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COMMUNICATION AND DISSEMINATION STRATEGY

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Contents

Table of abbreviations

BESAFE	Biodiversity and Ecosystem Services: Arguments for our Future Environment
EU	European Union
WP	Work Package
NGO	Non-governmental organization
IUCN	International Union for Conservation of Nature
WWF	World Wide Fund for Nature
RSPB	Royal Society for the Protection of Birds
RUBICODE	Rationalising Biodiversity Conservation in Dynamic Ecosystems
ALTER-Net	A Long-Term Biodiversity, Ecosystem and Awareness Research Network
WS	Workshop
PEER	Partnership for European Environmental Research
BIOMOT	MOTivational strength of ecosystem services and alternative ways to express the value of BIOdiversity
DG	Directorate- general
LTER	European Long-Term Ecosystem Research Network
KNEU	Developing a Knowledge Network for EUropean expertise
POLICIMIX	Assessing the role of economic instruments in policy mixes for biodiversity conservation and ecosystem services provision
STEP	Status and Trends of European Pollinators
SCALES	Securing the Conservation of biodiversity across Administrative Levels and spatial, temporal, and Ecological Scales
EC	European Commission

1. Introduction and objectives

BESAFE's main objective is to improve our understanding of the alternative ways in which concepts for the 'value of biodiversity' can be used to improve biodiversity policy making and governance at local, national, European and global scales. The project aims to provide a framework that summarises the observed and potential effectiveness of alternative ways to argue the case for biodiversity protection, and to make this framework easily accessible and usable through a publicly accessible database and its associated user-friendly web tool.

BESAFE's Description of Work contains four objectives for its communication work package:

- To establish a general communication and dissemination strategy for different target groups, including scientists, policy makers, conservationists, and the general public.
- To communicate, publish and disseminate the project results to a wide range of users.
- To increase public awareness of biodiversity conservation issues.
- To enable an efficient science-policy dialogue at relevant levels of governance.

This document is meant to fulfil the first objective by establishing our communication and dissemination strategy, and, in doing so, will set out the course to fulfil the other three.

In section 2 the BESAFE target groups and associated communication challenges are discussed in detail. Section 3 sets out our approaches and implementation plan. The time schedule for implementation of our strategy is given in Annex I.

2. General principles

BESAFE will integrate stakeholder perspectives from multiple governance scales throughout the project's lifetime. In this process, stakeholders will have an active, driving role in the case study research (WP's 2 to 4) and linking these, in collaboration with the scientists, to the integrated framework of arguments for the value of biodiversity and the synthesis of the arguments for improved biodiversity policy making and governance (WP 1 and 5).

The BESAFE project will try, through its communication and dissemination plan, to turn simple awareness in real participation by providing specific information to the identified target groups. Once they are aware of the project they may be interested enough to require more detailed understanding leading to increased need of action that is the prerequisite for achievement of a real change in successful biodiversity protection.

The communication and dissemination strategy is of foremost importance for the project success. It will be based on seven fundamental principles:

1. Go beyond conventional means of dissemination of project results to academic societies and policy makers to reach the widest possible audience among the end

users through a combination of *Global Information Access* and *Local Knowledge Delivery* principles;
2. Use both *passive* and *active* dissemination methods;
3. Adapt contents and methods of dissemination according to the needs and specifics (e.g., educational level, different background, different incentives) of the various target groups, policy makers, managers, stakeholders, conservationists, local communities, etc.;
4. Reach a multi-language and multi-cultural community of users based in different EU countries;
5. Ensure and strictly adhere to the principles of open access to publicly funded research (see Annex III);
6. Extend the Web presentation of the project results by implementing up-to-date technologies (Web 2.0 and semantic Web principles) to engage potential users;
7. Clarify issues related to knowledge management and intellectual property (see Annex III).

Because English is the lingua franca among our partners as well as among the largest part of our target audiences, we decided to use it as our prime communication language during the project's running time. However, most partners will be communicating to local stakeholders and disseminating project results and conclusions in their native languages. They will be encouraged to produce their own language versions of newsletters, fact sheets, popular summaries of project results, and of the web tool that is one of BESAFE's main products.

Within the consortium of partners WP6 will take the responsibility for coordination of the communication and dissemination activities and report the results to the project coordinator. In addition the project acknowledges the fact that successful communication and dissemination depends on the efforts and input made by the entire consortium of partners.

3. BESAFE's target groups

As already indicated in the objectives, BESAFE has a number of different target groups. These different target groups can be very sensitive to the way and language in which they are addressed and therefore need different communication and dissemination approaches and methods. The overall challenge for our communication is therefore to identify and use the most effective approaches and methods for each group. A key element within the BESAFE communication and dissemination strategy is therefore the careful and precise definition of the relevant target groups, according to which the appropriate message and most effective communication means will be chosen.

BESAFE aims to provide stakeholders with better knowledge about the effectiveness of different types of arguments for biodiversity protection in specific situations. Although this requires us to investigate the reactions of **policy makers in various policy fields** and situations to those different types of arguments, our most important dissemination target is clearly **the group of argument users who target the first group**. Both groups are however important stakeholders and require efficient and effective communication strategies.
BESAFE's **target group of argument users** first and foremost consists of **biodiversity policy makers**, because this is the sub-group of that needs to formulate biodiversity policies and get them accepted and implemented by to their colleagues in other fields as well as by politicians and the general public. **NGOs** are also part of this group as a conductor of messages both towards biodiversity policy makers and intermediates, and directly towards policy makers from other fields. A last sub-group consists of decision makers (**managers and administrators) working in the field of biodiversity**, as these will also need to be aware of convincing arguments to take and justify their decisions.

A third important dissemination and communication target group is the **scientific community**. Information on research methods and effectiveness of arguments is provided by this group, and dissemination of our results will in turn influence and direct research.

Other dissemination targets are users *of* ecosystem services, the industry and the general public. (The BESAFE stakeholder list is given in Annex II)

All these dissemination groups are BESAFE stakeholders. BESAFE will however concentrate on the three most important groups, and engage those actively in the project through science-policy interfaces, stakeholder groups and workshops. BESAFE will however provide all stakeholders with information on the effectiveness of alternative arguments, and not endeavour to do the convincing itself. We will instead facilitate the convincers.

