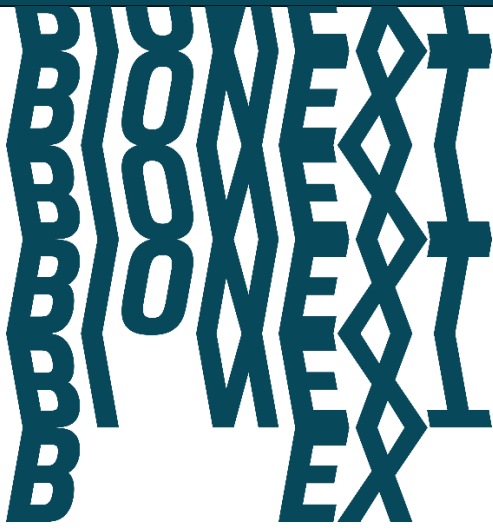




BIONEXT deliverable 5.4 – CDE strategy and timeline

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Biodiversity – at the heart of sustainable societies



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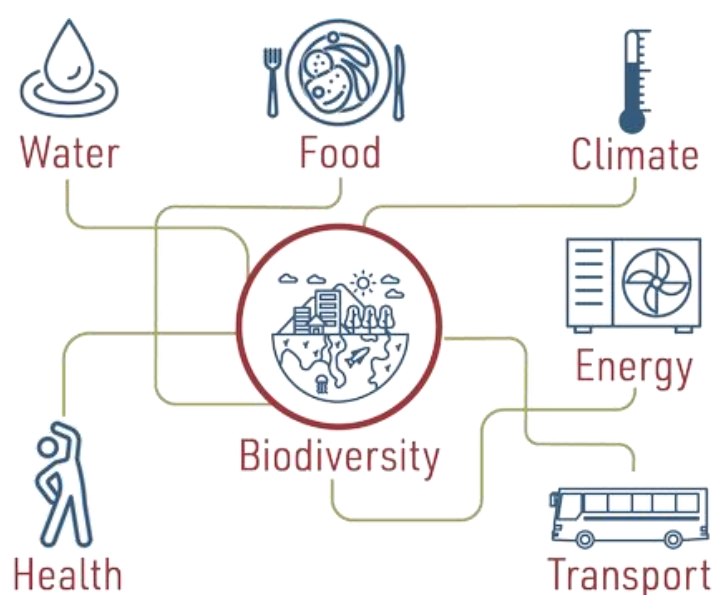
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Preface

BIONEXT is a research and innovation project that fights for nature and biodiversity. It demonstrates the reasons for biodiversity loss and makes visible how biodiversity underpins every aspect of life; the water we drink, the food we eat, the health we have and much more. It focuses on the nexus meaning the connections, links and interdependences between biodiversity, water, food, energy, transport, climate and health.



The project creates and offers science-based solutions and tools for halting biodiversity loss and achieving sustainable, nature-centered future and societies where biodiversity is a part of everyday choices and policymaking. The project creates new knowledge and science-based solutions on sustainable futures, for example, to the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services ([IPBES](#)), EU policymakers and civil society.

BIONEXT brings together science and scientists from different fields and creates a network of scientists who are ambitious to create practical and effective solutions for halting biodiversity loss.

BIONEXT is funded by EU's research and innovation program Horizon Europe and by UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee 10039588. The project is coordinated by the Finnish Environment Institute (Syke). The project is executed in four years (2022–2026) and the consortium has ten partners from eight European countries. The project received funding of 4,1 million euros.

1 Vocabulary

Term	Explanation
Communication	Turning key outputs into easily accessible and visually appealing formats and raising awareness of BIONEXT beyond the project's own community, in ways that are understood by non-specialists.
Dissemination	Sharing the knowledge and results created by BIONEXT to 'end users', to achieve impact.
Exploitation	Encouraging the use of BIONEXT results in activities beyond the project itself, including the creation of new products, services, and processes. The achievable and sustained afterlife of project outputs is ensured through permanent data repositories and open-access channels.
CDE	Communication, dissemination, and exploitation
CDE strategy	Guidance, responsibilities, and plans concerning the project's communication activities. The strategy concerns all members of BIONEXT. The strategy is based on two documents: this PowerPoint and the implementation plan.
Implementation plan	Timeline for communication activities and responsibilities concerning those activities. Every communication activity that will be produced during the project in one document.
Communication toolkit	Ready-to-use materials for BIONEXT members to use. For example, templates for social media posts, PowerPoints, and deliverables.
Communication platform	Website, social media, newsletter, or event.
KPI	Key performance indicator, a type of performance measurement.

2 What is a CDE strategy?

2.1 CDE strategy

The communication, dissemination, and exploitation -strategy (CDE strategy) provides principles, guidance, timeline, goals, and responsibilities for all BIONEXT communication activities produced by the communication team or any member of the project.

The communication, dissemination, and exploitation strategy (CDE strategy) comprises a CDE plan (this document) and an implementation plan.

The strategy is a flexible, living document. It will be developed and updated throughout the project in cooperation with all partners and reflecting inputs from key stakeholders.

The CDE strategy is part of work package 5 (networking and communication), task 5.

2.2 Implementation plan

The implementation plan (annex I and II) is an excel file that outlines with a **timeline** all BIONEXT activities and their relevant communication activities. The document is a living document that will grow with the project. During the first months of the project, the document outlines mostly only the compulsory communication activities linked to deliverables and milestones in a very general and quite vague way. More innovative, detailed, and strategic communication activities will be updated as time goes by. In addition, more details about all parts of the implementation excel will be added as soon as possible (e.g., the columns concerning communication goals and target groups). The document also works as a monitoring and reporting tool for communication.

The document has an overview of all communication activities and tables for presentations, social media posts, newsletter, and website posts. The implementation plan's most relevant table is the overview table which works as a timeline for CDE activities. In the overview table, there are columns for e.g. date/deadline of the communication activity, what is the communication activity, on what platform is it done, is the activity linked to a deliverable/milestone, what organization is in charge of the activity, what is the goal of the activity and what is the activity's target group.

The overview table has columns designated for all partners. It is especially important, that it is followed if there is text on that column and to update your own organization's column. The overview table also contains columns for reporting the impact of the communication activity. In addition, quarterly reports are expected from partners.

