, Management, Media, Museum, Network, NGO, Outdoor recreation, Religious Institutions, Research, Syndicate, and Treaty. This PEDR will target the relevant stakeholder groups in key sectors and define the most appropriate methods to disseminate project results to the following groups. Dissemination efforts will be prioritised for stakeholders who were identified to have a high interest and influence in Safeguard outputs. Stakeholder groups have been assigned as primary or secondary targets based on the mean interest and influence scores calculated across individual stakeholders in each of the 25 groups. However, occasionally these means were associated with high standard deviation, indicating that individual stakeholder organisations within the groups showed both high and low levels of interest and influence. These data are presented in appendixes for D7.1 and may be useful when considering engagement with specific stakeholder organisations. For the purpose of this document, target audiences have been clustered into the following main categories Industry and practitioners (**I**), Policy (**P**), Academia (**A**), and General Public (**G**) (Table 1).

Table 1: Safeguard target audiences categorised in groups; Industry and Practitioners (I), Policy (P), Academia (A) and General Public (G), and prioritised as primary or secondary targets based on their mean interest and influence scores.

Stakeholder group	Primary targets	Secondary targets
Industry and practitioners (I)	<ul style="list-style-type: none"> • Business (e.g., Biobest, Innocent Drinks, Koppert, Heineken) • Farming (e.g. Local Farmers Union, Copa-Cogeca, CEJA) • Consultancy (e.g. Calluna, NBI etc.) • Syndicate (e.g. SICONA; SIAS Syndicat intercommunal), • Management (e.g. Land managers, Managers of Industrial estates etc.) • NGO (e.g. Xerces Society, Butterfly Conservation Europe, BBCT etc.) 	<ul style="list-style-type: none"> • Beekeepers (e.g. Beekeepers Associations, BeeLife, CABK etc.) • Cooperative (e.g. Dijon Cereales, Lantmännen etc.) • Financial institution (e.g. World Bank, Rabobank etc.) • Funder (e.g. Biodiversa+, Cost, Horizon Europe etc.) • Association (e.g. SPEN, CEN, IBMA etc.), • Network (e.g. pollin.NET, Save Bees and Farmers!, ECVF etc.)
Policy (P)	<ul style="list-style-type: none"> • Government (e.g. ICNF, CAB, CIMA) • EU (e.g. DG ENV, DG AGRI, EU Red Lists of Taxonomists) 	<ul style="list-style-type: none"> • Local government (e.g. Umweltbundesamt, Ministry of Agri., Rural Development, Climate Emergency & Ecol. Transition etc.)

	<ul style="list-style-type: none"> • IUCN Intergovernmental (e.g. European Habitats Forum, Invertebrate Conservation Committee etc.) 	
Academia (A)	<ul style="list-style-type: none"> • Research (academic and more industry-like research institutes, e.g. Lund University, CIBIO, CEH UK) 	-
General public (G)	<ul style="list-style-type: none"> • Citizens (e.g. lay persons, citizen science organisations etc.) • Museum (e.g. Institute for Nature Conservation of Vojvodina province, Museum of Natural History (Luxembourg), Naturalis Biodiversity Center etc.) • Media (e.g. Local TV/Radio, Social Media Influencers etc.) 	<ul style="list-style-type: none"> • Outdoor recreation (e.g. Local Nature Reserves, Dijon Metropole, Nature Reserve Managers etc.) • Religious institution • Interest group (e.g. Local Environmental Groups, Natural History Groups etc.)

The concrete measures to communicate and disseminate results towards these target groups are presented in the next sections of this deliverable.

3. Communication

While dissemination activities target the project's stakeholders and potential users directly, **external communication** will ensure that a wider audience, including the general public, is informed on the importance of the project's activities towards achieving positive economic/technological and societal impacts. Two Safeguard work packages (WPs) are devoted to presenting the results to external audiences, with WP6 specifically targeting policy (dissemination) and WP7 targeting broader stakeholder groups including scientists, national European and global institutions and NGOs, and the wider public (communication). The project will develop and use a diverse set of tools and channels for communicating both activities and results, as indicated in Table 2. A preliminary outline of these tools and channels is available in the Safeguard Description of Action (DoA), under section 2.2., and the ambition of this deliverable is to further develop this work. In addition, Safeguard will make use of participants' institutional channels and well-established connections by sharing project activities and results via relevant networks, their platforms (IUCN, ELO, IEEP, JRC, RCISD, etc.); newsrooms (EurekAlert!, AlphaGalileo, ScienceDaily); social media channels of all participants & networks involved; participation in international events and conferences (e.g. ECSA, ISPXII, SCSS, Pollinators in Agriculture hybrid meeting 2022, ICACEP, etc.), collaboration with research projects and networks (PoshBee, SHOWCASE, B-GOOD, EU Pollinators Initiative, etc.). The vision of Safeguard is that communication with stakeholders

should be bi-directional, i.e. not only delivering new results to the public, but also receiving their knowledge, know-how, and perceptions.

Internal communication within Safeguard will take place primarily via the project website. A dedicated, password-protected Internal Communication Platform (ICP) has been implemented in order to facilitate this. The protected space holds various internal documents (WP specific documents, templates, deliverables, presentations, the Safeguard DoA etc.), as well as a mailing with all active Safeguard members, including their roles and involvement in different WPs.

4. Dissemination

Safeguard 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 and clustered in Table 1, Table 2 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.

Table 2. Communication and dissemination tools according to target group.

Type	Tool	Target	Contribution to the impact	Key performance indicator for a period of 12 months*
D	Project website , including public library: central outreach tool, which will store all materials produced during the project lifetime, including all Safeguard news, deliverables, a timeline of events, project publications, press releases, branding materials, policy developments etc.	I; P; A; G	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: 12 (min. 1 per month) - New events in calendar: >35 Outreach: - Users: >1500 - Av. session duration: >120 sec - Geographical representation > 15 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	Output: - New publications: 5

			journals. Safeguard will aim to produce peer reviewed articles for every significant project result.	(indicative) Outreach: - Number of views: 7500/article - Number of social media posts: >3/article Impact: - Number of citations: >15/article - Altmetric score: >50/advertised article
D	External events: attendance at scientific and general conferences	A; P	Presentation of research findings and evaluation of its scientific quality through feedback from the user community.	Output: - Number of attended events ~ 3 Outreach: - Number of attendees > 300 Impact: - Positive feedback from attendees
D	External events: Safeguard-organised training workshops and lectures at local universities	A	Present Safeguard methodologies and findings.	Output: - Number of events >3 Outreach: - Number of attendees > 30 Impact: - Positive feedback from respective stakeholder (will be evaluated based on a qualitative analysis of opinion/feedback form)
D	Internal events: Safeguard workshops	A	Present Safeguard methodologies and tools, test protocols	Output: - Number of events >3 Outreach: - Number of attendees > 20 Impact: - Positive feedback from Safeguard internal stakeholders (i.e. PhD students)
D	'Buzzing tables' (stakeholder discussion groups)	I; P	Fostering dialogues and collaboration among the major interest groups identified during the stakeholder mapping exercise.	Output: - Number of dialogues: 6 Outreach: - Number of attendees > 20 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: 2 - Number of linked articles: 5 Outreach: - Number of views/article: 2000 Impact: - Number of citations: 50
C	Promotional materials	I; P; A; G	Written in popular language on pollinator conservation, various promotional materials (stickers, flyer, poster) will increase awareness about the existence of the project and the topics addressed by Safeguard.	Output: - Project poster Outreach for existing materials: - Downloads: 100/item Impact: - Positive feedback from respective stakeholder groups
C/D	Videos: (project developments overview & training series)	I; P; A; G	Short and attractive awareness-raising tool, providing inputs into partners' work progress.	Output: - Number of videos: 3 Outreach: - Views: 180 - Likes: 20 Impact: - Number of shares: >5 - Positive comments, interest in the presented activities
D	Policy briefs with concise recommendations on biodiversity & pollinator conservation	A; P	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* Policy briefs KPIs have been added. Output: - Number of policy briefs: 1 Outreach: - Downloads: 60/item
D	Fact sheets	P	Transfer guidelines based on findings and developed knowledge on best agrobiodiversity practices and recommendations.	N/A for this stage of the project*
C/D	E-newsletters	I; P; A; G	Provision of information about project progress, key events and activities, project outcomes.	Output: - Number of newsletters: 6 Outreach: - Open rate: 50% - Link-click rate: 20% Impact:

				- Subscribe rate: +120 - Unsubscribe rate: below 5%
D	Practice abstracts published in EIP-AGRI	P	Provide practitioners with a concise practice-oriented information originating in scientific work.	N/A for this stage of the project*
C/D	Press releases published in large science-news portals EurekaAlert! and AlphaGalileo	P, G	Announcement of significant project results.	Output: - Issued PRs: 2 - Items sent to media: 2 Outreach: - Views on EurekaAlert!: 1000/item - Hits on AlphaGalileo: 1000/item Impact: - Quality of media: will be evaluated case-based
C	Social media <ul style="list-style-type: none"> • Twitter (X) • Facebook (F) • YouTube (Y) 	I; P; A; G	Introduction of the consortium to the Safeguard community, ongoing announcements of project results, insights into the project work.	Output: - Posts: 24 (F), 48 (X) - Reposts: 24 (F), 48 (X) - Videos: 3 (Y) Outreach: - Followers: +100 (F), +120 (X) - Impressions: 300/post (X), 200/post (F) - Subscribers: +10 (Y) - Views/video: >50 (Y) Impact: - Reactions/post: >5 (F), >10 (X), >10 (Y) - Reposts/posts: >1 (F), >5 (X) YouTube KPIs - N/A for this stage of the project* YouTube KPIs have been added.

*When the project enters a new stage of the Implementation plan (see section 5), 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.

5. Implementation plan

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

- Stage 1: M1 – M12 Planning – complete in August 2022
- Stage 2: M13 – M24 Unfolding – complete in August 2023
- Stage 3: M25 – M36 Maturity – in progress, to be completed in August 2024
- Stage 4: M37 – M48 Final phase

The Planning stage of the project aims to ‘set the foundations’ of Safeguard and build a community around the project, which can further be grown. This section follows the structure of Table 2 and contains the implementation plan for the next stage of the project (Unfolding, M13 to M24), which takes advantage of the initial community built around the project, but will further work towards its growth. The Unfolding stage introduces the first scientific publications emerging from the project and gives clear and concise visualisations of outputs. Furthermore, during this stage, new features, resources and contents have been added to the website, securing a wider outreach of project results.