4. Communication and dissemination levels

In accordance with the above the following target groups are identified as BESAFE project stakeholders, ordered by the level of intended communication:

1. Involvement
    a. Users of biodiversity arguments: biodiversity policy makers at levels and scales of biodiversity governance, NGO's (e.g., IUCN, WWF, RSPB)
    b. Local, regional, European, Global policy makers from various relevant policy domains (i.e., nature, environment, agriculture, fishery, forestry, renewable energy)
    c. Researchers, graduate and post-graduate students in the field of biodiversity protection, nature conservation and ecosystem management.
2. Understanding
    a. Managers and administrators working in the field of biodiversity protection (e.g., Natura 2000 site managers, protected area administrators) and working in the field of natural resource use and land use (e.g. landowners, foresters, farmers, beekeepers)
    b. Persons working at the industry level relevant to biodiversity (agriculture, forestry, agrochemistry, etc.)
3. Awareness
    a. General public

5. Implementation

In this section the main activities and building blocks for the implementation of our communication and dissemination will be set out.

5.1 Stakeholder mapping

For both the science-policy interface and the science-science interface, BESAFE builds on the networks already developed in the RUBICODE project. For the science-science interface it also uses the ALTER-Net network. Stakeholder mapping already started in the proposal phase, by approaching the 'associates' list from RUBICODE and asking all partners to add there policy contacts to it. This general mapping of project level stakeholders is an ongoing activity. It is specifically given attention prior to events like stakeholder workshops, to make sure we invite stakeholder representative for the specific target group of the workshop. Moreover, interested parties who become aware of the project through their contacts or our publications can register themselves on our website.

When applicable, partners carrying out the case studies will undertake mapping exercise for their case studies in order to provide an efficient interface between the project and the case study stakeholders.

A stakeholder database will provide stakeholder information when necessary, for instance for the development of the interface to the results database and the user-friendly web tool.

5.2. Stakeholder involvement

In the project's case studies, stakeholders will be involved through interviews, tests and data collection cooperation when appropriate. Moreover, the BESAFE project will include three stakeholder workshops (WS1: Road testing the provisional framework and informing case study selection, scale interactions and ecosystem services workshop; WS2: Case study results presentation and synthesis preparation; WS3: Testing and communicating synthesis results) to which external experts from European and selected regional stakeholder communities will be invited, including the communities involved in the case studies.

5.3 Interface building

During the entire project lifetime, BESAFE invests in a number of specific interfaces with its stakeholder groups. The three major ones are discussed below:

5.3.1.The science-policy interface

BESAFE depends on this interface for specific information on the choices and actions of policy makers regarding biodiversity protection. It is also the interface through which a large part of the potential users of the project's results will be involved. Although all of BESAFE's partners are already habitually involved in science-policy interfaces in their own countries and regions, there is much to be gained here by using methodology for better targeting and approaching policy stakeholders. BESAFE will therefore take along the findings, experiences and recommendations from the FP7 KNEU (Developing a Knowledge Network for EUropean expertise in biodiversity and ecosystem services to inform policy making economic sectors)

and FP7 SPIRAL (Interfacing Biodiversity and Policy) and will use the science-policy infrastructure available from ALTER-Net (see www.alter-net.info). The BESAFE partners will regularly approach key policy makers to stay informed about general policy questions and current issues, and to keep them informed about the project's progress. Policy partners will also be involved in our stakeholder workshops and in the development group for the project database and web tool. For the dissemination of info to this specific group we will make use of our stakeholder workshops, ad hoc meetings, presentations, fact sheets, newsletters, policy briefs and articles in policy magazines.

5.3.2.The science-science interface

Scientists are increasingly interested in and working on issues in the socio-ecological field where we also can locate BESAFE. The project can therefore profit from methodology and insight of related research while the BESAFE results can help other projects and set the agenda for follow up research. BESAFE therefore builds on the science-science interface started in the RUBICODE project and on its base in that project and the PEER and ALTER-Net networks. We will further develop and exploit this link by presentations at conferences and ALTER-Net meetings, mailings to and consulting of our network of 'associates' and by publishing scientific papers. An important part of this interface is also the cooperation and regular exchange with our sister project BIOMOT.

5.3.3. The project – user interface

Although certainly overlapping with the science-policy interface, this interface incorporates a wider group and is at the core of the project's goals. As its main result, BESAFE will deliver a database and web tool that should allow 'argument users' to retrieve information on the effectiveness of alternative arguments in specific (so probably their) situations. To be able to develop such a tool we not only need input of knowledge but also active involvement to ensure the tool delivers info at the right level and in the right 'language' for users with different backgrounds and levels of knowledge. We can only achieve this by involving potential users in its development. Moreover, the database will only be used when possible users are aware of it. This is another reason to involve potential users because they need to be turned into ambassadors. A last reason to involve users actively was handed to us by our stakeholders at the first stakeholder workshop: the database and web tool would not only benefit enormously from user who can actively add their examples and experiences, but this could also be a way of assuring that the website will be kept alive, up-to-date and useful after the project end. Apart from (mainly biodiversity) policy makers, this group is made of NGO's, administrators, land managers and all parties using biodiversity protection argumentation.

Apart from these major interfaces involving interaction, BESAFE also aims to interface with the general public and groups like e.g. ecosystem services users to raise their awareness of biodiversity issues. These groups are mainly targeted by making the project information

available for them through social media and the website, and by general publicity in e.g. newspapers. The main actions regarding these groups are expected for the later stages of the project, when we will be able to use our results to raise interest from public media.

5.3.4 What to disseminate to whom

Dissemination to all stakeholders working in the field of valuation of biodiversity and ecosystem services will follow the scheme given below. Although the main target groups of the project are policy and decision makers through all spheres of politics, BESAFE dissemination efforts will also be aimed at a broader variety of stakeholders (see section 4.). Although BESAFE will certainly start with disseminating to its main target group directly, a main aim of the project is to involve and inform the 'users of arguments' stakeholders in such a way, that they will eventually act as a mediators and/or ambassadors between the project's results and the policy makers which are there target for convincing. Indirect dissemination of our results during, but hopefully also long after the project's lifetime is therefore an important goal.