Only the overview of all communication activities (the timeline) has been added to this deliverable's annex since it covers the timeline part of this deliverable.

Explanation of the columns in the overview table

Column name	Explanation
Date/deadline of the communication activity	what is the planned date for this to be done or when it should be done
Communication activity	communication output
Communication platform	is the output published to BIONEXT's website, social media or newsletter
Identification number of the communication activity	on "activity" sheets there are identification numbers to the activities. If they are relevant to the overview table, the ID number is used to identify to what smaller outputs the main communication activity refers to.
Communication activity is directly linked to a deliverable/milestone	is the communication activity independent and related to our communication goals or is it linked directly to a deliverable/milestone (e.g., a press release about research article)
Person/organization charge from the original communication activity	--
Further information if needed	if the activity is not self-explanatory, you can add more information here

The goal of the communication activity (will be added later)	BIONEXT has defined specific communication goals (will be updated later). All communication activities should aim to achieve one or multiple goals. When you fill in this shell > click on the shell and a small arrow becomes visible > click it > you can choose the goal from the list. If it aims to advance multiple goals, choose the main one.
Target group of the communication activity (will be added later)	BIONEXT has defined specific target groups. Choose the right target group from the list (see the above instructions).
The situation of the original communication activity	when it is done, write done, if work in progress, write work in progress. You can also write what has been done so far if it is not ready yet.
Link to the communication activity's result	when ready, give the link here if possible.
Achieved impact with the original communication activity	if possible, give out in numbers the achieved impact/result. E.g., how many people have seen it/read it/shared it etc.
Action required from PARTNER X / DL / After the action has been taken: when, how, and impact	when you write a communication activity to the excel, you should always write to these columns what is expected from partners (e.g., share the output, comment on it when it is "work in progress") and when should that be done. Remember to remind everyone also via email/Teams. When the partner has done the action, that partner should update to this excel what was the achieved impact (see instructions above).

2.3 Note about the CDE strategy and implementation plan

It must be noted, that the actual CDE strategy that has been shared with the consortium is in the format of a PowerPoint file and the implementation plan is in the format of an excel file. Both have been merged into this deliverable document. This deliverable document does not work as the flexible CDE strategy and timeline, that is the task of the PowerPoint and excel file. This deliverable document works mainly as a reporting tool for the European commission. It must also be mentioned that some links to other documents have been deleted from this file since those documents are not yet public.

The reason for this is to keep the CDE strategy as practical and easy to use as possible. The CDE strategy in PowerPoint format enables BIONEXT members to present the CDE strategy e.g. in meetings. The PowerPoint format is also easier to use since the text is shared to into multiple short pieces. The whole consortium must read the CDE strategy, and the best way to achieve this is by keeping the CDE strategy in light form.

In contrast, the implementation plan in excel format is a quite complex and broad document. However, very detailed instructions for the implementation plan are given to the consortium. Some of the instructions are also in this document's chapter 2.2. The implementation plan works as a daily tool for communication activities and is easier to update than a word document. The implementation plan in an excel format also allows getting an overview of the project's communication timeline in the most efficient way.

The points presented above must be kept in mind when reading this deliverable document.

2.4 Communication, dissemination, and exploitation explained

Communication

Talking with audiences – Turning key outputs into easily accessible and visually appealing formats and raising awareness of BIONEXT beyond the project's own community, in ways that are understood by non-specialists.

Dissemination

Sharing things with audiences – Transferring the knowledge and results created by BIONEXT to 'end users', to achieve impact.

Exploitation

Encouraging the use of BIONEXT results in activities beyond the project itself, including the creation of new products, services and processes. The achievable and sustained afterlife of project outputs is ensured through permanent data repositories and open-access channels.

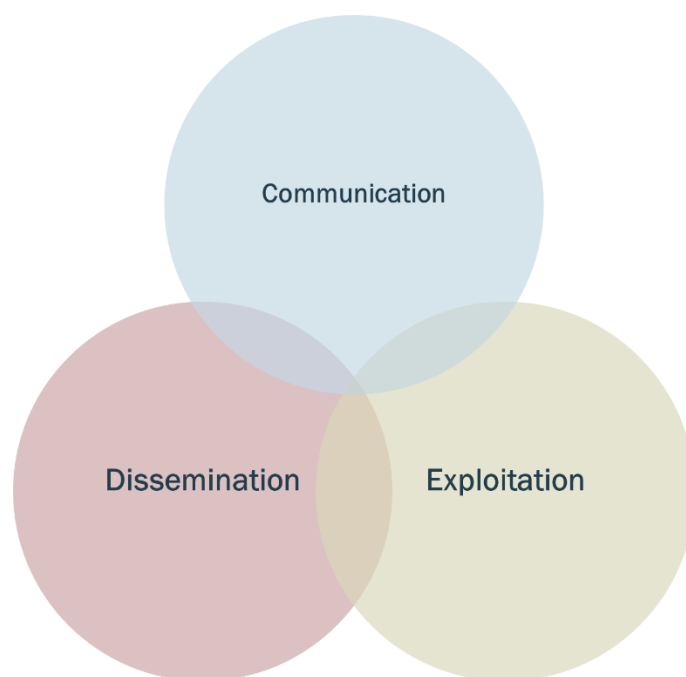


Figure 1. Communication, dissemination and exploitation.

3 Target audiences

3.1 Identified target audiences

BIONEXT has identified seven relevant target groups for its communication. They are listed below in order of relevance. All target groups are defined in more detail in the stakeholder mapping (task 5.1)¹.

- Science-policy platforms, including the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES);
- Academia and research institutes;
- Decision makers and policymakers at the national and regional levels, with a focus on the European Union (e.g., civil servants working at European Union institutions, members of national parliaments, and civil servants working in relevant ministries);
- National agencies related to nexus elements (e.g., national government/regulatory agencies; regional administration);
- Private and financial sector institutions relevant to the nexus (e.g., companies, interest groups);
- Other civil society organizations and stakeholders (e.g., non-governmental organizations (NGOs), expert networks, individual citizens);
- Media industry.