The current update provides an implementation plan for stage 3 of the project (Maturity, M25 to M36), which communicates and disseminates the first project results in a comprehensive and accessible manner. The Maturity stage will be also focused on creating a collection of scientific articles both on the project website and in the Research Ideas and Outcomes (RIO) journal. This stage will also provide further developments on the Integrated Assessment Framework (IAF) that builds on pre-existing and new knowledge syntheses as well as a portfolio of evaluated modelling approaches and decision-making tools. In addition to this, during the Maturity stage, the project will launch the Safe-Hub platform, a multi-actor driven knowledge exchange platform, designed to deliver state-of-the-art methodologies, tools, maps and knowledge to empower enhanced decision making and the co-design of solutions to wild pollinator decline.

- **Project website, including public library:** the project website will be updated on an ongoing basis with at least one news item each month (minimum 12 for the period of M13 – M24), presenting project-derived or project-relevant information. The events page is continuously updated with relevant conferences each month (minimum 24). The public library contains all Safeguard articles as they come, a separate section in the library contains all relevant publications to the project;
 - KPIs for Unfolding stage are exceeded with a total of 34 news items and 61 events added to the respective sections; The public library of Safeguard articles and relevant publications has been successfully developed.
 - KPIs for Maturity stage: 24 news items published on the project website; 24 relevant events added to the events calendar.
- **Scientific publications:** Safeguard will aim to produce a total of 5 peer-reviewed articles during the Unfolding stage;

- KPIs for Unfolding stage are exceeded with an impressive 12 peer-reviewed articles, each article has been announced in each project social media channel;
 - KPIs for Maturity stage: Safeguard will aim to produce further 10 peer-reviewed articles during the Maturity stage.
- **Presentations at scientific and general conferences:**
 - European Citizen Science Association Conference 2022 (ECSA),
 - Twelfth International Symposium on Pollination 2022 (ISPXII),
 - Student Conference on Conservation Science 2022 (SCSS),
 - Pollinators in Agriculture hybrid meeting 2022,
 - International Conference on Applied Chemical Ecology and Pollinators 2023 (ICACEP);
 - KPIs for Unfolding stage is completed.
 - Planned events for Maturity stage:
 - Student Conference on Conservation Science 2023 (SCSS);
 - XII European Congress of Entomology 2023 (ECE);
 - European Citizen Science Association Conference 2024 (ECSA).
- **Trainings and lectures at local universities, ministries, museums, fairs etc.:** Bachelor and Master courses held by partners
 - Trainings held during the Unfolding stage:
 - Opening of the exhibition “The Pollinators we can’t live without” at the National Museum of Natural History at the Bulgarian Academy of Sciences (NMNHS) in Sofia, Bulgaria;
 - A presentation “The magical world of pollinators around us” in Budapest, Hungary.
 - KPIs for Maturity stage:
 - At least two relevant trainings or lectures at local universities
- **Workshops:** topics will be discussed during Project Coordination Committee (PCC) meetings. Safeguard internal workshops for PhD students will be planned as well;
 - Workshops held during the Unfolding stage:
 - First EU policy workshop “Urban greening for pollinators: from policy to practice”;
 - Integrated Pest Management (IPM) webinar.
 - KPIs for Maturity stage:
 - Second EU policy workshop “Urban pollinators: how can cities protect pollinators and build resilience to climate change?”.
 - Workshop on Bee Identification at the XII European Congress of Entomology 2023 (ECE).
- **‘Buzzing tables’:** based on a concept-board planning for buzzing table discussion topics with all WP leaders, the first set of dialogues will be initiated during the Unfolding phase;
 - This KPIs have not been completed in the Unfolding stage and is transferred to the Maturity stage, due to the delay in establishment and implementation of the buzzing tables. According to the task lead (IUCN), the buzzing tables are now on track and first discussions should take place in early 2024.
- **Project collection in RIO journal:** the first introductory article will be published during the next phase of the implementation plan. Existing Safeguard articles will be linked to the collection in M19, further articles will be linked as they come;

- A RIO collection has been launched with 14 linked articles, however, due to the early stage of the project and the lack of sufficient number of articles, the opening of the collection has been delayed and moved to the first month of the Maturity stage. Furthermore, linking articles to a RIO collection is a specific feature that targets mostly deliverables, which were officially approved and accepted following the first review meeting. Pensoft proposed to publish an abridged version of the Safeguard DoA, but the PCC voted against this (due to confidentiality reasons).
- KPIs for Maturity stage: 10 articles linked to the Open Science Collection in RIO; 1 article published in the Open Science Collection in RIO. Number of views/article: 2000 (this KPI will be relevant after the first publications in the journal)
- **Promotional materials:** a project poster which will be used for scientific conferences and will be designed and-made available to project partners;
 - A project one-pager has been designed in M24 and will be used for the first time at the XII European Congress of Entomology 2023. For future conferences the one-pager could be adapted as a poster.
 - KPIs for Maturity stage: upon demand.
- **Videos:** an introductory video explaining the idea and rationale behind Safeguard will be conceptualised, developed, and further disseminated. Further video topics will be elaborated (i.e. training videos);
 - During the Unfolding stage, a highlights video has been developed and uploaded on YouTube. The other planned videos (in accordance to the KPIs) have been delayed due to missing footage.
 - A project 2022 highlights video has been produced: 49 views and 11 likes.
 - KPIs for Maturity stage: Safeguard will aim to create and upload 4 videos in the Maturity stage.
 - A project 2023 highlight video;
 - A project introductory video;
 - AGM3 highlights video;
 - Project progress video.
- **Policy briefs with concise recommendations on biodiversity & pollinator conservation:** policy briefs will be developed in Stages 3 and 4 of the project.
 - The first policy has been produced before its due time, in M16, during the Unfolding stage.
 - KPIs for Maturity stage: no policy briefs are envisaged for the Maturity stage.
- **Fact sheets:** will be developed in Stages 3 and 4 of the project;
 - KPIs for Maturity stage: no fact sheets are envisaged for the Maturity stage.
- **E-newsletters:** newsletters will be issued every second month, including information about recent project progress and developments;
 - 5 external newsletters have been produced during the Unfolding phase.
 - External Newsletter October 2022: Open rate: 34.25%; click rate: 13.29%; Unsubscribed: 0%;
 - External Newsletter December 2022: data unavailable;
 - External Newsletter February 2022: Open rate: 44.3%; click rate: 4.38%; Unsubscribed: 0%;

- External Newsletter May 2022: Open rate: 47.3%; click rate: 26.42%; Unsubscribed: 0.63%;
 - External Newsletter July 2022: Open rate: 26.47%; click rate: 6.47%; Unsubscribed: 0.59%.
 - KPIs for Maturity stage: 6 newsletters, Open rate: >35%; Click rate: >20%; Unsubscribed: <3%.
- **Practice abstracts:** topics for practice abstracts will be discussed and determined;
 - KPIs for Maturity stage: 5 practice abstracts based on key scientific publications.
- **Press releases:** two further press releases will be published during the Unfolding stage. The following topic has been identified: Project collection in RIO (press release foreseen until M24), further topics will be discussed during PCC meetings;
 - In line with the KPIs, two press releases have been issued during the Unfolding stage:
 - “Fostering policy dialogue and knowledge exchange of pollinator protection: new Safeguard policy brief”: Views on EurekAlert!: 1136; Hits on AlphaGalileo: 456.
 - “New exhibition dedicated to pollinators opens in Sofia”: Views on EurekAlert!: 754; Hits on AlphaGalileo: 262.
 - KPIs for Maturity stage: two further press releases published on the platforms EurekAlert! and AlphaGalileo. Views/hits on each item: >1000.
- **Social media:** considered a key tool for outreach to all target groups, a dedicated social media strategy has been developed in chapter 6 below.
 - KPIs for Unfolding stage have been met:
 - Facebook: 84 posts; 8 reposts.
 - X: 117 posts; 55 reposts.
 - KPIs for Maturity stage:
 - Facebook: >50 posts; >15 reposts.
 - X: >60 posts; >40 reposts.
 - YouTube: 4 videos; >50 views; >10 likes.

6. Social media strategy

Having a strong social media presence will be beneficial in the context of project management - according to the European Commission’s updated guidance on social media for EU-funded Research and Innovation (R&I) projects, social media is a suitable tool for both communication and dissemination activities (EC, 2020). This tool is having a global impact on communication and networking, it is also cost- and time- efficient. Social media allows access to information in real time, while also providing the possibility to receive feedback, therefore enabling knowledge exchange. That is why social media should be fully integrated as a part of a project’s communication strategy.

To inform and engage with the general public and relevant stakeholders, Safeguard will use social media to communicate the importance of preserving wild pollinators 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.

6.1. Social media platforms

A corporate identity on two social media channels has been created and facilitated from the beginning of the project. The currently active social media accounts of Safeguard are:

- Twitter (X) – @Safeguard2021
- Facebook – @SafeguardProject

For the purpose of project videos dissemination, a YouTube channel for Safeguard will be created during the Unfolding phase of the project. It will contain an introductory video explaining the idea and rationale behind Safeguard (either animated or in the form of an interview), as well as further training videos aiming to familiarise stakeholders with key outputs of the project. In order to use social media effectively, one must be able to evaluate the impact of their social media channels. A brief analysis of the advantages and limitations of the social media accounts of the project is presented in Table 3 (below).

In M17, the above-mentioned YouTube channel has been created under the username: @safeguardproject.h2020. Currently, the channel has 17 subscribers and two uploaded videos – an introductory video (69 views) and a 2022 highlights video (49 views).

In order to use social media effectively, one must be able to evaluate the impact of their social media channels. A brief analysis of the advantages and limitations of the social media accounts of the project is presented in Table 3 (below).

Table 3: Social media analyses with pros and cons and recommendations for use within Safeguard

Medium	Functionalities and features – pros and cons	In the context of Safeguard
X	<p>Pros: Short, fast, easy communication; popular and with high number of users; X lists easy way to follow news and interact; event back-channelling</p> <p>Cons: Rather limited in space and media sharing; tweets have a short searchability lifetime</p>	<p>Generate interest and share on-going news and activities through posts/tweets;</p> <p>Build community around the project;</p> <p>Live stream/post conference events review</p>
Facebook	<p>Pros: Useful for sharing media (pictures, videos); large number of users; create events and invite users; community-like feel; wide reach of target audiences</p>	<p>Generate interest and share ongoing news and activities through posts;</p> <p>Share relevant multimedia (in posts or as separate albums);</p>

	Cons: Less professional and used mainly for personal social activities	Events creation and promotion – strengthening the sense of community around the project; Insights – provide useful analytics for the development of the page
YouTube	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; popular for early-career 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 project members and stakeholders; Increase outreach on graduates and post-grad; Reach out project narratives in a targeted way (hashtag usage) and access to younger audience

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 Safeguard outreach and impact KPIs (listed in Table 2);
- Engagement with farmers and beekeeping communities via Facebook groups;
- Engagement with relevant project stakeholders on social media.