An overview of what will be disseminated to whom and the associated methods is given in the table below.

Table 1. Target groups, methods and ways of dissemination in BESAFE

Whom to approach?	**What to disseminate?**	**How to achieve?**
Target groups for mainly **direct** dissemination:		
1. Biodiversity policy makers	a) General information at public *BESAFE* website, on *BESAFE* poster, introductory leaflet and stand-alone presentation b) Specific information in newsletters, leaflets and in presentations at conferences, workshops, seminars, training schools, blogs c) Main project outcomes summarised in a final comprehensive brochure d) Set of new arguments to protect biodiversity e) Good practices case studies	a) Active approach and interface building by partners, active participation of members in workshops b) Application of email /RSS/Twitter subscription technologies on the *BESAFE* website c) Regular update of the *BESAFE* Policy User Corner d) Policy briefs e) Final brochure of *BESAFE* f) specific seminars with representatives of country associations and local members
2. Decision makers (managers and administrators) working in the field of biodiversity		
3. NGOs	See 1a-c, and a) Oral presentations, posters; abstracts at national and	a) Cooperation with ongoing research projects and networks b) Update of the *BESAFE* Online

	international conferences b) Presentations at training schools, seminars and conferences (primarily aiming at early career scientists) c) Methodology of biodiversity valuation in a final textbook	Library c) Presentations d) Active approach and interface building by partners, active participation of members in workshops e) Update of *BESAFE* website f) Application of email /RSS/Twitter subscription technologies on the *BESAFE* website g) Social networks updates and discussions
4. Scientific community (researchers, graduate and post-graduate students)	See 1a-c, 2 a-c and a) Scientific results published in (preferably open access) academic journals	See 1a-c, 2 a-c and a) Active publication open access output of *BESAFE* partners
5. Users of ecosystem services (farmers, foresters, beekeepers, etc.)	See 1a-c, and a) Scientific results translated in popular science language of the member country through popular articles, case study reports, guidelines and materials in local professional journals in the appropriate language b) Alternative arguments for protection of biodiversity at local scale from the viewpoint of its values for ecosystem services c) Recommendations and good practice case studies d) Implications for the business discussed at R&D meetings at local and EU authorities and ministries	See 1a-c: a) Oral and written publications b) Presentations at specialists' and association meetings c) Leaflets, mass media publications d) Taking advantage of the popularity and user friendliness of social networks
6. Industry (agriculture, forestry, agrochemistry, etc.)		
7. General public	See 1a-c	See 1a-c, and a) Newspaper articles b) Broadcasts c) Contribution to movies, clips d) Interviews (national and

		international) e) Social networks
Target groups for mainly **indirect** dissemination, through the groups targeted for mainly direct dissemination		
1. Local, regional, European and global policy makers from various policy domains	See 1a-c, 3a-c, 4a, 5a-b, and a) suggestions for guidelines and laws (e.g. trade regulations) b) recommended policies and measures at national and EU scales	See 1a-c, 3a-c, 5a-c and a) workshops and meetings with participation of EU authorities, EU parliament and national authorities members
2.Local, regional, European and global decision makers (managers and administrators) from various domains		

In the process of continuous science-policy dialogue and public education BESAFE will build on strong links between the consortium and a number of national and international organisations and networks in the science-policy society interface. At the European level, public education will involve policy makers and other stakeholders, especially DG Environment, DG Agriculture, the European Topic Centre for Biodiversity, the European Environmental Agency, the European Platform for Biodiversity Research Strategy , and international NGOs. At the national level, each team of the BESAFE consortium will take over responsibilities for direct contacts to relevant professional organisations, NGOs, and decision makers. In this way, the most important and appropriate target groups and the most effective channels through which policy measures and public education can be transferred will be identified.

5.4 Communication channels and outputs

Open access to BESAFE results will be adopted as a general rule in the dissemination process. Traditional methods of dissemination (papers in journals, printed materials) will be combined with advanced technologies (online open access publications, e-books, email newsletters, BESAFE Online Library, BESAFE Policy User Corner, etc.). Special emphasis will be laid upon integrating BESAFE in the already existing international networks and organisation, such as ALTER-Net, LTER, KNEU, BIOMOT, RUBICODE, POLICYMIX, STEP, SCALES and others. The ALTER-Net summer school will be used to disseminate BESAFE's activities and findings to researchers, graduate and post-graduate students active in the field of biodiversity protection, nature conservation and ecosystem management.

Table 2: BESAFE communication and dissemination outputs

Scientific papers	BESAFE will produce a number of scientific papers that will be submitted to high ranking open access scientific journals. The project will also aim at publishing (in) a special issue on the subject of effectiveness of arguments for biodiversity in a high ranking open access journal.
Articles in newspapers and policy magazines	BESAFE will aim to publish several articles in these types of publications as to reach our target groups who do not generally read scientific journals.
The web tool and its background database	This dissemination channel will unlock the BESAFE results to stakeholders. To make sure that web tool is useful to the stakeholders (i.e. that it can assist them in their use of argumentations) a representative selection of the stakeholder groups will be involved in developing it.
Project website, external document library and stakeholder mailing list	The **publicly accessible website** allows easy access to general information about BESAFE and its activities including background information, news, events (seminars, workshops, conferences), contact details, etc. The website will include an **Online Library** which allows uploading and collecting of open access papers and documents of the project.
Dissemination materials **- Brochures** **- Leaflets** **- Newsletters** **- Factsheets**	All BESAFE PR materials and presentations will have corporate design and the EC logo will be prominently placed. – **BESAFE flyer:** capture attention and increase awareness – **Brochures:** detailed overview of the project for more information and stimulate interest – **Electronic and printed newsletters and factsheets:** results and major outcomes of BESAFE to especially policy and decision makers but also to the other relevant stakeholder groups – **Final brochure:** highlighting the final outcomes that can be used by all relevant stakeholders.
RSS feeds and social networks	Twitter, Facebook, LinkedIn: to increase public awareness.
Press releases	The most significant project results will be announced via press releases to world media agencies. The responsibility for preparation of press release usually lies on the first author who together with the WP6 team and the coordinator prepares the final version. BESAFE will be using the channels of EurekAlert!, one of the world largest online distributors of science news.
Policy briefs	With the aim to influence the policy making process, results and major outcomes of BESAFE will be made available to policy and decision