3.2 Different types of target groups and their roles in impact

BIONEXT has identified different types of target audiences. These can be categorized as developers and shapers, enablers, users, and communities of interest. Developers and shapers are co-producers. They help us plan, design and develop the project's outputs. These are for example science-policy platforms, including the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), academia and research institutes and particular national agencies, private and financial sector institutions, and other civil society organizations and stakeholders (= workshop attendees²).

Enablers can help us reach new audiences, they can promote BIONEXT, and disseminate our outputs. They can also provide us with useful information. Enablers are for example science-policy platforms, including the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services

¹ Link to the stakeholder mapping excel file has been deleted from this deliverable document.

² Link to the stakeholder mapping excel file has been deleted from this deliverable document.

(IPBES), academia and research institutes, particular national agencies, private and financial sector institutions, and other civil society organizations and stakeholders (= workshop attendees³).

Users are our “clients”. They are people who will utilize the project’s outputs. These are for example science-policy platforms, including the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), academia and research institutes, decision makers and policymakers at the national and regional levels, national agencies related to the nexus elements, private and financial sector institutions relevant to the nexus and other civil society organizations and stakeholders.

Communities of interest are people who are interested in the subject matter of BIONEXT and related topics. These are for example other civil society organizations and stakeholders and the media industry.

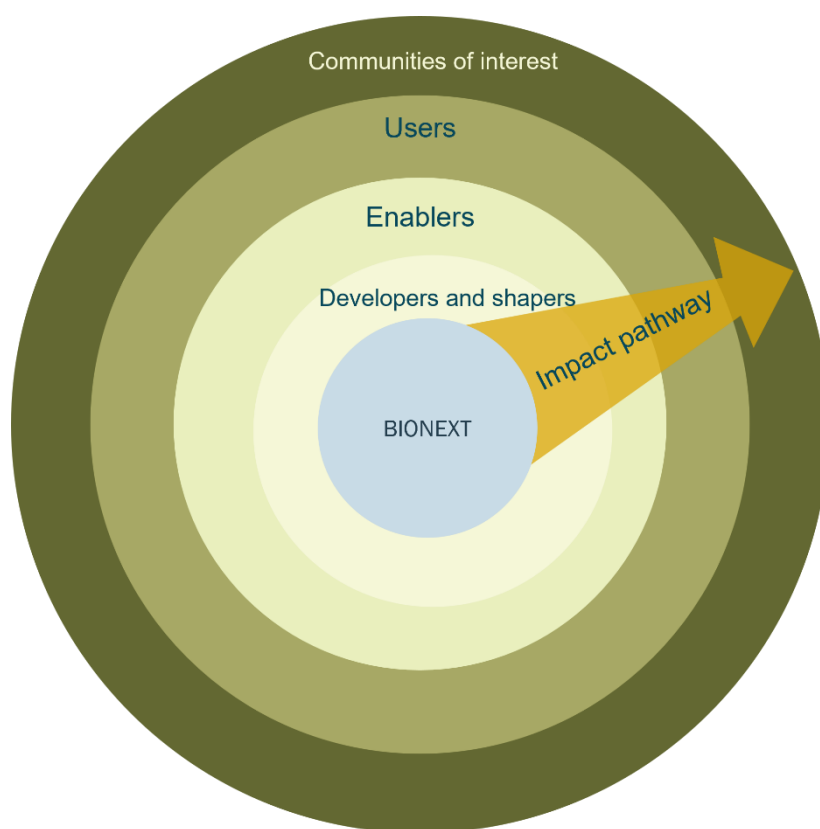


Figure 2. Different types of target audiences and their role in achieving impact.

³ Link to the stakeholder mapping excel file has been deleted from this deliverable document.

4 Communication platforms

4.1 Overview

BIONEXT utilizes multiple communication platforms. These are listed below. Chapters 4.2-4.3 describe the website and newsletter in more detail.

- Social media: [Twitter](#) and [LinkedIn](#);⁴
- Website (www.bionext-project.eu)
- Newsletter (8 main issues during the whole project)
- Events (workshops, webinars, etc.; will be utilized to advance BIONEXT's communication goals and to market other communication platforms)

4.2 Website

BIONEXT's website serves as the main entry point into the project. The website's URL is www.bionext-project.eu. It compiles all deliverables and outputs making them easily available. It is a central site to publish news, blogs, videos, results, and reports. The website facilitates dialogue between project partners and stakeholders. The web platform will be integrated within OPPLA as a part of the project legacy, ensuring all content will remain open and accessible for ongoing exploitation long after the project's end.

4.3 Newsletter

The purpose and goal of the newsletter can be categorized into four different goals:

- 1) Inform about the importance of stopping biodiversity loss, the nexus and transformative change
- 2) Deliver information about the project and how it is proceeding (e.g., news, outputs, events, project team, etc.)
- 3) Engage audiences to interact and collaborate with BIONEXT
 - a. Give audiences a possibility to reflect on our work and steer it
- 4) Disseminate the project's results (policy-relevant findings and tools created) and inspire others and offer solutions (positive examples and real-life solutions)

The newsletter will be published twice a year (8 issues total). Extra issues will be published when needed. The implementation plan outlines the times when the newsletter will be published. A template

⁴ BIONEXT communication team has produced a separate excel that comprises instructions and rules concerning social media activities produced by BIONEXT members. This document has not been added as a part of this deliverable document.

for the newsletter has been created. It is as an annex III. The newsletter plan is also described in more detail in the implementation plan. However, the main points have been taken to this deliverable document into the table below.