6.2. Social media profiles

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 Safeguard project follows institutional profiles such as the European Commission (EC), the Food and Agriculture Organisation (FAO), EU Climate Action Director General (EU CLIMA), the EU Directorate General for Environment (DG ENV), the EU Directorate General for Agriculture (DG AGRI), UN Environment, Intergovernmental Science Policy Platform on Biodiversity and Ecosystem Services (IPBES), International Union for Conservation of Nature (IUCN), United Nations Environment Programme (UNEP), the Institute for European Environmental Policy (IEEP), the European Landowners' Organization (ELO) etc.

A list of relevant EU-funded projects to follow on social media has also been identified via the CORDIS website by search of the calls H2020-EU.3.5. and H2020-EU.3.5.2. In the framework of these two calls, the following keywords were searched: environment, sustainable

management of natural resources, water, biodiversity, and ecosystems; climate action, resource efficiency, and raw materials. These are the identified relevant EU-funded projects:

- [Diverfarming](#) (ends 31/10/2022)
- [VOODOO](#) (ends 14/09/2023)
- [PoshBee](#) (ends 31/05/2023)
- [B-GOOD](#) (ends 30/11/2023)
- [EuropaBON](#) (ends 2023)
- [EXCALIBUR](#) (ends 2024)
- [i2connect](#) (ends 2024)
- [SPRING](#) (ends 2023)
- [TaxoFly](#) (ends 2024)
- [ORBIT](#) (ends 2024)
- [BIOVALUE](#) (ends 2025)
- [CROPDIVA](#) (ends 2025)
- [SHOWCASE](#) (ends 2025)
- [FRAMEWORK](#) (ends 2025)
- [NICHES](#) (ends 2025)
- [DIVINFOOD](#) (ends 2027)

Additional projects have been identified for collaboration during the Maturity stage:

- [WildPosh](#) (ends 2027)
- [PollinEra](#) (ends 2027)
- [SPRINT](#) (ends 2025)
- [RestPoll](#) (ends 2027)
- [MAMBO](#) (ends 2026)
- [INSIGNIA-EU](#) (ends in 2024)

List of project-relevant hashtags and the audiences they target:

- #EUpollinators, #EUGreenDeal: policy, scientific community at local and EU level, umbrella organisations
- #H2020, #HorizonEurope: policy, scientific community at local and EU level, umbrella organisations
- #pollinators, #conservation, #biodiversityresearch, #biodiversity, #ecosystems: scientific community at local and EU level, umbrella organisations, citizens, and general public

6.3. Social media campaigns

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

Table 4: Safeguard social media campaigns

Name	Hashtag(s)	Description	Channels	Status
Policy	#EUpollinators	Communicating the most relevant policy developments in the EU domain of pollination (based on information provided by IEEP)	X, Facebook, Newsletter	Ongoing
Faces of the project campaign	#SafeguardFaces	presentation of Safeguard's team members and the research they do within the project	X, Facebook	Planned for stage 2 Partially completed in stage 2 and planned for relaunch in stage 3
Previous research	#WildPollinatorResearch	Presenting a retrospection to all insightful and inspiring papers, written by Safeguard partners before the start of the project	X, Facebook	Completed
Safeguard research	#SafeguardResearch	Highlighting new scientific publications emerging from the project	X, Facebook, Newsletter	Planned for stage 2 Launched in stage 2 and planned to continue in stage 3
Early career researchers	#SafeguardECRs	Introduction to the ECRs as part of the project, highlighting their contributions to and benefits from the project	X, Facebook	Planned for stage 2 Not sufficient content provided by ECRs in stage 2, will be

				continued in stage 3
WP campaign	#SafeguardResults	This campaign will present results derived from each work package	X, Facebook, Newsletter	Planned for stage 3

7. Evaluating CDE activities

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 CDE 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 assessed and taken into consideration.

To guarantee the effectiveness of the PEDR, the same shall be updated towards the end of the Second project phase (M24) and at the end of the Third project phase (M36). Hence, the following guidelines are adopted:

- A regular evaluation of the communication and dissemination activities is foreseen in order to receive information on 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 Safeguard KPIs (available in Table 2) 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 Safeguard 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.

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 Safeguard social media audiences, the rate of gaining new followers may grow due to the larger exposure of published content.

8. Exploitation plan

Safeguard will produce a range of outputs and deliverables with high exploitation potential. This section presents an overview of the project's strategy to communicate, disseminate and exploit project results and outputs to the specific audiences. The exploitation plan was formed with the help of a survey, which was filled in by all Safeguard beneficiaries. It provides an overview of:

- All major project outputs and their lead beneficiaries;
- Their preferred dissemination routes, channels, and outlets;
- The specific target groups of these results and their scale;
- The practical application of the specific result;
- The potential commercialisation of the specific result, if applicable;
- The result's result/s contribution to the United Nations' (UN) Sustainable Development Goals (SDGs), if applicable;
- The expected final maturity of the specific result and Technology readiness level (TRL), if applicable.

The information contained in the exploitation plan will be used to create a concrete, consortium-wide exploitation strategy that ensures that project results are transferred to the relevant stakeholder community, and the necessary capacity is built to secure their uptake and further development beyond the project lifetime. Table 5 provides a full overview of Safeguard KERs and their exploitation mechanisms and pathways.

Table 5: Safeguard Key Exploitable Results (KERs) and exploitation mechanisms according to relevant institution and WPs.

Safeguard beneficiary	Relevant WP(s)	KER description, practical application & target groups	Preferred dissemination routes, channels and outlets	Scale	Commercialisation	Relation to UN's SDGs*	Expected result maturity
ELO	WP3, WP6, WP7	KER: Links to other initiatives and potential collaborations. The results generated by ELO will be shared with policymakers and farmers with the goal to influence policy.	Meetings and conferences, Social media	EU	No commercialisation potential	Goals 3, 7, 9, 11, 12, 13, 14, 15	N/A
RHUL	WP2, WP4, WP5, WP6, WP7	KERs: Safeguard databases, Scientific/knowledge outputs. These will mainly benefit managers of grassland Natura2000 sites, managers of public land and members of the public. Practical application is unclear at this stage, as it depends upon what the actual results are.	Scientific journals, Meetings and conferences, Social media, Project website, Promotional materials (written in popular language on pollinator conservation), Press releases, Safeguard electronic newsletter	Local, National	No commercialisation potential	Goals 3, 11, 15	N/A
UWUE	WP1, WP2, WP3, WP4, WP5, WP6, WP7, WP8	KERs: Interactive multi-scale maps, Safeguard databases, Scientific/knowledge outputs, Links to other initiatives and potential collaborations. Key practical application is the synthesis of ecological datasets. These results will benefit all members of Safeguard.	Scientific journals, Meetings and conferences, Workshops, Project website	EU	No commercialisation is planned	Goal 13	N/A

OK	WP2, WP3, WP4, WP6, WP7	KERs: Buzzing tables derived outputs (policy recommendations or guidelines), Safeguard databases, scientific/knowledge outputs. The tasks led by OK target European level challenge public land management's benefits to pollinators. Their results will demonstrate what kind of ordinary management has a beneficial effect on pollinators. OK will synthesise the existing knowledge and develop recommendations. Then, these management types should get priority, as having multiple benefits, and if become widespread many public lands will be managed in a way good for pollinators. Key end users: policy-makers and managers of public land: city councils, farmers, etc.	Scientific journals, Meetings and conferences, Workshops, Promotional materials (written in popular language on pollinator conservation), Press releases	EU, regional	Potential market niche foreseen in the realisation of managements.	Goal 3, 4, 9, 11, 15, 17	Demonstration – System Development (TRL 6-8); Matured results: A published article on urban pollinator promoting interventions
SLU	WP3	KERs: Buzzing tables derived outputs (policy recommendations or guidelines, Safeguard databases, Scientific/knowledge outputs. Results should provide different perspectives on wild pollinator decline, and therefore generate different ways of thinking about the problems and proposed solutions. They would benefit all major project target groups (academia, industry, policy, general public).	Scientific journals, Capacity building activities, Workshops, Policy briefs, Social media, Project website, Promotional materials (written in popular language on pollinator conservation), Stakeholder discussion groups ('Buzzing Tables'), Press releases	EU, International	No commercialisation is planned	Goal 3, 12, 15	N/A

UMONS	WP1, WP2, WP4	KERs: Safeguard databases, Red list, Standardised methodologies, Scientific/knowledge outputs. The outputs of this work will establish the data basis required to assess pressures (WP2) and response options (WP4). Results are mainly targeting scientists, including universities and research institutes, policy makers at MS, EU and Global levels, as well as citizens and the general public. The KERs will feed into IUCN activities.	Scientific journals, Workshops, Meetings and conferences, National and European media (for the red list)	EU	No commercialisation is planned	Goal 13	N/A
RCISD	WP1, WP7	KER: Safeguard databases, Scientific/knowledge outputs. Main activities will include measuring the endangerment of species, conservation activities. Key target group is academia.	Scientific journals, Meetings and conferences, Social media, Project website, Promotional materials (written in popular language on pollinator conservation)	International	No commercialisation is planned	Goal 3	N/A
EBD-CSIC	WP1	KERs: Interactive multi-scale maps, Safeguard databases, Red list, Scientific/knowledge outputs. Main goal is to document pollinator declines, which can be used to inform policy. Results will be useful mainly to other scientists, but can build the basis of other products oriented to policy makers. The KERs will feed into IUCN activities.	Scientific journals, Meetings and conferences, Fact sheets, Social media, Video materials (including training video series), Press releases	International	No commercialisation is planned	Goals 11, 15	R&D - Basic technology Research (TRL1-2)

		Interactive multi-scale maps will be developed by UMONS.					
IEEP	WP6	KERs: Policy reports and briefings. Expected application is to contribute to new policies, improved implementation of existing policies, improved evaluation of policies, with respect to impacts on wild pollinators. Results are expected to contribute tools and useful information for the Integrated Assessment Framework. The results are expected to significantly improve the contribution of EU and national policies to reversing wild pollinator decline - through EU funding programmes (the Common Agricultural Policy, other EU funds available for Natura 2000 network, and for nature restoration), through regional and local level policy action by regions and cities (e.g. local pollinator strategies, urban greening plans), through Natura 2000 management and nature restoration planning. Key target audiences: policy makers and decision makers at EU and national level (and to a lesser extent at regional level).	Meetings and conferences, Capacity building activities, Workshops, Policy briefs, Project website	EU, National	No commercialisation is planned	Goals 11, 15	N/A
EMU	WP1, WP2, WP3, WP4,	KERs: Safeguard databases, Standardised methodologies, Scientific/knowledge outputs, Links to other initiatives and potential collaborations. Knowing pathogen spread throughout environment and relations between	Scientific journals, Meetings and conferences, Co-creation activities, Workshops, Policy briefs, Project	National and local level	No commercialisation is planned	Goals 3, 4, 11, 12, 15, 17	R&D Technology Development (TRL 3-5)