	makers through policy briefs. • The research will be made accessible to policy makers using accurate, timely and reliable evidence in order to engage them and sustain their interest. • The language will be not technical but professional, highlighting the project's policy-relevance in order to capture the policy makers interest by explaining the project's significance in a concise way and outlining the main policy problem addressed. • Special focus will be given to the policy implications of the information and recommendations for concrete actions will be suggested. A specially designed section of the project web platform, the **Policy User Corner**, dedicated to policy issues, will publish policy briefs, documents and opinions relevant to decision making and implementation of policies.
Training	BESAFE will have the opportunity to interact with the scientific education programme of the ALTER-Net summer schools, meaning that BESAFE will get the opportunity to adjust part of the educational programme to the needs of BESAFE, with regards to what is relevant to PhD, postdocs and young researchers participating at the ALTER-Net summer schools.
Presentations of results at international conferences	BESAFE members are encouraged to participate and present project results at international conferences and relevant meetings, symposia, and workshops.

An important principle of dissemination of the BESAFE-derived results will be to use one and the same key output to produce various dissemination materials to be used through different channels so that to maximise uptake of the project outcomes

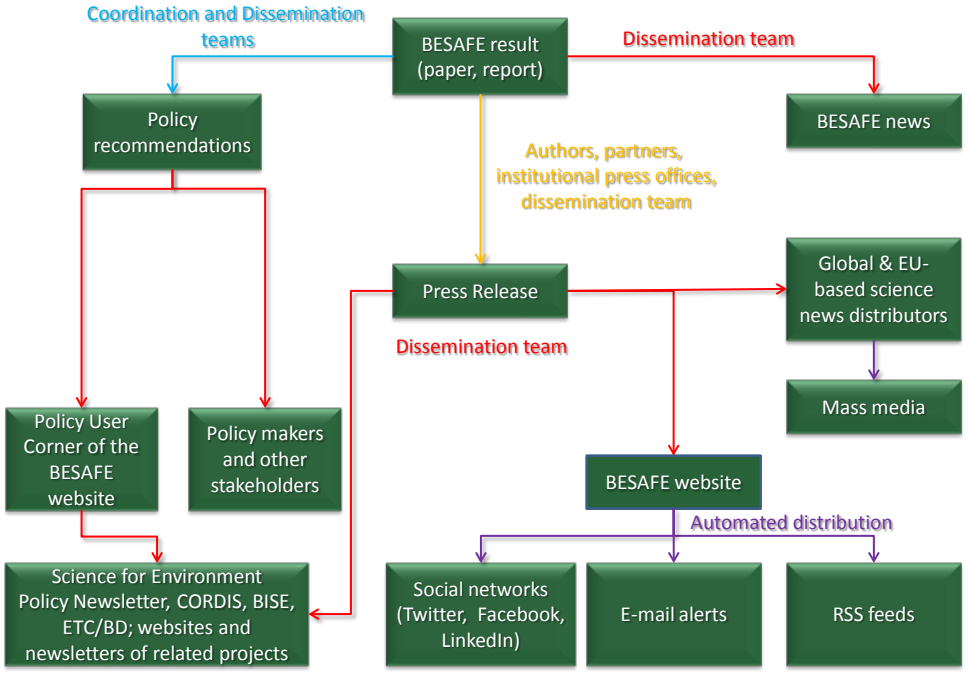

Figure 1: Flow chart showing how multiple use will be made of project results for dissemination and knowledge transfer purposes

5.5 Implementation plan

BESAFE's time schedule for the implementation of the activities summarised in table 2 is set out in a separate **implementation plan**. This plan (Annex I) describes the particular measures, timeframe and responsibilities of the partners during the course of the project. It is as such the practical translation of what is set out in this strategy. The plan is also drafted with the aim to facilitate monitoring and reporting of the project goals. Although it is in fact an integral and essential part of the strategy but, unlike the other parts, needs to be adaptable to the situation as it develops during the course of the project. It is therefore drafted as a separate document which will be updated regularly during the implementation.

6. Cooperation with BIOMOT

With the aim to achieve an integrative approach BESAFE will cooperate closely with BIOMOT project as BIOMOT is doing similar work and faces similar challenges. The BIOMOT project focuses specifically on analyzing the fundamental elements of why one protects biodiversity (i.e. the true motive behind the argument) while BESAFE specializes on the effectiveness of the different arguments. While interacting with each other both projects will be able to complement its work.

Because several case studies from BIOMOT and BESAFE will be joined together results from BIOMOT and results from our joint efforts will be disseminated including the means listed above (i.e. through fact sheets, newsletters and possible policy briefs, etc.).

7. Evaluation of the effectiveness

To guarantee the effectiveness of the communication and dissemination strategy the following guidelines will be accepted:

- The implementation plan and dissemination strategy will be updated depending on the experiences gained through the project.
- Evaluation of the communication and dissemination activities is foreseen in order to receive information what methods deliver the results to be delivered.
- The focus will be on the stakeholder groups, whether they get the right message but also if they give enough feed-back to the project.
- 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 what should be achieved and whether this is the most appropriate method to achieve it thus guaranteeing that the activities will be successful.
- The communication and dissemination activities will be considered effective when the target audience is engaged.