Issue nr.	Theme	Time	Content summarised	Relevant events, outputs, etc. to be advertised in the newsletter	Editor-in-chief
1 st	Biodiversity and the nexus	May 2023	What is BIONEXT (goals, methods, team) / Santorini workshop / other results	D5.4 (CDE strategy and timeline) (Syke) MS5.3 Communication toolkit and visual identity, project website, SoMe channels, and newsletter tool built and running (functioning products) (Syke) WP1 publishes a scientific paper MS4.1 meetings conducted between the project team and relevant IPBES bodies (arranged meeting) (KIT) MS2.1 Preliminary understanding of transformative change feeds into WP3 (reporting) (DRIFT) workshop 1: Athens MS1.1 Stakeholder workshop on the exploratory scenarios and desirable visions (workshop report) (ATHENA) MS3.1 Case studies identified (reporting) (OPPLA)	Syke / Soile Oinonen
2 nd	Water	Nov 2023	will be added later on	D2.1 A scheme on the conceptual framework on transformative change in the biodiversity nexus (DRIFT) D3.1 A collection of cases from available knowledge repositories (OPPLA) D5.1 Network of scientists established and working (Syke) MS2.2 Preliminary understanding of options for change feeds into WP3 (reporting) (DRIFT)	DRIFT

3 rd	Food	May 2024	will be added later on	D1.1 Scientific paper on the review of nexus interlinkages (UKCEH) D6.6 Policy Brief 1 (Syke) MS1.2 CRAFTY-Europe model adapted and Systems Dynamic Modelling framework set-up and tested (reporting) (ATHENA) MS2.3 BIONEXT co-creative arena methodology and recruitment strategy (online publication) (DRIFT) MS3.2 Data gaps related to cases filled in (reporting) (OPPLA) D2.2 An article manuscript on key options for transformative change and their scaling potential (DRIFT) D1.2 Report on final exploratory scenarios and desirable visions (UKCEH) workshop 2: Rotterdam	UKCEH
4 th	Energy	Nov 2024	will be added later on	MS1.3 Nexus modelling framework applied to the exploratory scenarios (reporting) (ATHENA) MS2.4 analysis of justice and injustices as input for workshop 3 (online publication) (DRIFT) MS5.1 Network of Knowledge established and working (functioning network) (Syke)	ATHENA
5 th	Transport	May 2025	will be added later on	MS4.2 draft reports and database developed (reporting) (KIT) MS5.4 First draft of the manuscript (M28) for the series of videos presenting co-created transition pathways in the biodiversity nexus, and first video (of 4) published (ready manuscript and video) (Syke) D2.3 A scheme of co-created transition pathways in the biodiversity nexus (DRIFT) D4.1 Documents and databases for IPBES assessments (WCMC LBG) MS3.3 Archetypes analyzed	UNEP-WCMC

				(reporting) (OPPLA) workshop 3: Prague	
6 th	Climate	Nov 2025	will be added later on	D5.2 A report of co-created and tested evaluation framework for knowledge integration (Syke) D5.3 Multi-criteria decision-support module on the Web platform (Syke) MS4.3 annotated outline developed for document detailing policy options (document published) (KIT) D6.7 Policy Brief 2 (Syke)	UVGZ
7 th	Health	May 2026	will be added later on	D1.3 Report describing the application of the nexus modelling framework (KIT) MS5.6 Validation of the functionality of the MCDA module developed in Task 5.3 on the basis of the case study testing (Syke) D2.4 Action agenda for justice in transition pathways (DRIFT) MS4.4 draft guidance developed (reporting) (KIT) MS5.7 Web platform and resources fully integrated within OPPLA repository as part of project legacy (functioning web platform) (Syke) workshop 4: Brussels	KIT
8 th	Transformative change	Aug 2026	will be added later on	D4.2 Guidance and policy recommendations to facilitate transformative change towards improved conservation and sustainable use of biodiversity and ecosystem services (KIT) D3.3 Archetypes added to the database (OPPLA) D3.4 User-oriented tool for exploration of transformation (OPPLA) D6.8 Policy Brief 3 (Syke)	OPPLA

BIONEXT has ambitious plans to the newsletter and special attention is given to marketing the newsletter. Listed below are actions that will be utilized to get subscribers.

- Asking personal connections to subscribe on social media and via email
- Adding a link to subscribe in email signatures
- Marketing the newsletter in BIONEXT presentations
- Digital marketing on LinkedIn and Twitter; ads on social media
- Marketing through BIONEXT's project officer Colombe Warin / marketing in DG/EU (social media) channels
- Asking advisory board members to advertise; asking sister projects to advertise
- Marketing the newsletter in other projects' newsletters
- Getting some international biodiversity actors to share our newsletter (e.g., PEER)
- Creating a visual banner/ad that can be offered to other channels and make sharing the newsletter as easy as possible

5 Key activities

BIONEXT's key communication activities can be categorized into those that are available at month 6 and those that are produced during the project. These are presented below.

Available at month 6	Produced during the project.
Website and visual identity	News articles, press releases, success stories, blogs, interviews
Communication toolkit	Videos and podcast(s)
Newsletter	Social media posts and campaigns
	Events and webinars for stakeholders, presentations for these
	Artwork
	Policy briefs

6 Communication networks to disseminate our messages

BIONEXT has identified ways to disseminate its messages in a broader way than using just its communication platforms. The networks to be utilized are listed below. This dissemination is coordinated by Syke (Maija Airos).

- Existing connections to stakeholders
- Consortium's own websites and networks (syke.fi; ceh.ac.uk; <https://nexusnet-cost.com/>; DRIFT's channels – Wouter Mulders; <https://www.czechglobe.cz/en/>; <https://sustainablecz.org/>)
- The advisory board (eliska.rolfova@mzp.cz; laura.pereira@wits.ac.za; martin.lok@capitalscoalition.org)
- Network of Scientists and Network of Knowledge (from 2023 and 2024 onwards)

- Relevant and similar projects and actors
 - IPBES, Biodiversa+ and KCBD
 - Horizon Europe projects ([CLEVER](#); [BioValue](#); [BAMBOO](#), [BioAgora](#))
 - Transformative change projects
- European Commission networks and platforms
 - Project Officer Colombe Warin (@ColombeWarin, colombe.warin@ec.europa.eu)
 - Other platforms > see [Horizon Europe – Dissemination and exploitation \(europa.eu\)](#) and [Communicating about your EU-funded project \(europa.eu\)](#)

7 The project's communication, dissemination, and exploitation goals

BIONEXT's communication, dissemination, and exploitation goals can be categorized into three main goals: 1) increasing understanding of BIONEXT's research topic (i.e., biodiversity loss, the biodiversity nexus, and transformative change); 2) disseminating results; 3) upkeeping collaboration. These three goals are defined below, together with key activities to achieve these goals and the main target groups of each goal.

The goals are presented below.

1) Societies realize that biodiversity underpins every aspect of life and that we need to reverse biodiversity loss now. The links between biodiversity, water, food, energy, transport, climate, and health are understood. The causes of biodiversity loss and their severity are known. Terms such as transformative change, nexus, and mainstreaming biodiversity into policymaking are known, understood in the same way, and seen as important.