	WP5, WP6	honey bees and wild bees allows to give suggestions for bee management. Understanding food resource amounts, distribution and sharing between wild and managed bees allows creating rules for semi-natural landscape management. Key outputs: Scientific knowledge and policy engagement. Main end users: National ministries: rural affairs, environmental; scientists, beekeepers, farmers, local NGOs, general public.	website, Promotional materials (written in popular language on pollinator conservation), Stakeholder discussion groups ('Buzzing Tables'), Press releases, Safeguard electronic newsletter, Estonian TV broadcastings				
UNSPMF	WP1, WP2, WP3, WP4	KERs: Safeguard databases, Scientific/knowledge outputs. Results will give insights on the status and trends of pollinators in Serbia, and systematized data on distribution and functional traits of hoverflies across Europe can potentially be used for different analyses with the aim of informing future conservation decisions. Primarily targets are the scientific community and national level policy makers, in order to highlight the significance of pollinators and monitoring and international level for presenting scientific results.	Scientific journals, Meetings and conferences, Project website	National	No commercialisation is planned	Goal 2, 16	N/A
ULUND	WP5	KER: IAF Assessment and Decision Toolkit. Objective is to create a framework that decision makers can use to understand the drivers of wild pollinator decline. Key end users: policy makers and scientists.	Scientific journals, Workshops, Social media	Local to International	Unsure at this stage	Goal 15	N/A

UREAD	WP3	<p>KERs: Interactive multi-scale maps, Buzzing tables derived output (policy recommendations or guidelines), Standardised methodologies, Scientific/knowledge outputs. The work under these tasks will:</p> <ol style="list-style-type: none"> 1) provide a standardised handbook of methods for valuing pollinators in different dimensions that will be useful to policy and practice at all scales 2) produce a model of the economic impacts of pollinator shifts caused by landscape changes. This will be useful for landscape planning and management 3) produce an assessment of the contribution of pollinators to European Value Chains. This will be important for businesses, green finance and policy. <p>Key end users are academics, policymakers, farmers, food system actors (e.g. exporters, retailers, consumers). The produced results are important for higher level decision making in the first instance, but have practical application down to farmers.</p>	Scientific journals, Co-creation activities, Workshops, Policy briefs, Fact sheets, Promotional materials (written in popular language on pollinator conservation), Video materials (including training video series)	EU, national, local	Task 3.5. will add to existing models that, although freely available, have potential use by businesses and consultancies	Goal 2, 3, 8, 12, 15, 17	N/A
UBB	WP1, WP2, WP3,	<p>KERs: Buzzing tables derived output (policy recommendations or guidelines), Safeguard databases, Standardised methodologies. Key result is the Result Based Payment Schemes for Pollinators conservation and their habitats.</p>	Meetings and conferences, Capacity building activities, Workshops, Policy briefs, Promotional materials	National, regional	No commercialisation is planned	Goal 3, 4, 6, 11, 12, 13, 15	N/A

	WP4, WP7	Main goal is to develop new proposals of new Agri-environmental measures or adapting the ones that are implemented by the Agricultural Ministry. Key stakeholders are policy makers, as well as local and regional farmers & landowners	(written in popular language on pollinator conservation), Stakeholder discussion groups ('Buzzing Tables'), EIP-AGRI practice abstracts, Video materials (including training video series), Romanian National Pollinator Working Group formed from local Env. NGOs.				
IUCN	WP6	KER: Policy workshops. The aim of these policy workshops and policy briefs is to inform and hopefully influence pollinator relevant policies at EU and national level. Target group: policy makers.	Workshops, Policy briefs, Fact sheets, Social media, Stakeholder discussion groups ('Buzzing Tables'), Video materials (including training video series)	EU, national	The policy outputs will be very niche, so only suitable for those in the policy world or with some understanding of how policy impacts conservation of pollinators.	Goal 11, 15	N/A
INRAE	WP5	KERs: IAF Assessment and Decision Toolkit, Buzzing tables derived output (policy recommendations or guidelines), Scientific/knowledge outputs. Main objective is to provide an IAF containing evidence-based actions or recommendations and tools to	Scientific journals, Workshops, Policy briefs, Social media, Project website, Stakeholder discussion groups ('Buzzing Tables'), EIP-AGRI practice abstracts,	EU, MS, regional	Unknown, but not foreseen	Goal 2, 11, 15	R&D Technology Demonstration (TRL 5-6)

		<p>assist decision making. Key end users (in priority order):</p> <ol style="list-style-type: none"> 1. Agriculture - practice and policy (EU/MS/Region) 2. Conservation - NGOs and policy (EU/MS/Region) 3. Urban - local, national governments 	Safeguard electronic newsletter				
INRAE	WP3	<p>KERs: Buzzing tables derived output (policy recommendations or guidelines), [Scientific/knowledge outputs. Goal is to get a better understanding of world views around pollinator, in order to understand why current approaches are not working, as well as how they could do. Key target audience: EU policy-makers and other stakeholders</p>	<p>Scientific journals, Meetings and conferences, Co-creation activities, Policy briefs, Project website, Stakeholder discussion groups ('Buzzing Tables')</p>	EU	No commercialisation is planned	Goal 15	R&D - Research for Feasibility (TRL 2-3)
UREAD	WP2, WP4, WP6, WP7	<p>KERs: Buzzing tables derived output (policy recommendations or guidelines), Safeguard databases, Scientific/knowledge outputs, Links to other initiatives and potential collaborations. Goal is to inform on the relative risks of different pressures on pollinators as an inputs to various tools; create an assessment of the contribution of traffic pollinator declines (policy brief); develop pollinator natural capital tools and methodologies to assess economic and health impacts of pollination service losses on European food systems; establish links between Pollinators and SDGs (policy brief).</p>	<p>Scientific journals, Meetings and conferences, Workshops, Policy briefs, Promotional materials (written in popular language on pollinator conservation), Social media, Stakeholder discussion groups ('Buzzing Tables'), EIP-AGRI practice abstracts, Video materials (including training video series)</p>	National, local	Not sure yet, but pollinator natural capital models could be developed into a commercial tool	Goal 1, 2, 3, 11, 12,	R&D Technology Demonstration (TRL 5-6)

		Target groups: Policy makers, conservation managers, farmers, NGOs, public					
UNIPD	WP2, WP3	KERs: Safeguard databases, Scientific/knowledge outputs. Key practical application is to provide insights on how to design green areas in urban environments to enhance pollinator diversity. Target groups: scientists, citizen and local policy makers	Scientific journals, Meetings and conferences, Social media, Promotional materials (written in popular language on pollinator conservation), Press releases, Safeguard electronic newsletter	National, local	No commercialisation is planned	Goal 2, 3, 4, 5, 11, 13, 15	N/A
NU	WP1	KERs: Interactive multi-scale maps, Safeguard databases. Main goals are to comprehensively evaluate the status and trend of wild pollinators in China, including species diversity, richness, plant pollinator network structure, habitat and protection status, and to compile a red list of pollinators.	Scientific journals	National (China)	No commercialisation is planned	N/A	N/A
CWNU	WP1, WP2, WP3, WP5, WP6	KERs: Safeguard databases, Scientific/knowledge outputs, Standardised methodologies. Main goal is to screen effective protection measures and provide recommendations on biodiversity conservation and ultimately decrease pesticide use. Key target audience: policy makers, academia.	Scientific journals, Meetings and conferences, Co-creation activities, Workshops, Social media, Project website, Safeguard electronic newsletter, Video materials (including training video series)	Local, national (China)	Results can help farmers increase their income by adopting reasonable measures, so it has a broad market prospect.	Goal 3, 11, 13, 17	R&D - Research for Feasibility (TRL 2-3)

WU	WP4	<p>KERs: Buzzing tables derived output (policy recommendations or guidelines), Scientific/knowledge outputs. First, WU will show how effective biodiversity off-setting is for pollinators. Policy makers and conservation NGOs can use these results to prioritize use of this instrument. Second, WU will show whether implementing multiple interventions at the same time in close proximity can help reverse negative (pollinator) biodiversity trends. Policy makers and conservation NGOs can use these results to optimize their use of biodiversity conservation budgets. Key target groups: Local and national policy makers, conservation NGOs, farmers and farmer organizations.</p>	Scientific journals, Meetings and conferences, Policy briefs, Social media, Press releases.	Local, national, EU	No commercialisation is planned	Goal 15, 17	R&D Technology Demonstration (TRL 5-6)
WBF	WP2, WP4	<p>KERs: Standardised methodologies, Scientific/knowledge outputs. Main practical applications are to provide:</p> <ul style="list-style-type: none"> • Improved design and management of protected calcareous grasslands • Assessment of status of protected calcareous grasslands with respect to pollinators in Switzerland • Better understanding and more effective policies to protect and restore pollinator communities and insect-pollinated plant communities • Better understanding, implementation, design and management of long-term 	Scientific journals, Meetings and conferences, Policy briefs, Project website, Promotional materials (written in popular language on pollinator conservation), Press releases, Safeguard electronic newsletter	Local, national, EU, international	No commercialisation is planned	Goal 3, 4, 11, 12, 15, 17	N/A

		<p>conservation and agri-environment schemes to promote pollinator populations in semi-natural and agricultural ecosystems</p> <ul style="list-style-type: none"> • Improved basic and applied knowledge on effective payments-by-results schemes to safeguard and restore pollinators in agroecosystems • Improved basic and applied knowledge on how to combine different local measures to safeguard and restore pollinators in agroecosystems at the landscape scale • Planning and decision support for policy and administration with respect to pollinator conservation and restoration measures <p>Key target groups: Scientists, policy, local/national government and administration, NGOs, land managers</p>					
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***UN SDGs:** **Goal 1:** No poverty; **Goal 2:** Zero hunger; **Goal 3:** Good health and well-being for people; **Goal 4:** Quality education; **Goal 5:** Gender equality; **Goal 6:** Clean water and sanitation; **Goal 7:** Affordable and clean energy; **Goal 8:** Decent work and economic growth; **Goal 9:** Industry, Innovation, and Infrastructure; **Goal 10:** Reducing inequalities; **Goal 11:** Sustainable cities and communities; **Goal 12:** Responsible consumption and production; **Goal 13:** Climate action; **Goal 14:** Life below water; **Goal 15:** Life on land; **Goal 16:** Peace, justice and strong institutions; **Goal 17:** Partnerships for the goals

9. Conclusion of the PDER

This exploitation plan presents a preliminary version of Safeguard's Key Exploitable Results and exploitation mechanisms. It demonstrates which exploitation tools will be used for particular exploitable results of the project, and which target group they are aimed at. The strategy will be updated regularly, the first of which is scheduled towards the end of the second project phase (M24). Following a third update towards the end of the third project phase (M36), the PEDR will be updated once more in the last project year, in order to outline the plan for the final implementation phase.