The evaluation of the effectiveness will help to answer if the communication and dissemination activities have influenced the knowledge, opinion and/or behaviour of the target group. In order to review and measure the progress and the effectiveness of the communication and dissemination activities we have established the following targets, based on up-to-date data from the project dissemination activities:

Table 3. Effectiveness measurement indicators

Indicator	Baseline	Target
Number of website visits per year	>5,000	>10,000
Number of people registered for the project newsletter	>100	>200
Number of press releases issued	3	6
Number of policy briefs written	2	5
Number of outreach materials distributed to stakeholders	1000	>3000
Number of workshops	3	6
Number of participants in the workshops	200	>300
Number of posts on the website	300	500
Number of international conferences where BESAFE results are presented	10	20
Number of followers in the social networks	50	100
Number of posts in the social networks	50	100

8. Annexes

- **Annex I.** BESAFE Communication and Dissemination Implementation Plan
- **Annex II.** BESAFE Stakeholders list
- **Annex III.** Access to the information

Annex I BESAFE Communication and Dissemination Implementation Plan

Period	Responsible party	Product	Target audience	How will it be distributed	What is to be communicated?	Date	Status
Sept 2011 – Feb 2012	WP6 - Pensoft	Press release	General Public	Submitted to EurekAlert! for distribution; Downloadable on website	Startup of the project	Nov 2011	COMPLETED
	WP6 - Pensoft	Factsheet	General Public	Downloadable on website and used on conferences/ meetings	General project outline	Dec 2011	
	WP6 - Pensoft	Website update	General Public	News and events added	Various BESAFE-relevant news (forthcoming events, article alerts, etc.)	Sept 2011-Feb 2012	
Mar 2012 – Aug 2012	WP6 - Pensoft	Flyer	General Public	Downloadable on website, and used on conferences/ meetings	General project outline	March 2012	
	WP6 - Pensoft	D6.1 Project website: www.besafe-project.net	General Public	Based on Description of Work and with input from all partners	Website with general information on project objectives and set up	April 2012	
	WP6 - Pensoft	Website update	General Public	News added	Various BESAFE-relevant news (forthcoming events, article alerts, etc.)	Mar 2012 – Aug 2012	
	WP2- Several partners	Flyer and website	National – Local policy makers, lobby groups	Distributed during interview with national –local policy makers, lobby groups	Startup of the project	Mar 2012 – Aug 2012	
	WP6 – Several partners	Conferences	Scientific audience	TEEB (The Economics of Ecosystems and Biodiversity) conference Planet under Pressure conference MAES (Mapping and Assessment of Ecosystems and their Services): Biodiversity Knowledge conference Black Sea Universities Network and Romanian Academy: "The green economy – a new paradigm for education and science" 3rd European Congress of Conservation Biology,	Presentations on BESAFE, distributions of the flyer	Mar 2012 – Aug 2012	

				Glasgow		
Sept 2012 – Feb 2013	WP2 - SYKE	D.2.1 Report on the selection of case studies	All Stakeholders and the General Public	• Report uploaded on the BESAFE external document library • Webpage dedicated to case studies • Newsletter 2 • RSS feeds and social networks • The web tool and its background database	Project research findings	Nov 2012
	WP2	Stakeholder database	All stakeholders	• To be used for the effective dissemination with relevant stakeholders • Uploaded on website	Relevant project stakeholders	Jan 2013 (to be continuously updated)
	All partners, WP6 Pensoft for production	Newsletter	All stakeholders	RSS, Downloadable on website, direct contact with stakeholders	News from and relevant to the project	Jan 2013
	WP6 - Pensoft	Press release	General Public	Submitted to EurekAlert! for distribution; Downloadable on website	A joint BESAFE – BIOMOT meeting, Manchester	Feb 2013
	WP6 - Pensoft	Website update	General Public	News and events added	Various BESAFE-relevant news (forthcoming events, article alerts, etc.)	Sep 2012 – Feb 2013
	WP2- Several partners	Flyer and website	National – Local policy makers, lobby groups	Distributed during interview with national –local policy makers, lobby groups	Project results	Sep 2012 – Feb 2013
	WP6 – Several partners	Conferences	Scientific audience Policy makers	3rd MAES working group meeting EEA/SPIRAL Science-policy interface “Alexandru Ioan Cuza” Universitty of Iasi: “Antropic impact on biodiversity of the Black Sea” ‘Metsien tuottamat hyödyt’ (The benefits that forests produce) for members of collaborative	Presentations on BESAFE, articles, distributions of the flyer	Sep 2012 – Feb 2013

				forest networks at the on. ACES conference Invited talk: Working Group on Implementation and Monitoring to Finland's National Straegy and Action Plan for Biodiversity Conservation and Sustainable Use: 'Ecosystem Service Assessments in Finland and elsewhere: needs for further action' „An effective argument", International Innovation Magazine Invited talk: Sibbesborg general plan: Operationalisation of Natural Capital and Ecosystem Services: From Concepts to Real-World Applications" Invited talk at the Ilkka Hanski 60 years Anniversary Symposium: 'How does science turn into practice in biodiversity conservation?'			
Mar 2013 – Aug 2013	WP2 - ALTERRA	D.2.2 WS1 evaluation of methodology, protocols and case studies, with stakeholder recommendations	All stakeholders	• Project website • Press release (submitted to EurekAlert! By Pensoft) • Factsheet • Articles in newspapers and policy magazines (eg. BioPortfolio, http://www.bioportfolio.com/news/article/1490505/Biodiversity-argumentation-How-to-get-it-right.html, Convention on Biological Diversity CBD - http://www.cbd.int/kb/record/newsHeadlines/94026?RecordType=newsHeadlines, Humanitarian News -	The project objectives and results	May 2013	

				http://humanitariannews.org/20130603/biodiversity-argumentation-how-get-it-right) • RSS feeds and social networks • Stakeholder direct involvement		
	WP6 - Pensoft	Press Release	General Public	• Submitted to EurekAlert! for distribution • Downloadable on website	The First BESAFE Stakeholder meeting - Biodiversity argumentation: How to get it right	Jun 2013
	WP6 - NINA Pensoft, Alterra	1st stakeholders WS	Policy makers	Interactive Workshop in Brussels (Research Institute for Nature and Forest - INBO)	Feedback on first project results	May 2013
	WP6 - Pensoft	Website update	General Public	News added	Various BESAFE-relevant news (forthcoming events, article alerts, etc.)	Mar 2013 – Aug 2013
Sep 2013 – Feb 2014	WP6 - Alterra	Science – Policy Interface Workshop	Policy makers/ argument users	Biodiversity and Ecosystem Services: a strategic dialogue between science and policy	The project objectives and results	14-15 Nov 2013
	WP1 - ALTERRA	D.1.1 Report on the classification of arguments, the provisional framework and the results of road testing	All Stakeholders and General Public	• Report uploaded on the BESAFE external document library • website news item • RSS feeds and social networks • The web tool and its background database	Project research findings	Dec 2013
	All partners, WP6 Pensoft for production	Newsletter	All stakeholders	• RSS • Downloadable on website • Direct contact with stakeholders	News from and relevant to the project	Jan 2014
	WP6 Alterra,	Popular article	Policy makers	Innovation Research Magazine	Case studies in BESAFE	Jan 2014