- *Key communication activities:* website posts (e.g., news articles, blog posts, press releases); newsletter, videos, podcasts, social media posts, and social media campaigns
- *Main target groups:* decision makers and policymakers; private and financial sector institutions; other civil society organizations and stakeholders

2) Solutions provided by BIONEXT are known; scenarios and pathways to achieve a sustainable, nature-positive future and societies are known; guidelines and recommendations by BIONEXT are widely disseminated; evidence on how to achieve socially just, transformative change is widely disseminated; tools such as the nexus modelling framework and Pathways app are well-known.

- *Key communication activities:* website posts (e.g., news articles, blog posts, press releases); newsletter; videos and podcast(s); events; webinars for stakeholders; scientific articles and scientific seminars (responsibility of other work packages)

- *Target groups:* Science-policy platforms, including the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES); academia and research institutes; decision makers and policymakers; national agencies; private sector and financial sector institutions

3) Links to relevant networks, such as the Network of Scientists and Knowledge, with other projects and stakeholders are created, strengthened, and preserved. Co-creation processes with BIONEXT are seen as appealing.

- *Key communication activities:* events; webinars for stakeholders; website
- *Target groups:* Science-policy platforms, including the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES); academia and research institutes; national agencies; private and financial sector institutions; other civil society organizations and stakeholders

8 Core messages

8.1 Overview

BIONEXT has developed core messages that will be communicated with all communication activities. These core messages are aimed at achieving the communication goals (see above) and they are tailored to specific target groups. The core messages are presented below.

Core messages – overview

What: BIONEXT develops knowledge, tools, and guidance to achieve sustainable societies where biodiversity and nature are a part of everyday choices and policymaking.

BIONEXT is a research and innovation project that joins the fight for nature and biodiversity.

The project produces new evidence to better understand biodiversity loss and demonstrates how biodiversity underpins every aspect of life; the water we drink, the food we eat, and our health. To secure and protect these values, the project demands transformative change: BIONEXT's goal is a sustainable society, where links between biodiversity, water, food, energy, transport, climate, and health are acknowledged and nature and biodiversity are a part of everyday choices and policymaking.

BIONEXT creates and offers science-based solutions and tools for reversing biodiversity loss and achieving regenerative, nature-centered futures and societies.

Why: Current trends in biodiversity loss threaten life as we know it and transformative change is needed to reverse biodiversity loss. However, there is a lack of evidence on how to achieve this change and realize sustainable societies. BIONEXT addresses these evidence gaps.

Biodiversity underpins every aspect of life. Current trends in biodiversity loss threaten life as we know it. They threaten our well-being, food, and water security. Biodiversity is the requirement for a healthy, happy life.

Transformative change is needed to reverse biodiversity loss. However, there is a lack of evidence on how to achieve this change and sustainable, nature-centered futures and societies. In addition, evidence on whether achieving transformative change is possible in a socially just way is particularly scarce. BIONEXT addresses these evidence gaps.

How: BIONEXT develops knowledge and tools in co-creation processes to provide new information on how to achieve transformative change in a way that considers the connections between biodiversity, water, food, energy, transport, climate, and health.

BIONEXT builds on co-creation with stakeholders from governments, businesses, NGOs, research, activist groups, and minority groups to create solutions and tools such as the nexus modelling framework and Pathways app. BIONEXT generates innovative results by bringing scientists from different fields together.

BIONEXT focuses on interlinkages between seven elements of the nexus: meaning the interlinkages between biodiversity, water, food, energy, health, climate, and transport. BIONEXT explores other successful biodiversity projects and extends its scientific excellence by creating a network of scientists who are ambitious to create practical and effective solutions for reversing biodiversity loss.

The project bridges the gap between science and policy by focusing on multiple dimensions of society and demonstrating trade-offs of different solutions.

Results: BIONEXT produces new evidence to better understand biodiversity loss and creates solutions for reversing biodiversity loss and achieving a sustainable, nature-positive future.

The project creates scenarios, visions, and pathways for achieving desirable and sustainable futures for nature and people.

BIONEXT creates and disseminates guidelines, recommendations, knowledge, and tools for decision makers to make the necessary changes. The project also creates guidelines and recommendations for businesses, and civil society actors to trigger transformative change.

The project creates new evidence and knowledge on interlinkages between seven elements of the nexus: meaning the interlinkages between biodiversity, water, food, energy, health, climate, and transport.

The project creates research- and innovation-based tools such as the nexus modelling framework, which is an innovative framework that simulates the interlinkages between biodiversity, climate change, food, water, energy, transport, and health, and a Pathways app that allows users to explore and harness ways to create sustainable societies.

The project will share their findings with policymakers, businesses, civil society, industries, and scientists, and provide input to the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES).

8.2 Core messages for specific target groups

Science-policy platforms, including the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES)

- *Target group's needs:* knowledge for the IPBES nexus assessment and IPBES transformative change assessment; co-create research findings and outputs that support the science-policy dialogue, contribute to intergovernmental work towards transformative change in the biodiversity nexus, and distribute concrete policy options to facilitate just transition pathways.
- *Specific messages:* BIONEXT provides pathways and options for transformative change for biodiversity that consider key nexus interlinkages between biodiversity, water, food, energy, transport, climate, and health; the project produces knowledge on how solutions to achieve transformative change can be mainstreamed into policymaking and governance
- *Key communication activities:* website posts; newsletter; events; webinars, two-way engagement; infographics

Academia and research institutes

- *Target group's needs:* knowledge of the interlinkages between biodiversity, water, food, energy, transport, climate, and health; evidence gaps filled concerning the ways to achieve socially just transformative change; solutions and tools to initiate transformative change; co-create research findings and outputs that support the science-policy dialogue, contribute to intergovernmental work towards transformative change in the biodiversity nexus, and distribute concrete policy options to facilitate just transition pathways.
- *Specific messages:* BIONEXT fills existing evidence gaps and develops novel knowledge and tools to achieve transformative change and thus sustainable societies; it produces new evidence to better understand biodiversity loss and demonstrates how biodiversity underpins every aspect of life; BIONEXT gives scientists an opportunity to come together to a network of scientists where practical and effective solutions for reversing biodiversity loss are created together
- *Key communication activities:* website posts; newsletter; social media posts; events; webinars; two-way engagement; infographics