In addition to exploitation, this section delivers important insight which will be used to improve dissemination strategies. The plan helped to identify which dissemination tools are widely preferred by the Safeguard consortium, as well as which stakeholders are the key end users for Safeguard outputs. More information on this can be found in **Annex 1**.

Following the Open Science paradigm is a general strategy of the project. The [Research Ideas and Outcomes \(RIO\)](#) journal ensures transparency in science and allows scientists to open up the research cycles by featuring important intermediate research results, while encouraging transdisciplinary research by mapping papers to UN's SDGs. One of the additional means to secure exploitation of project results is to provide them as open access publications in a dedicated Open Science project collection in RIO Journal. The journal publishes all outputs of the research cycle, including project proposals, data, methods, workflows, software, project reports, and research articles together on a single collaborative platform. A new feature of RIO allows users to add author-formatted PDFs (e.g. project deliverables, reports, policy briefs, etc.) and linked metadata to documents published in other repositories. The collection in RIO would ensure that Safeguard outputs remain findable, accessible, interoperable, and reusable beyond the project's lifetime. Ultimately, RIO Journal will host a comprehensive collection of all project results as reusable, openly accessible, citable publications.

Safeguard 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 the project will be given visibility and room for exploitation by respective stakeholders.

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

CDE activities aim at ensuring knowledge transfer and uptake of results during and after the project duration. To safeguard the accurate and timely performance of these actions, they 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.

10. Project branding

As a foundation of future CDE activities, it is crucial to establish a set of communication and branding tools and materials within the first months of the project. Accordingly, a [project website](#), including an internal communication platform (ICP) and project visual identity (colour scheme, logo, sticker, etc.) were developed to form the backbone of both project branding and public visibility. In addition, various dissemination materials such as a digital brochure and stickers were produced for rising awareness among media and stakeholders. All materials are made available on the [Media Center](#) section of the website.

Document templates compliant with the project identity were also produced and made available to the consortium partners via the ICP, in order to facilitate future dissemination and reporting activities such as letters, milestone and deliverable reports, PowerPoint presentations, etc.

Profiles have also been set in the two major social media channels (Facebook and Twitter) to ensure the widest possible impact and outreach of Safeguard-related results, news and events, and to engage the interested parties in a virtual community.

The long-term impact of the project's results will be secured by constantly updating the project website, and maintaining it for a minimum of five years after the end of the project.

10.1. Safeguard website

The Safeguard website (Figure 1) serves as the main public dissemination tool, acting as a central information hub about the project's aims, goals, activities, and outcomes. It will make all project deliverables and published results available to end users. The website contains all the project-related data, such as details about the project's mission, objectives, and actions. Aside from that, the website showcases all events organised by Safeguard or relevant to the project, as well as a news section that highlights all noteworthy Safeguard accomplishments.

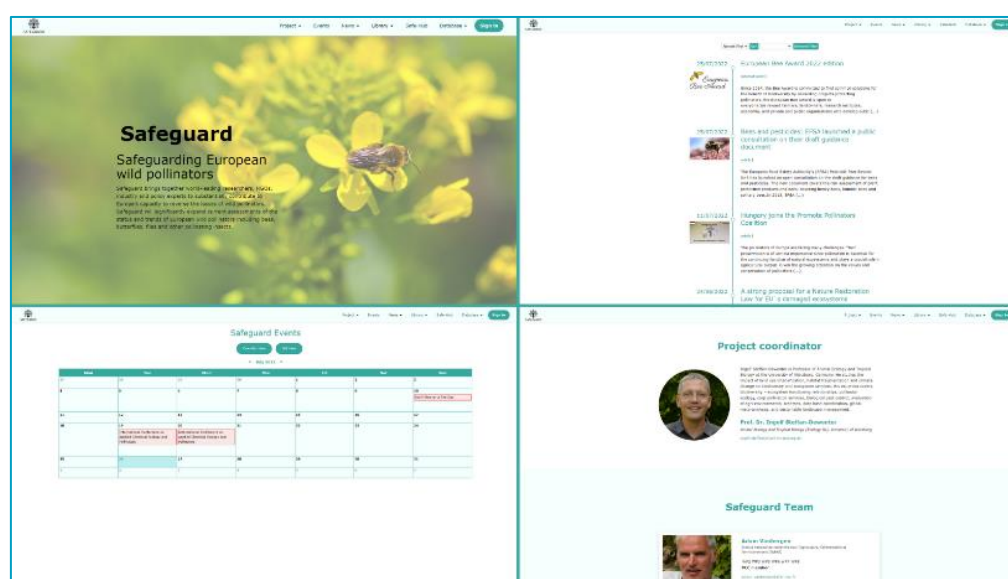


Figure 1: Overview of the [Safeguard website](#)

The website is divided into a public area and a password-protected private area (ICP). The public area consists of the following main pages:

- **Homepage:** contains introductory information about Safeguard. Safeguard homepage demonstrates the concepts and structure of the project and serves as a communication platform where project partners can upload public documents, announce events and news, record fieldwork loggings, etc. It further serves as a central database where data is preserved following FAIR data principles (findable, accessible, interoperable and reusable) which can be exchanged under Safeguard data sharing protocols.
- **Project:** a collective menu, containing links to several key sub-pages:
 - **About:** introduces the rationale of the project and its main aims. This sub-page informs about the core ideas and values of the Safeguard project, its objectives and how the work is distributed in the work packages;
 - **Team:** presents the project coordinator, together with other partners working in the Safeguard team;
 - **Partners:** shows a list of the different partner institutions with a short overview of their main expertise, as well as a link to their institutional website;
 - **Policy Roadmap:** provides an overview and timeline of key policy events for Safeguard;
 - **Media Center:** a media kit where all outreach materials (e.g. logo, brochure, press releases, etc.) are made available and can be freely downloaded;
 - **Jobs openings:** presenting the job opportunities in the framework of the Safeguard project;
- **News:** serves as a blog, dedicated to all Safeguard news and other articles of relevance;
- **Events:** dedicated to all Safeguard-organised and Safeguard-relevant events;
- **Library:** a collective menu, containing links to:
 - Safeguard-derived scientific publications;
 - relevant research articles;
 - information about conferences and meetings;
 - theses resulting from the project.
- **Safe-Hub:** a knowledge exchange hub, designed to be a single nexus point for data, information and toolkits from Safeguard and other relevant pollinator projects, forming a flagship output, which will be made publicly available with data accessibility defined in user-friendly formats. Project outputs will also be made available in a variety of formats and translated to key member state languages within the consortium and the stakeholder community;
- **Database (restricted):** users can access Safeguard databases directly from the ICP when granted with corresponding user rights.

The public website also provides direct links to the Safeguard social network profiles in Twitter and Facebook, as well as a newsletter subscription form.

Additionally, by clicking the *Login* button of the website and entering their login data, the user can access the internal communication platform of Safeguard. The ICP serves as a communication hub dedicated to consortium members. It can generate custom email lists (e.g. all members, PCC team, Early-career researchers, different WPs, etc.) and store a variety of

internal documents (WP documents, deliverables, templates, presentations, the Safeguard DoA, etc.).

ICP members also have access to the Safeguard SharePoint. The SharePoint acts as a collaborative platform to share pollinator-relevant policy news and developments amongst Safeguard consortium members. It is designed for those who are interested in keeping up to date with pollinator-relevant policies, and those interested in actively contributing to tracking their development.

Safeguard's ICP is also enriched by the "Tutorials" section. These tutorials include: how to create metadata, how to upload, how to download (request access), and how to do statistics. A detailed ICP user manual has been created and also made available for download – this document explains all features of the platform, illustrated with a step-by-step approach.

10.2. Promotional materials

10.2.1. Logo and sticker

A project logo was designed to help the target audience to easily identify Safeguard and enhance the project visibility by providing a corporate identity from the very beginning of the project. The logo was made available to the consortium to use in official communication. It serves as the basis for all further promotional materials, as well as the website, in order to ensure consistent branding across all dissemination tools. In addition, a Safeguard sticker was designed in a format suitable for print. It will assist the strengthening of the project identification by enhancing marketing collateral (Figure 2).



Figure 2: Safeguard logo and sticker

10.2.2. Safeguard brochure

The Safeguard brochure (Figure 3) was created in a way to capture the attention of the different target groups and increase awareness of the project. The idea of this material is to provide a clear overview of the project, its objectives, concepts, and the team behind it. In contrast to a 'traditional brochure', this one is optimised for online view and contains links to various resources (e.g. the project website, social media channels, your institutional websites,

etc.). The brochure reflects the Safeguard visual identity and was subject to discussions and improvements from the project consortium. It is available for download on [the project website Media Center](#).



Figure 3: Safeguard brochure

10.2.3. Safeguard templates

To ensure consistent visual presentation of all Safeguard-related matters, project corporate identity templates were designed. They include:

- Deliverable report
- Milestone report
- PowerPoint presentation(standard and widescreen formats available)
- Letterhead

Each template incorporates the Safeguard project logo and colour scheme, as well as placeholders for the information that the document is required to contain. All templates are available on the Safeguard ICP and are thus easily accessible and use for all partners upon login to the website.