	INBO, SLU						FORTHCOMING
	WP6 - Pensoft	Website update	General Public	News added	Various BESAFE-relevant news (forthcoming events, article alerts, etc.)	Sep 2013 – Feb 2014	
	WP6 – Several partners	Conferences	Scientific audience	Conference targeted: TEEB, IALE, Biodiversity Knowledge conference, etc	Project research findings	Sep 2013 – Feb 2014	
March 2014 – August 2014	WP6 -Alterra	SPI meeting with DG Environment	Policy makers/ argument users	Meetings and discussion	The project objectives and results	Spring 2014	
	WP5 - PLUS	D5.1 WS2 evaluation of synthesis and arguments framework with stakeholder recommendations	All Stakeholders	• Project website • Press release • Newsletter • Articles in newspapers and policy magazines • RSS feeds and social networks • Stakeholder direct involvement	The project objectives and results	June 2014	
	WP2 - SYKE	D2.3 Final report synthesizing the analysis on effectiveness in case studies	All stakeholders	• At least one paper in academic journal • Project website • Press release • Policy brief • Articles in newspapers and policy magazines • RSS feeds and social networks • The web tool and its background database • Presentations at scientific meetings and conferences **Scheduled academic paper:** Garcia et al. Analysing the effectiveness and interaction of intrinsic and ecosystem service-based arguments used in the management of	Project research findings and results	Aug 2014	

				national parks in Spain.		
	WP3 - INBO	D3.1 Final report synthesizing the analysis on MLG in case studies	All stakeholders	• At least one paper in academic journal • Project website • Press release • Policy brief • Articles in newspapers and policy magazines • RSS feeds and social networks • The web tool and its background database • Presentations at scientific meetings and conferences	Project research findings and results	Aug 2014
	WP4 - UOXF.AF	D4.1 Final report on relationships between biodiversity, ecosystem services and values in case studies	All stakeholders	• At least three papers in academic journals: • Project website • Press release • Policy brief • Factsheet • Articles in newspapers and policy magazines • RSS feeds and social networks • The web tool and its background database • Presentations at scientific meetings and conferences **Scheduled academic papers:** 1) Maes, J., Egoh, B., Braat, L., Termansen, M., Bela, G. Arguments surrounding the establishment of the Natura 2000 network and the designation of Natura 2000 sites. A multi scale analysis. 2) Harrison et al. Exploring the strength of scientific evidence on the relationship between biodiversity, ecosystem services		Aug 2014

				and values. 3) Termansen, M. et al. The value of Biodiversity and Ecosystem Services: a cross national Q study		
	WP6 - Pensoft	Website update	General Public	News added	Various BESAFE-relevant news	Mar 2014 – Aug 2014
	WP6 – Several partners	Conferences	Scientific audience	Conference targeted: TEEB, Global Land conference, etc	Project research findings	Mar 2014 – Aug 2014
Sep 2014 – Feb 2015	WP2 - PLUS	MS.4 Reports on synthesis of case study assessments	All Stakeholders	• Project website • Factsheet • RSS feeds and social networks	Project results	Oct 2014
	All partners, WP6 Pensoft for production	Newsletter	All stakeholders	• RSS • Downloadable on website • Direct contact with stakeholders	News from and relevant to the project	Jan 2015
	WP6 - Pensoft	Website update	General Public	News added	Various BESAFE-relevant news	Sep 2014 – Feb 2015
March 2015 – August 2015	WP2 - PLUS	Stakeholder WS3 – Final conference	All stakeholders	• Project website • Press release • Newsletter • Articles in newspapers and policy magazines • RSS feeds and social networks • Stakeholder direct involvement	Project results	Apr 2015
	WP5 - EFTEC	D 5.2 Synthesis report on the revised and tested framework, the toolkit and	Policy makers and all stakeholders	• At least one paper in academic journal • Project website • Press release • Policy brief • Outreach materials: brochures, leaflets,	Project results	May 2015

		accompanying policy brief		newsletters, factsheets • Articles in newspapers and policy magazines • RSS feeds and social networks • The web tool and its background database • Presentations at scientific meetings and conferences		
	WP6 All partners	Conferences	Scientific audience	Conference targeted:	Project research findings	April 2015 – Aug 2015
	WP2 – ALTERRA	MS.5 Final framework, public access database, web-tool and final project results	Policy makers and all stakeholders	• Project website • Newsletter • RSS feeds and social networks	Project Results	Aug 2015
	WP5 - ALTERRA	D.5.3 Open access database and web tool	Policy makers and all stakeholders	• Project website • Press release • Newsletter • Policy brief • Articles in newspapers and policy magazines • RSS feeds and social networks • Presentations at scientific meetings and conferences	Project results	Aug 2015
	All partners, WP6 Pensoft for production	Final Newsletter	All stakeholders	• RSS • Downloadable on website • Direct contact with stakeholders	News from and relevant to the project, final project results	Aug 2015
	WP6 - Pensoft	Website update	General Public	News added	Various BESAFE-relevant news	March 2015 – Aug 2015

REGULARITY AND SCHEDULING OF FUTURE BESAFE DISSEMINATION ACTIVITIES:

1) **Press releases** – 1 press release every 6 - 8 months (this number is a subject to growth in accordance with the necessities of the project).