Decision makers and policymakers at the national and regional levels, with a focus on the European Union (e.g., civil servants working at European Union institutions, members of national parliaments, and civil servants working in relevant ministries)

- *Target group's needs:* concrete, user-friendly, and brief solutions and tools on how to initiate transformative change in a socially just way
- *Specific messages:* BIONEXT produces new evidence to better understand biodiversity loss and creates solutions for reversing biodiversity loss and achieving a sustainable, nature-positive future; the project creates research- and innovation-based tools such as the nexus modelling framework and a Pathways app that can be used to identify practical and concrete solutions for reversing biodiversity loss
- *Key communication activities:* website posts (e.g. press releases); social media posts; policy briefs; webinars; newsletter; short videos; podcast(s); stories; artwork; events

National agencies related to nexus elements (e.g., national government/regulatory agencies)

- *Target group's needs:* knowledge of the interlinkages between biodiversity, water, food, energy, transport, climate, and health; concrete, user-friendly, and brief solutions and tools on how to initiate transformative change in a socially just way transformative change, guidelines, and recommendations
- *Specific messages:* BIONEXT makes visible the connections between biodiversity, water, food, energy, transport, climate, and health; it creates solutions for reversing biodiversity loss and achieving a sustainable, nature-positive future; the project creates research- and innovation-based tools such as the nexus modelling framework and a Pathways app that can be used to identify practical and concrete solutions for reversing biodiversity loss
- *Key communication activities:* website posts; social media posts; policy briefs; webinars; newsletter

Private and financial sector institutions relevant to the nexus (e.g., companies, interest groups)

- *Target group's needs:* concrete, user-friendly, and brief solutions and tools on how to initiate transformative change in a socially just way, guidelines and recommendations
- *Specific messages:* BIONEXT makes visible the connections between biodiversity, water, food, energy, transport, climate, and health; the project creates solutions for reversing biodiversity loss and achieving a sustainable, nature-positive future; the project creates research- and innovation-based tools such as the nexus modelling framework and a Pathways app that can be used to identify practical and concrete solutions for reversing biodiversity loss
- *Key communication activities:* website posts (e.g., press releases); social media posts; policy briefs; webinars; newsletter; short videos; podcast(s); stories; artwork; events

Other civil society organizations and stakeholders (e.g., non-governmental organizations (NGOs), expert networks, individual citizens)

- *Target group's needs:* understanding of the causes for biodiversity loss, understanding the terms and meaning of transformative change and nexus, guidelines, and recommendations
- *Specific messages:* Currently happening biodiversity loss threatens life as we know it; biodiversity underpins every aspect of life: the water we drink, the food we eat, and our health; to secure and protect these values, transformative change is needed to put nature and biodiversity at the heart of everyday choices and policymaking; BIONEXT project offers solutions for this
- *Key communication activities:* videos; social media posts; podcast(s); social media campaigns

Media industry

- *Target group's needs*: novel knowledge on the causes of biodiversity loss and solutions to reversing it
- *Specific messages*: BIONEXT produces new evidence to better understand biodiversity loss and demonstrates how biodiversity underpins every aspect of life; the project creates solutions for reversing biodiversity loss and achieving a sustainable, nature-positive future; the project creates research- and innovation-based tools such as the nexus modelling framework and a Pathways app that can be used to identify practical and concrete solutions for reversing biodiversity loss
- *Key communication activities*: website posts (e.g., news articles, press releases); newsletter; webinars; presentations

8.3 The topic defined

As a part of the core messages, BIONEXT has developed a common and shared understanding and definition for the terms “biodiversity nexus” and “transformative change” so that these topics can be communicated in a coherent way. The definitions are presented below.

The biodiversity nexus

BIONEXT's research operates within the biodiversity nexus.

The biodiversity nexus demonstrates the diverse, intertwined relationships between people and nature. It shows how our resource use affects nature and biodiversity and vice versa.

Uncovering the interlinkages and interdependencies between the elements of biodiversity, water, food, energy, health, climate, and transport is crucial to better understanding the biodiversity nexus. By understanding the biodiversity nexus, we can make better decisions on how we manage and interact with nature and biodiversity.

Transformative change

BIONEXT demands transformative change.

Transformative change is needed to address the major challenges to nature and humankind, such as biodiversity loss, climate change, and social injustices. Transformative change means that we move beyond just fixing problems and instead fundamentally shift how we interact with the natural world. Generating such fundamental shifts in our mindsets, policies, and practices demands action from all, from citizens to policymakers.

A change is only transformative if it shakes up ecological, technological, and socio-economic systems.

9 Communication responsibilities and instructions

9.1 Communication responsibilities – what are the responsibilities of the BIONEXT communication coordinators?

BIONEXT's communication coordinators are Maija Airos and Aino Laine from Syke. Syke has 12,05 person months for task 5.4 during the whole project. The person months have currently been assigned to be used as follows:

- 2023: 47 days
- 2024: 31 days
- 2025: 31 days
- 2026: 45 days

The communication coordinators of BIONEXT overview all communication activities that are done in the project. They are responsible for planning and coordinating the communication work and producing the main communication outputs to be published and used by partners. This means, for example, producing content for the website, social media, and newsletter, updating the communication toolkit, and asking for input and content from other work packages

Communication coordinators work together with the assigned communication team (members from each work package).

9.2 Communication responsibilities – what is expected from BIONEXT members

BIONEXT communication coordinators oversee all the communication done in the name of BIONEXT. For the work to be organized, seven principles have been written out to help members of BIONEXT to understand their role in the communication work. These seven principles are listed below.

- 1) Follow and update regularly the CDE implementation plan –excel > for more instructions, please see the excel file⁵
 - NB! The specific responsibilities concerning every main communication output will be updated in the implementation plan – please check it regularly!
- 2) Like and share BIONEXT's communication outputs (i.e., social media posts, web posts, newsletter) in your own “personal” accounts (Twitter, LinkedIn)
 - On main outputs, notification in Teams/email for this is given, on smaller outputs such as social media posts, you should be active by yourself
 - NB! Sharing the main communication outputs to partner organizations' websites/newsletters is coordinated by Syke (Maija Airos), please see slide XX
- 3) Represent your work package in the communication team
 - The communication team has designated persons to this, if you want to join please contact Maija.airos@syke.fi

⁵ Link deleted from this deliverable document.