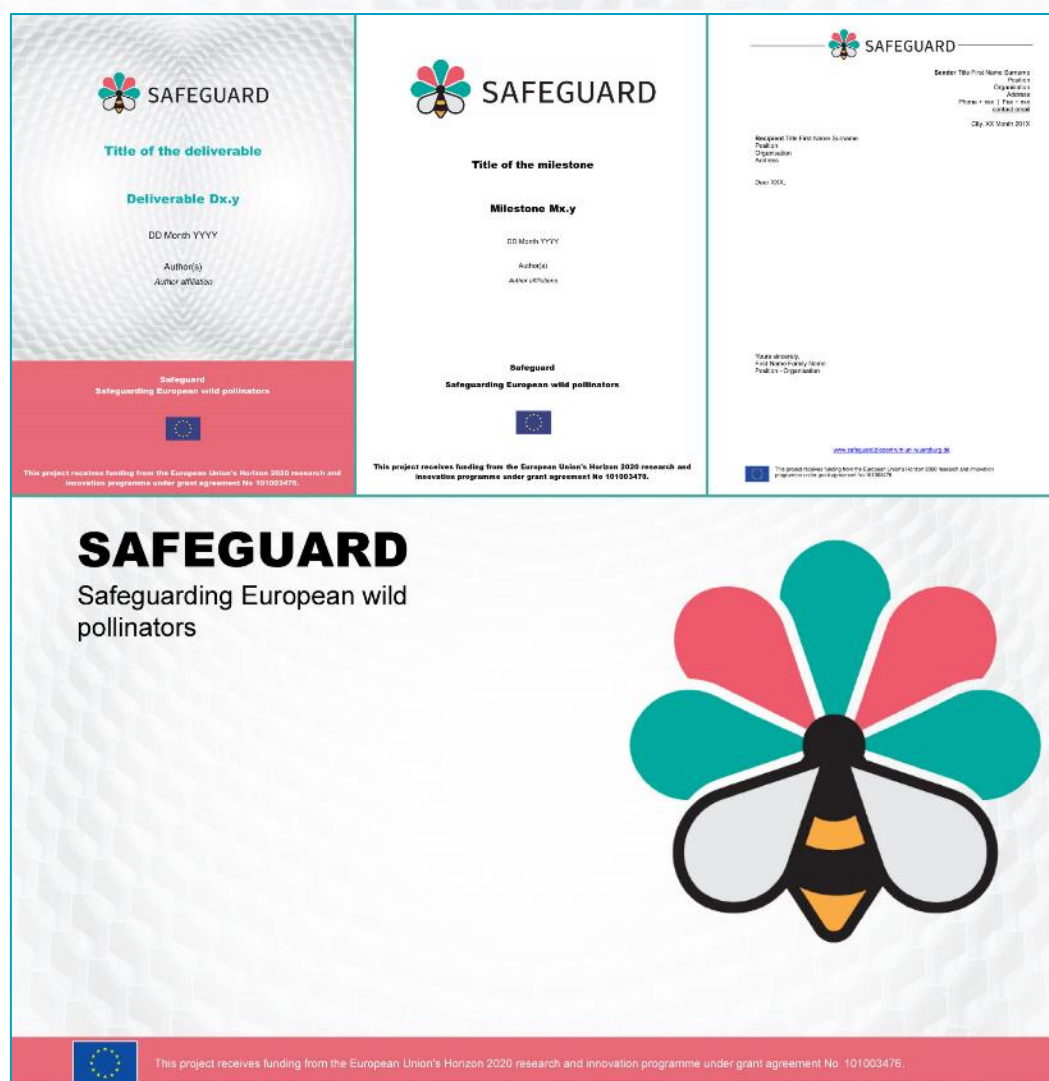


Figure 4: Safeguard templates

10.2.4. Safe-Hub

The Safe-Hub will act as a core nexus for a wide range of stakeholders such as citizens, scientists, farmers, protected area managers, beekeepers, businesses, or representatives of public authorities (Figure 5). The hub will provide a high quality user-driven interactive experience to facilitate pollinator data and knowledge sharing and support recommendations and the co-design of solutions to wild pollinator decline, shaped by the findings of Safeguard and connected to other nodes in the wider Pollinator information network. It will be a novel source of knowledge and information which offers stakeholders unique combinations of existing data/maps/model outputs tailored to their specific needs and priorities. The hub will consolidate and centralise many existing resources from previous projects and initiatives (EU Bee Partnership, STEP, COLOSS, MUST-B, B-GOOD, VOODOO, and PoshBee), in a well-organised and user-friendly web format.

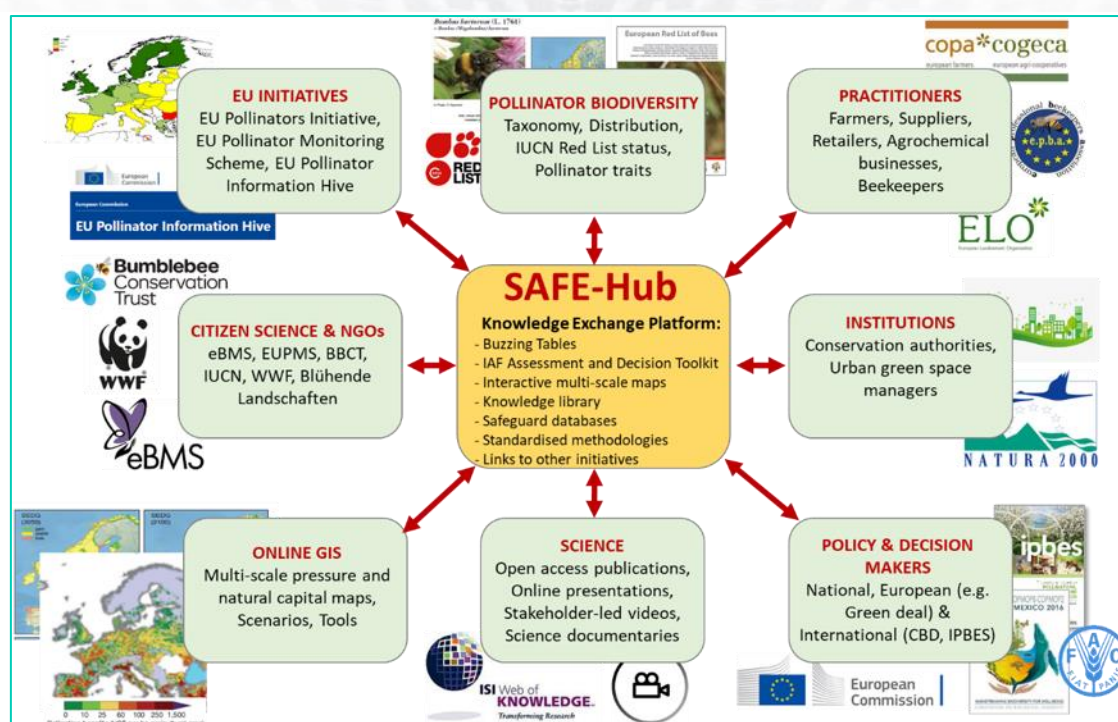


Figure 5: Safe-Hub structure depicting two-way knowledge-exchange interactions with key interest groups and themes

In M26 a redesigned visualisation of the Safe-Hub platform was developed and added to the website (Figure 6).

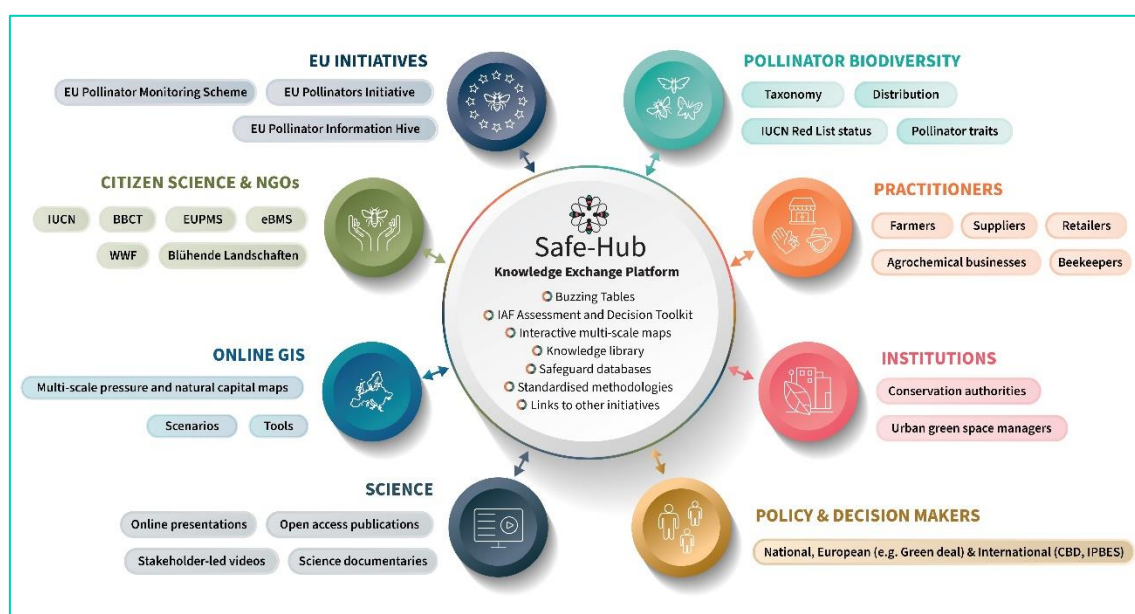


Figure 6: Redesign of the Safe-Hub structure depicting two-way knowledge-exchange interactions with key interest groups and themes

The integrative platform will facilitate the access to currently fragmented knowledge on pollinators at national and European levels. Information provided on the platform will be

tailored to different actor types including research, policy, conservation, business, and citizen science groups. It will be implemented in a sustainable website interface (i.e. such that could be easily inherited by other institutions upon Safeguard's implementation) and adjusted to be also usable by mobile devices. Figure 7 provides a first preliminary design of some pages of the platform (homepage, EU initiatives, Horizon 2020).

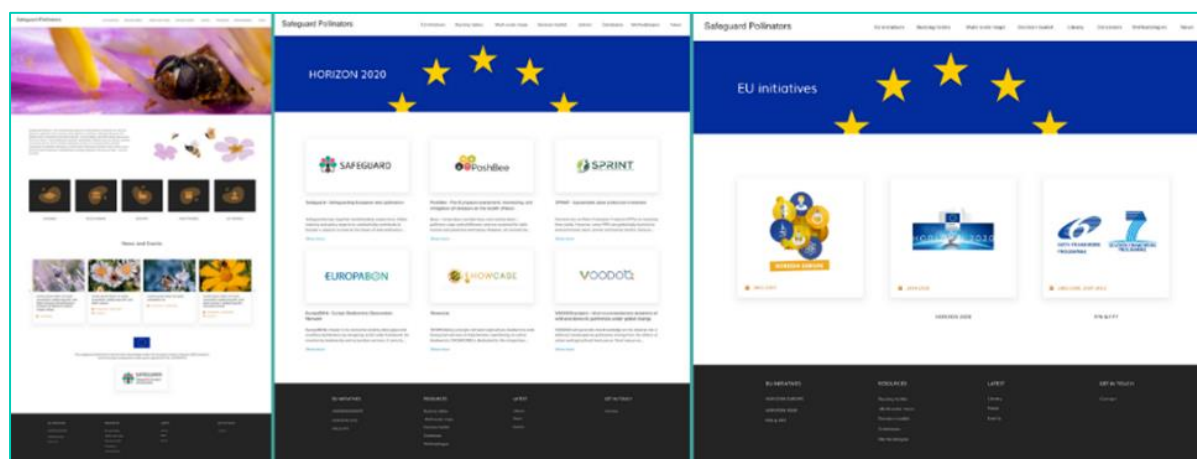


Figure 7: Safe-Hub preliminary prototype

During the Unfolding stage, regular task-force meetings have been held to improve the organisation of the Safe-Hub development process. As a result, the Safe-Hub preliminary prototype has been gradually updated based on the consortium decisions made throughout these meetings. The current prototype of the platform includes a new logo, optimised interface and updated content distribution (Figure 8).