2) **Newsletter** – 1 every 12 months
Already produced: Jan 2013

4) **News and Events on the website:**
Pensoft: minimum 1 per week
Partners: minimum 1 per month

5) **Social networks activity:**
RSS feed to transfer news from website to Facebook and Twitter, LinkdIn to be updated manually
Pensoft: minimum 1 additional post per week, 1 discussion started on LinkedIn per month, Pensoft and all partners are responsible for postings from meetings and conferences via social media
Partners: 1 partner post per month, 1 discussion started on LinkedIn within 1 to 3 months

POLICY MAKERS

Surname	First name	Institution	Job title	Country	e-mail	Expertise	Relevant Work Package (WP)
Barrett	Ian Barrett	Defra			Ian.Barrett@defra.gsi.gov.uk	Policy advisor	WP1, WP2, WP3, WP4, WP5, WP6
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Bodegraven	Joop	Ministerie van EL&I, Directie Natuur, Landschap en	Platteland, Team Gebieden	Netherlands	j.bodegraven@minlnv.nl		WP1, WP2, WP3, WP4, WP5, WP6
Bradburne	Robert	Defra		UK	Robert.Bradburne@defra.gsi.gov.uk	Policy advisor	WP1, WP2, WP3, WP4, WP5, WP6
Brendemoen	Anne	Ministry of Env	Economist, Leader of TEEB Norway	Norway	Anne.Brendemoen@md.dep.no	Administrator	WP1, WP2, WP3, WP4, WP5, WP6
Calvini	Marion	Defra		UK	Marion.Calvini@defra.gsi.gov.uk		WP1, WP2, WP3, WP4, WP5, WP6
Dalen	Linda		Senior advisor department for natur	Norway	linda.dalen@dirnat.no	Policy advisor	WP1, WP2, WP3, WP4, WP5, WP6
Drewitt	Joanna	Scottish Government		UK	Joanna.Drewitt@scotland.gsi.gov.uk	Research management, policy advice	WP1, WP2, WP3, WP4, WP5, WP6
Eidheim	Idunn	Ministry of Environment		Norway	Idunn.Eidheim@md.dep.no	Policy maker	WP1, WP2, WP3, WP4, WP5, WP6
Eijs	Arthur	Ministry of Housing, Spatial planning and the Environment		Netherlands	arthur.eijs@minvrom.nl		WP1, WP2, WP3, WP4, WP5, WP6
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Hayo	Haanstra	Ministry of economic affairs		Netherlands	h.j.haanstra@minez.nl		WP1, WP2, WP3, WP4, WP5, WP6
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Magnussen	Kristin	Vista Analyse	Consultant Resource economist	Norway	kristin.magnussen@vista-analyse.no	Advisor	WP1, WP2, WP3, WP4, WP5, WP6
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Miklós	László	National Council of the Slovak Republic – member of	the parliament, vice-chairman of tl	Slovak republic	Laszlo.Miklos@nrsr.sk		WP1, WP2, WP3, WP4, WP5, WP6
Monk	Kathryn	Single Body (Environment Agency Wales)	Science Strategy Manager	UK	kathryn.monk@environment-agency.wale	Research management, policy advice	WP1, WP2, WP3, WP4, WP5, WP6
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Mortimer	Diana	Joint Nature Conservation Committee	Head of Sustainability Advice	UK	Diana.Mortimer@jncc.gov.uk	Research management, policy advice	WP1, WP2, WP3, WP4, WP5, WP6
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Summa	Hilkka	European Commission AGRI (H.4: Bioenergy, biomass, forestry and climate change	He	Belgium	hilkka.summa@ec.europa.eu		WP1, WP2, WP3, WP4, WP5, WP6
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Zaunberger	Karin	European Commission DG ENV			Karin.Zaunberger@ec.europa.eu		WP1, WP2, WP3, WP4, WP5, WP6