- WP5.4 assigns occasional tasks for the communication team members outside the meetings, it is important that these are done. If the actual member of the team cannot perform that task in time, a substitute should be assigned by that work package.
- 4) Within your organization's resources, perform the ad hoc communication tasks assigned by WP5.4 (e.g., commenting on communication materials, texts, etc.)
- 5) Produce content to BIONEXT's website, newsletter, and other platforms when needed (= asked by WP5.4 person in charge)
- 6) Produce your unprompted communication outputs/ask for WP5.4 to produce something if it is not already in the implementation plan – excel
 - Partners of the BIONEXT project are encouraged to produce unprompted social media posts, press releases, web posts, etc. if that partner has for example submitted a deliverable/milestone. Before publishing any major communication output, it should go through the WP5.4 person in charge (Maija Airos, Syke)
 - However, the person months to WP5.4 (6 PM/Oppla; 1 PM/ DRIFT; 1 PM/Czech Republic; 1 PM/ATHENA; 1 PM/KIT; 1 PM/ TIAMASG; 1 PM/Antwerp; 1 PM/UNEP-WCMC); 1 PM/UKCEH) should be used in a way that points 1-4 and 7 can be performed during the whole project
 - If needed, partners can ask for help from the WP5.4 person in charge to produce communication outputs (please check the implementation plan first to see if this activity has been planned already)
- 7) Report your organization's communication activities
 - Reporting is done quarterly into the implementation plan excel

9.3 Communication tools and materials for partners to use

BIONEXT's communication coordinators produce various communication tools and materials for BIONEXT members to use. These are listed below.

- Guidelines for communication: CDE strategy (PowerPoint presentation and the implementation plan), [visual identity](#), and social media instructions⁶
- Communication platforms to publish materials: social media, website, and a newsletter
- Ready-to-use materials aka the communication toolkit: templates (PowerPoint, poster, report, policy brief, one-pager), infographics, social media material, event/exhibition material (leaflet, one-pager), PowerPoint presentation about BIONEXT, photos, and videos

⁶ Links to the PowerPoint, implementation plan and social media instructions have been deleted from this deliverable document.

- Communication materials produced during the project that can be shared: e.g., news articles, press releases, reports, success stories, videos and podcast(s), social media campaigns, events, webinars, and conference presentations, material for events, artwork, policy briefs (x 3),...

9.4 Principles to take into consideration when communicating about/for BIONEXT

In addition to having separate social media instructions for BIONEXT members, some general rules and instructions for communicating have been described below to help the project to achieve high impact.

- Offer novel, local and relevant knowledge – when possible, focus on results and solutions
- Quality over quantity – always think, what is the purpose of this activity
 - Utilize the implementation plan to identify what is the goal of the communication activity
- When possible, link the communication activity to other relevant and timely events, happenings, and trends
- Create a strong message using the win-win logic: think of what positive impact can BIONEXT have on the message's receiver (win for them) and what are the benefits to BIONEXT from engaging this group (win for us)
- Always think of what is the target group of this activity, how can you best reach that target group and what is the suitable message and tone for this target group
 - Utilize the implementation plan to choose the right target group
- Consider accessibility in every communication activity.
 - Accessibility means, that the content is discoverable, achievable, and in a form understood by everyone
 - For more information see [Accessibility instructions](#) (Teams > BIONEXT > WP5 > D5.4 > instructions > "Accessibility instructions")
- For more instructions > communication's rules and instructions⁷

9.5 Communication rules concerning acknowledging funding

Any publication or communication which describes the scientific results of the project, whether written or oral, must be approved by the concerned partners. All major communication outputs (e.g.,

⁷ Link deleted from the deliverable document.

communication toolkit, website, press releases, and news articles) will be shared via Teams and/or email to the consortium before publishing with the possibility to comment and edit the output

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

One must acknowledge that the action has received EU and UK funding. The European Union emblem and the co-funding statement must be displayed prominently on all communication products. In addition, UK funding is acknowledged with UK Research and Innovation –logo and text “This work was co-funded by UK Research and Innovation (UKRI) under the UK government’s Horizon Europe funding guarantee 10039588”.

You have to always use two logos – EU and UKRI. You have to use the EU emblem with the text “co-funded by the European Union”. The European Union emblem and the funding statement must be displayed prominently on all printed and digital products, websites, social media channels, and other communication products. The emblem must not be modified or merged with any other graphic element or text. You must also use the UK Research and Innovation logo with the text “This work was co-funded by UK Research and Innovation (UKRI) under the UK government’s Horizon Europe funding guarantee 10039588”. Please note, that the UKRI logo cannot be bigger than the EU logo – they must be the same size or the UKRI logo must be smaller.

10 Project name, slogan, and hashtags

BIONEXT’s primary project name is BIONEXT (all caps) or BIONEXT project and secondary: The Biodiversity Nexus: Transformative Change for Sustainability (BIONEXT).

BIONEXT’s slogan is “Biodiversity – at the heart of sustainable societies”.

BIONEXT’s primary hashtag is #BiodiversityNexus. This should always be used when communicating about the project to maintain a coherent brand for the project and to mainstream the biodiversity nexus term. When communicating on social media, one must also remember to use relevant trending hashtags (1-3 per tweet) to get visibility for that communication activity.

11 Visual identity

BIONEXT’s visual identity is based on a few precisely chosen colors and strong graphical elements such as the “string” text. Some other elements, such as the sprout, are also used to emphasize common visual identity. Photograph’s subjects focus on the biodiversity nexus and on solutions (aka achieving transformative change)

For more instructions on visual identity, please see the [visual identity guide⁸](#)

⁸ Link to the visual identity guide has been kept in the deliverable document exceptionally. This is because the deliverable document is quite simple in its visuality and the visual identity can be best explained by demonstrating the visual identity of the project e.g., through PowerPoint.