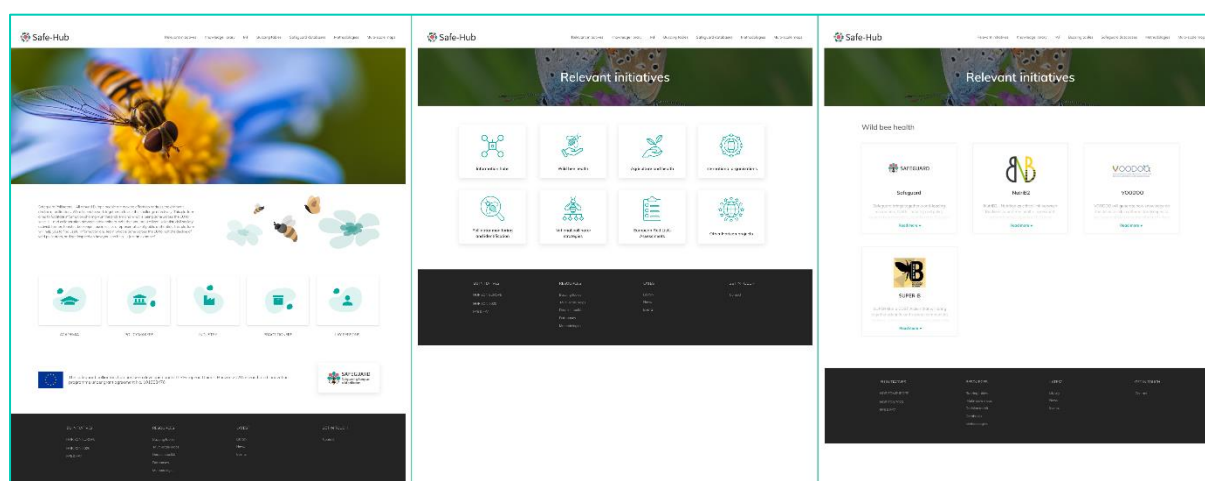


Figure 8: Redesign of the Safe-Hub preliminary prototype

10.2.5. Other promotional materials

Along with the already developed logo, sticker, brochure, and corporate templates, Safeguard will create a project poster, which will be used to introduce the project at physical conferences, meetings, and stakeholder events.

Instead of a poster, a project one-pager has been designed in M24 (Figure 9) and has been used for the first time at the XII European Congress of Entomology 2023. The reason behind the reconsideration of the material format is that one-pagers are smaller in size, making the distribution of promotional materials more efficient in terms of reaching a wider audience. For future events and convenient areas for implementation, the one-pager could be adapted as a poster.

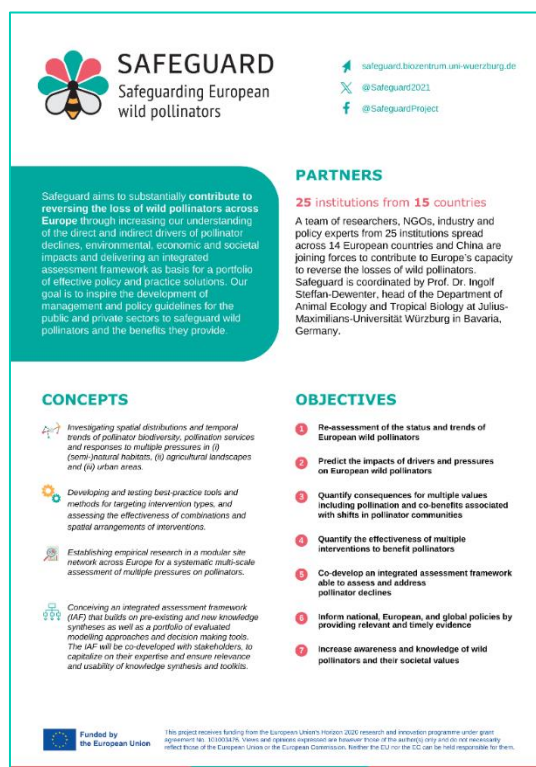


Figure 9: Safeguard project one-pager

Moreover, when significant results derive from the project and/or whenever needed, infographics and fact sheets will be conceptualised and designed, in order to maximise the Safeguard visibility and for further communication and dissemination of project results.

With the aim of providing policymakers with concrete research-based recommendations on the consideration of pollinators, Safeguard's first policy brief (Figure 10) was designed. It includes a short introduction to a study by Safeguard project partners, mapping the importance of pollinators to the Sustainable Development Goals (SDGs) and vice versa. The policy brief presents some preliminary results from an expert elicitation exercise that involved 17 pollinator experts from around the world and identifies five recommendations policymakers should consider to support pollinators and help achieve the SDGs. The Safeguard's policy brief was released on the occasion of the 15th meeting of the Conference of the Parties to the UN Convention on Biological Diversity (COP15). It was distributed at a side event and was showcased at the EU Commission's stand. To further intensify the audience reach, the publishing of the document was announced with a press release on EurekAlert!, Alpha Galileo and CORDIS Wire. Moreover, it was promoted with a news piece on the project website and social media accounts. The policy brief is made available for download in the [Media centre section of the website](#).

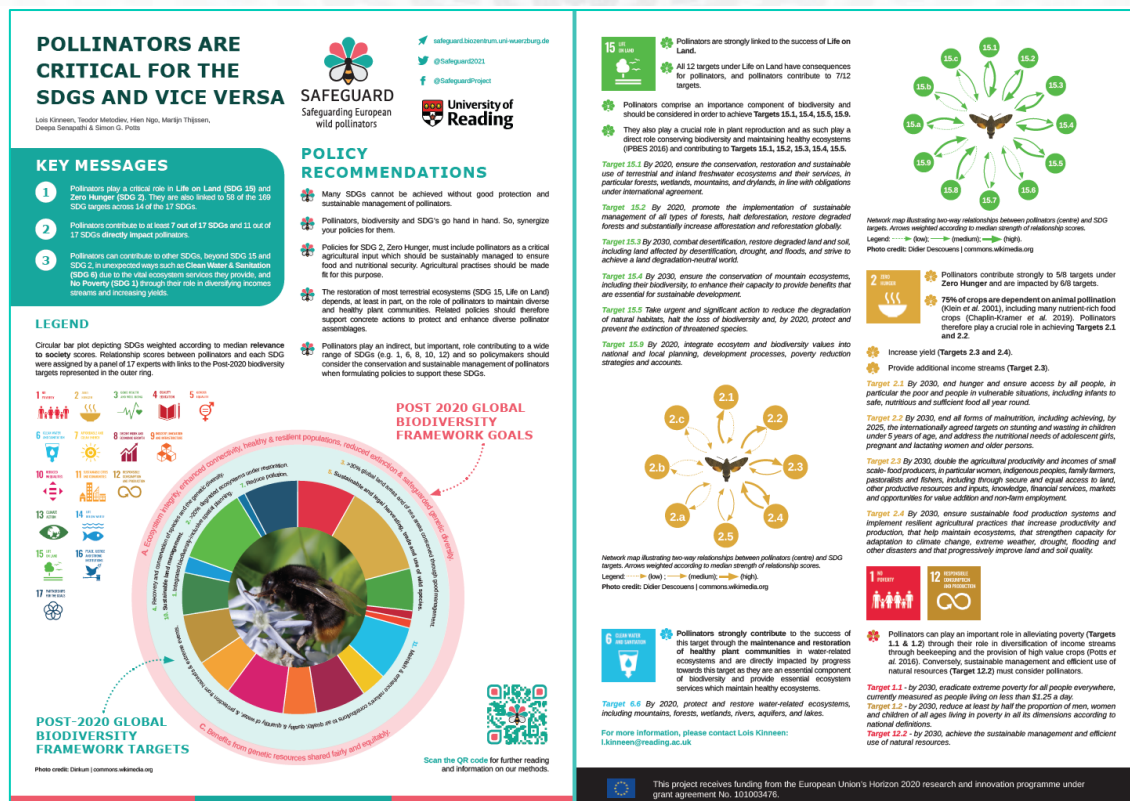


Figure 10: Safeguard policy brief

10.3. Social media channels

To further increase the project visibility and to promote Safeguard-related news and results, the project has established a profile on two major social networks and content-sharing platforms – Twitter and Facebook (Figure 11). Given the fact that during the past decades, there has been a rapid growth of video consumption globally, a channel in the video-sharing platform YouTube has been established in M17 (Figure 12). As such, ensuring the online visibility of the project and securing regular engagement with the project's target groups and other interested parties. The Safeguard social media is being primarily used to enlarge outreach of project-derived results, such as scientific results, attendance at events, job announcements and other related outcomes. The Safeguard accounts have been created in a way to reflect the general project branding and in an engaging and interactive way. The long-term goal of the social media accounts is to create and engage a community of online stakeholders surrounding the project (see section 6 Social media strategy).