DECISION MAKERS

Surname	First name	Institution	Job title	Country	e-mail	Expertise	Relevant Work Package (WP)
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Baboianu	Grigore	Director of the Danube Delta Biosphere Reserve	Adminstration	Romania	gbaboianu@ddbra.ro		WP1, WP2, WP3, WP4, WP5, WP6
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Bahuchet	Serge	Dir. of dep. 'Hommes natures et societes		France	bahuchet@mnhn.fr		WP1, WP2, WP3, WP4, WP5, WP6
Bailey	Sallie	Forestry Commission	Specialist Advisor for Biodiversity ar	UK	Sallie.Bailey@forestry.gsi.gov.uk	Forestry	WP1, WP2, WP3, WP4, WP5, WP6
Baker	Julia	Chris Britton Consultancy Ltd	Team Lead Biodiversity & Environm	UK	julia.baker@chrisbritton.co.uk	Biodiversity, infrastructure	WP1, WP2, WP3, WP4, WP5, WP6
Balcerzak	Jan	General Directory of Environmental Protection		Poland	Jan.Balcerzak@gdos.gov.pl	National authority representative	WP1, WP2, WP3, WP4, WP5, WP6
Barham	Peter	Seabed User and Developer Group	Ex-Chairman	UK	peterjbarham@googlemail.com		WP1, WP2, WP3, WP4, WP5, WP6
Basch	Gottlieb	European Conservation Agriculture Federation		Portugal	gbasch@sapo.pt		WP1, WP2, WP3, WP4, WP5, WP6
Berglund	Ingemar	Swedish Agency for Marine and Water Management		Sweden	ingemar.berglund@havochvatten.se	National authority representative	WP1, WP2, WP3, WP4, WP5, WP6
Blyth	Nick	Institute of Environmental Management and Asses	Policy Practice & Lead (climate cha	UK	n.blyth@iema.net		WP1, WP2, WP3, WP4, WP5, WP6
Böttcher	Marita	Federal agengy of Nature Conservation (BfN)		Germany	marita.boettcher@bfn.de		WP1, WP2, WP3, WP4, WP5, WP6
Brace	Amanda	English National Park Authorities Association	Policy Officer	UK	amanda.brace@enpaa.org.uk		WP1, WP2, WP3, WP4, WP5, WP6
Brown	Claire	World Conservation Monitoring Centre		UK	Claire.Brown@unep-wcmc.org	National ecosystem assessments, valuin	WP1, WP2, WP3, WP4, WP5, WP6
Byrne	James	Wales Environment Link (Wildlife Trusts Wales)	Living Landscapes Advocacy Mana	UK	JamesByrne@wildlifetrustswales.org		WP1, WP2, WP3, WP4, WP5, WP6
Dennison	Scott	Department of Communities and Local Governmen	Senior Analyst	UK	Scott.Dennison@communities.gsi.gov.uk		WP1, WP2, WP3, WP4, WP5, WP6
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Gotehus	Øyvind	county governor	Advisor	Norway	fmheogo@fylkesmannen.no	Administrator	WP1, WP2, WP3, WP4, WP5, WP6
Göthlin	Erik	County Administrative Board Örebro		Sweden	erik.gothlin@landsstyrelsen.se	Authority representative (County board)	WP1, WP2, WP3, WP4, WP5, WP6
Gustafson	Daniel	County Administrative Board Örebro		Sweden	Daniel.Gustafson@lansstyrelsen.se	Authority representative (County board)	WP1, WP2, WP3, WP4, WP5, WP6
Haden	Eva	Water and Ecosystems, World Business Council for	Sustainable Development	Switzerland	haden@wbcsd.org		WP1, WP2, WP3, WP4, WP5, WP6
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Henderson	Gregor	Department of Health	Public Mental Health and WellBeing	UK	Gregor.Henderson@dh.gsi.gov.uk		WP1, WP2, WP3, WP4, WP5, WP6
Holsbeek	Ludo	Department of Environment, Nature and Energy		Belgium	ludo.holsbeek@lne.vlaanderen.be		WP1, WP2, WP3, WP4, WP5, WP6
Holyoak	Vince	English Heritage	Head of National Rural & Environme	UK	Vince.holyoak@english-heritage.org.uk		WP1, WP2, WP3, WP4, WP5, WP6
Hoogeveen	Ybele	EURECA Ecosystem Assessment		Denmark	ybele.hoogeveen@eea.europa.eu		WP1, WP2, WP3, WP4, WP5, WP6
Hughes	Jonathan	Scottish Environment Link (Scottish Wildlife Trust)	Director of Conservation	UK	jhughes@swt.org.uk		WP1, WP2, WP3, WP4, WP5, WP6
Jan	Verheeke	Environment and Nature Council of Flanders	Environment and Nature Council of	Belgium	jan.verheeke@minaraad.be		WP1, WP2, WP3, WP4, WP5, WP6
Jarman	Rob	National Trust	Sustainability Director	UK	Rob.Jarman@nationaltrust.org.uk		WP1, WP2, WP3, WP4, WP5, WP6
Jauffret	Sandrine	Director, NARGES (Private Consultancy Company),	Nature, Resources and Global En	France	sandrine.jauffret@gmail.com		WP1, WP2, WP3, WP4, WP5, WP6
Khan	Jawed	Office of National Statistics	Economic Advisor, Environmental S	UK	jawed.khan@ons.gsi.gov.uk	Natural capital accounting, research and	WP1, WP2, WP3, WP4, WP5, WP6
Klæbu	Harald	county governor	Engineer Department Environm Pro	Norway	FMOPHKL@fylkesmannen.no	Administrator	WP1, WP2, WP3, WP4, WP5, WP6
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Nitare	Johan	Swedish Forest Agency		Sweden	johan.nitare@skogsstyrelsen.se	National authority representative	WP1, WP2, WP3, WP4, WP5, WP6
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Pye	David	Local Government Association		UK	David.Pye@local.gov.uk		WP1, WP2, WP3, WP4, WP5, WP6
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Ranger	Sue	Marine Conservation Society	Senior Biodiversity Engagement Off	UK	Sue.Ranger@mcsuk.org		WP1, WP2, WP3, WP4, WP5, WP6
Robinet	Karin	Bundesamt für Naturschutz, Federal Agency for	Nature conservation	Germany	robinetK@bfn.de		WP1, WP2, WP3, WP4, WP5, WP6
Rowe	Eleanor	Royal Town Planning Institute	Research Administrator	UK	Eleanor.Rowe@rtpi.org.uk	Spatial planning	WP1, WP2, WP3, WP4, WP5, WP6
Schutyser	Frederik	European Environment Agency EEA		Denmark	Frederik.Schutyser@eea.europa.eu		WP1, WP2, WP3, WP4, WP5, WP6
Smith	Diane	Town and Country Planning Association	European and Corporate Affairs Ma	UK	diane.smith@tcpa.org.uk	Spatial planning	WP1, WP2, WP3, WP4, WP5, WP6
Smithers	Richard	Chair of the International Association for Landscape	Ecology	UK	richardsmithers@talktalk.net	Landscape ecology, landscape connecti	WP1, WP2, WP3, WP4, WP5, WP6
Sylvie	Danckaert	Department of Agriculture & Fisheries	Department of Agriculture & Fisheri	Belgium	sylvie.danckaert@lv.vlaanderen.be		WP1, WP2, WP3, WP4, WP5, WP6
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Villela	Patricia Almada	Marine Management Organisation	Head of Evidence, Data and Knowle	UK	patricia.almada@marinemanagement.org.uk		WP1, WP2, WP3, WP4, WP5, WP6
Walpole	Matt	World Conservation Monitoring Centre		UK	Matt.Walpole@unep-wcmc.org	National ecosystem assessments, valuin	WP1, WP2, WP3, WP4, WP5, WP6
Wiersema	Menko	Province of Zuid-Holland		Netherlands	mu.wiersema@pzh.nl		WP1, WP2, WP3, WP4, WP5, WP6
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Zabey	Eva	World Business Council for Sustainable Development (WBCSD),	Ecosystems and Wa	Switzerland	zabey@wbcsd.org	Corporate ecosystem valuation, natural c	WP1, WP2, WP3, WP4, WP5, WP6

NGO REPRESENTATIVES

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Annex III Access to information

The access to the BESAFE information will be on an open basis. Closed mailing lists or password-protected webpages will only be used when there is a good reason for restricting or limiting access, and the reason will be recorded. The information will be archived. The archiving will ensure that all important information is preserved and can be used in case it is requested at a later stage considering that most people search for information when they feel a need for it, during the project implementation but also after the project is completed.

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