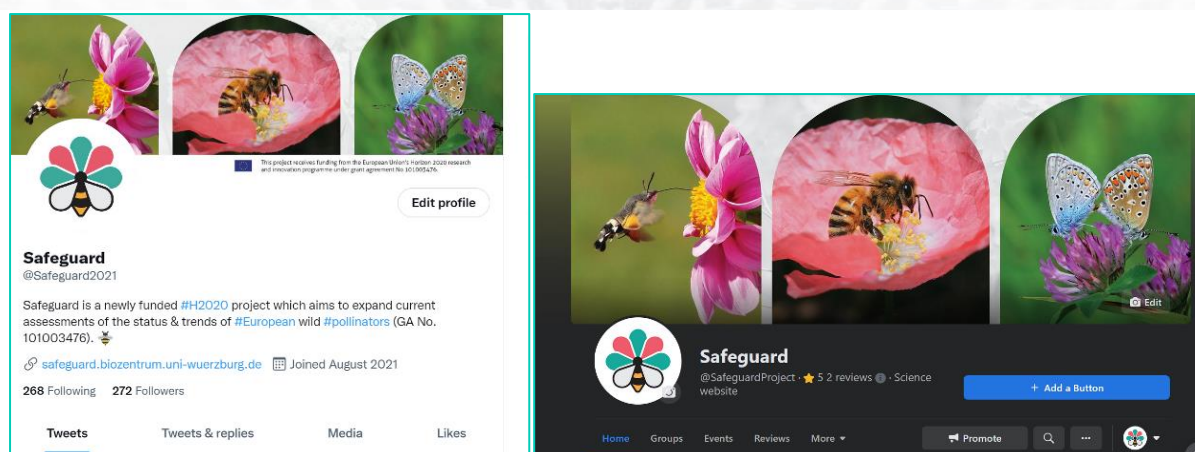


Figure 11: Safeguard social media profiles on Twitter (left) and Facebook (right)

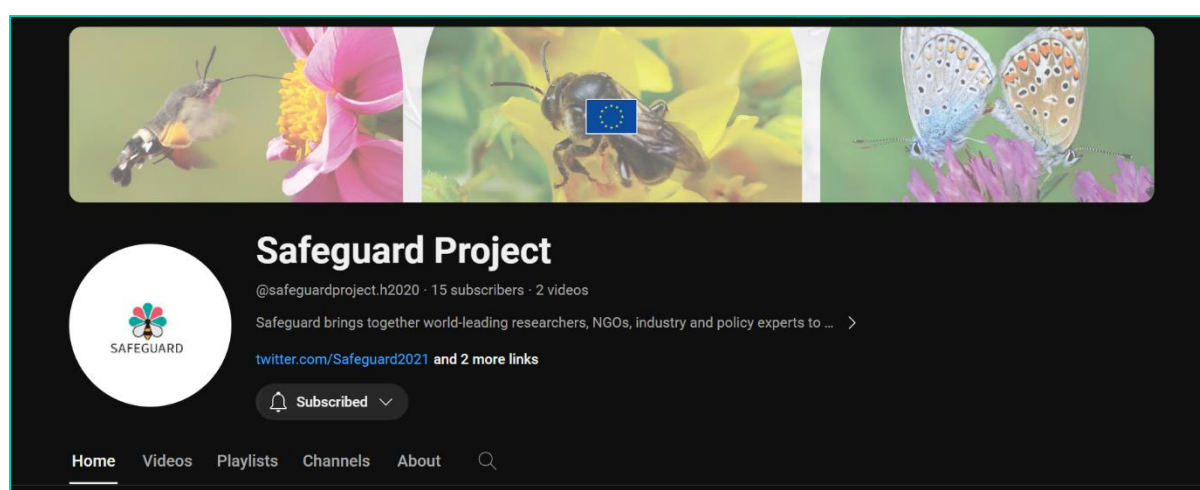


Figure 12: Safeguard's YouTube channel

The Safeguard social media profiles are fully operational and in process of increasing popularity and member participation. All news and events are posted on the Twitter and Facebook accounts, as well as project-relevant publications. Buttons are displayed on the project homepage, which are linked directly to the relevant social network.

10.4. Safeguard electronic newsletter

A news bulletin layout was produced in electronic format, containing and highlighting news of interest for Safeguard partners and stakeholders. The designs of the layouts are aligned with the project's overall identity (Figure 13).

The newsletters are issued regularly – every two months. Moreover, following PCC meetings, an internal newsletter is sent out to all project partners to keep them up-to-date on the project's most recent developments and events, as well as to inform them about upcoming meetings and conferences.

The newsletters are issued regularly – every two months. To keep project partners up-to-date, following PCC meetings, internal newsletters were sent out in September 2021, January 2022 and March 2022. They aimed at highlighting the project's most recent developments and events, as well as informing partners about upcoming meetings and conferences. However, since the information in these bulletins was also relevant to audiences beyond Safeguard, this newsletter was adapted accordingly and subsequently issued as a public one. All external newsletters are available for download on [the project website Media Center](#).



Figure 13: Snapshot from a Safeguard external newsletter (Safeguard's 4th Newsletter: issued June 2022)

Alongside regular updates, the monthly newsletter also contains a Communication Guide tailored to the project: this serves as a guidance tool for effective communication, containing instructions on how to write news articles, press releases and social media posts, together with recent best-practice examples related to the project. The Communication Guide aims to encourage project partners to regularly produce newsworthy materials and send them to the dissemination team, or use them in their own communications.

The newsletter is designed and sent out via the dedicated platform Sendinblue, which enables a sign-up process that is compliant with the general data protection regulation (GDPR), campaign customisation and detailed campaign reports. A newsletter subscription button is embedded on the website homepage.

During the Unfolding stage, the utilisation of the newsletter platform Sendinblue (now Brevo) has been reconsidered, demanding a migration of the email marketing campaigns to a new platform with better delivery rate and user-friendly interface – MailerLite.

References

DoA – Description of Action (2021) GRANT AGREEMENT NUMBER 101003476 – Safeguard

European Commission (2020). *H2020 Programme: Guidance Social media guide for EU funded R&I projects*. EC, 07.01.2020. Available at:
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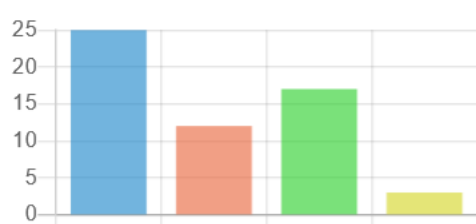
Kinneen, L.K., Potts, S.G. & Senapathi, D. (2022). *Safeguard stakeholder mapping report*. Deliverable D7.1, EU Horizon 2020 Safeguard Project, Grant agreement No 101003476.

Annex 1: Safeguard PEDR questionnaire insights

In order to collect the information displayed in table 5 of this PEDR, a short survey was circulated among Safeguard partners. Project beneficiaries provided information regarding the KERs they will be producing within Safeguard, their preferred dissemination route, target audiences, as well as exploitation pathways. The survey was circulated in June 2022, two months in advance of this deliverable's submission. The images below visualise some of the key questions regarding dissemination, Safeguard target audiences and exploitation of results.

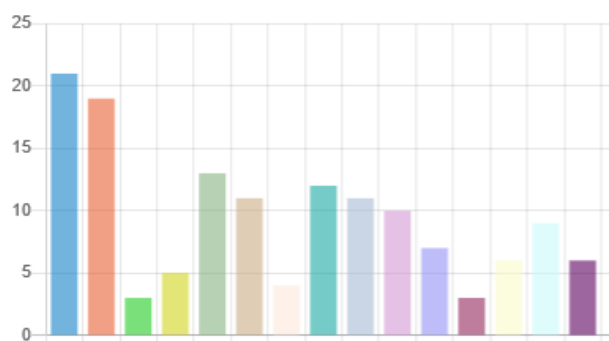
What are your expected outputs in terms of research and practical results?



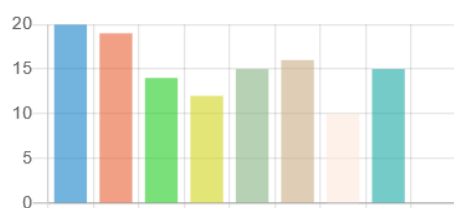
Where do you plan to disseminate your results?

- Through the Safeguard dissemination channels (website, social media, newsletter)
- Personal communication channels (social media, personal blog)
- Institutional communication channels (social media, blog, journal, online repository, PR platforms)
- Other

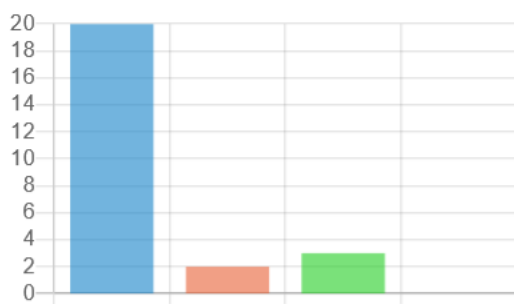
In your opinion, what are the most suitable outlets for dissemination of your results? How do you plan to disseminate your research results?



- Scientific journals
- Meetings and conferences
- Capacity building activities
- Co-creation activities
- Workshops
- Policy briefs
- Fact sheets
- Social media
- Project website
- Promotional materials (written in popular language on pollinator conservation)
- Stakeholder discussion groups ('Buzzing Tables')
- EIP-AGRI practice abstracts
- Video materials (including training video series)
- Press releases
- Safeguard electronic newsletter
- Other

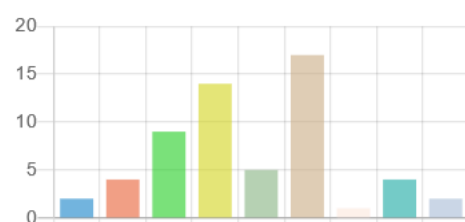
Which one of the following target groups would you aim to reach?

- ☒ Scientists, including universities and research institutes
- ☒ Policy makers at local government and sub-national level
- ☒ Policy makers at MS, EU and Global levels
- ☒ NGOs; Apicultural Umbrella Organisations
- ☒ Experts and practitioners (farmers, agri-food sector, conservationists, land managers)
- ☒ Safeguard consortium
- ☒ Journalists and media outlets
- ☒ Citizens and general public
- ☐ Other

Are you planning to publish your results in scientific journals?

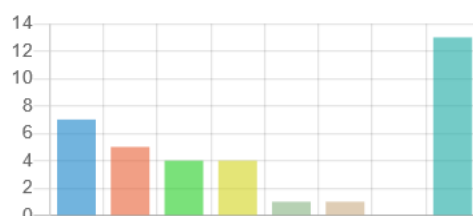
- ☒ Yes
- ☐ No
- ☐ Not sure yet
- ☐ No answer

Please indicate the Key Exploitable Result/s that you are going to produce:



- IAF Assessment and Decision Toolkit
- Interactive multi-scale maps
- Buzzing tables derived output (policy recommendations or guidelines)
- Safeguard databases
- Standardised methodologies
- Scientific/knowledge outputs
- Multimedia content
- Links to other initiatives and potential collaborations
- Other

What is the expected maturity of your result/s?



- 1 - R&D - Basic technology Research (TRL1-2)
- 2 - R&D - Research for Feasibility (TRL 2-3)
- 3 - R&D Technology Development (TRL 3-5)
- 4 - R&D Technology Demonstration (TRL 5-6)
- 5 - Demonstration - System Development (TRL 6-8)
- 6 - Demonstration - System Launch and Operations (TRL 8-9)
- 7 - Market Deployment
- Not applicable

What is your result/s Contribution to Sustainable Development (UN Sustainable Development Goals):