12 Communication and exploitation targets

BIONEXT's communication and exploitation targets are based on the communication goals (described previously in the document) and on the KPIs presented in the description of the action. Relevant KPIs for the CDE strategy are listed below. It must be noted, that the CDE strategy will be revised when necessary to better meet the targets.

- Social media:
 - > 2 000 relevant actors reached through social media and blogs
 - > 100 000 people reached via BIONEXT and consortium member's social media platforms
- Website:
 - Number of website visitors (total by the end of the year): 1k/2,5k/4k/6k
- Communication materials
 - > 10 Policy briefs created and disseminated
 - > 6 / year news on the website
 - > 8 newsletters and > 400 newsletter subscribers
 - > 4 videos created
 - > 20 project publications / press releases
- Usage of material will be monitored and reported twice a year

Annex I. The implementation plan⁹ (example image to demonstrate the plan).

[illegible]

⁹ The implementation plan as a whole on the 28th of February. This annex is to demonstrate the extent of the timeline and is not meant to be read. Annex II presents the timeline in more simplified and readable manner with more irrelevant columns for the timeline deleted.

2

Annex II. The implementation plan: timeline highlights

This annex (annex II) outlines the communication, dissemination and exploitation timeline in simplified way. The table presented below contains parts of the actual implementation plan excel. The implementation plan is presented more fully in annex I and described in chapter 2.2.

This table presents the timeline as it is on the 28th of February. More detailed, strategic and systematic communication activities will be updated during the project. In addition, previous communication activities will be complemented on some parts.

Project year	True year	Project month	True month	Deliverables	Milestones	Communication activity	Communication activity is directly linked to a deliverable/milestone: YES/NO > YES: which deliverable/milestone	Person/organization in charge from the original communication activity	Further information if needed (e.g., description, explanation)
1	2022	1	Sep	D6.1 (kick-off)	MS6.2				
1	2022	1	Sep			News article about the project to syke.fi	NO	Aino Laine / Syke	
1	2022	1	Sep			Communications team established		Maija Airos / Aino Laine / Syke	Members: Maija Airos, Aino laine, Kai Widell, Amanda Krijgsman, Chrysi Laspidou, Claire Brown, Laura Costadone, Anna-Stiina Heiskanen, James Atkinson, Leena Kopperoinen, Jari Koskiaho, Soile Oinonen, Paul Mahony

1	2022	2	Oct	D6.2 A document describing internal policies & procedures (NB! Sensitive)		sensitive > no action			
1	2022	2	Oct			First raw version of CDE strategy (main messages, goals, target groups and concept of visual identity)		Maija Airos / Aino Laine / Syke	
1	2022	2	Oct			Plan for Twitter account		Maija Airos / Aino Laine / Syke	
1	2022	2	Oct	D6.3 internal communication plan (NB! Sensitive)		sensitive > no action			
1	2022	2	Oct			media monitoring established (Finnish)			Retriever profile created (only SYKE has access)
1	2022	3	Nov			social media instructions			

1	2022	3	Nov			communications team meeting 1: core messages and defining target groups			
1	2022	3	Nov			second version of CDE strategy - edited based on the communications team (principles and directions, idea for the website, visual identity more polished)			
1	2022	3	Nov		MS6.1 internal policies established (procedures agreed on and sent to the partners)	Input from task 5.4			
1	2022	4	Dec			visual identity 1.0			

1	2022	4	Dec			COP15 social media campaign			
1	2022	4	Dec			CDE strategy 3.0			
1	2022	4	Dec			website plan 1.0 (structure and visuality)			
1	2023	5	Jan			website created (v1.0)			
1	2023	5	Jan			Website launch			
1	2023	5	Jan			Workshop: invitation editing and design			
1	2023	5	Jan			Press release about the project			
1	2023	5	Jan			Newsletter plan 1.0			

1	2023	5	Jan			CDE strategy 4.0 + implementation plan public for BIONEXT partners			
						Presentation: BIONEXT overview		Soile Oinonen / Syke	
1	2023	5	Jan			2nd communication team meeting			
						Web story about the website launch		UKCEH / Paula Harrison	published 31st of January
1	2023	5	Jan			visual identity 2.0			

1	2023	6	Feb		MS5.3 Communication toolkit and visual identity, project website, SoMe channels and newsletter tool built and running (functioning products)	Communications toolkit (Teams) FINAL			PowerPoint template, infographics, social media material, exhibition material (leaflet, one-pager, one- pager template), basic PowerPoint presentations, pictures for the press, poster template, report template, policy brief (European Commisison's template)
1	2023	6	Feb			3rd communication team meeting			
1	2023	6	Feb			Visual identity FINAL	YES: MS5.3	Maija Airos / Kai Widell / Syke	logo, colors, typography, images / visual identity guide
1	2023	6	Feb			Project website FINAL			
1	2023	6	Feb			SOME established (Twitter and LinkedIn)			handle: BionextProject

1	2023	6	Feb	D5.4 (CDE strategy and timeline)		CDE strategy in powerpoint form and implementation plan			
1	2023	6	Feb			Newsletter FINAL			
1	2023	6	Feb	D6.4 data management plan (NB! Sensitive)		sensitive > no action			
1	2023	6	Feb			something about the paper (using the new visuals etc.)			
1	2023	6	Feb		MS4.1 meetings conducted between the project team and relevant IPBES bodies (arranged meeting)				

1	2023	6	Feb		MS2.1 Preliminary understanding of transformative change feeds into WP3 (reporting)				
1	2023	6	Feb			News article about the website launch		CzechGlobe / Zuzana Harmáčková	
1	2023	6	Feb			News article about the website launch		Hans Keune / Uantwerpen	
1	2023	7	Mar			Finalised plan for communication activities in the first workshop			
1	2023	7	Mar			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether

1	2023	7	Mar			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
1	2023	7	Mar			media monitoring established (international)			
						personnel introductions			
1	2023	8	Apr						
1	2023	9	May		MS1.1 Stakeholder workshop on the exploratory scenarios and desirable visions (workshop report)	Stakeholder interviews			
1	2023	9	May			News article			

1	2023	9	May			First draft of the first policy brief			
1	2023	9	May			1st Newsletter			
1	2023	9	May		MS3.1 Case studies identified (reporting)				
1	2023	9	May		MS5.2 workshops				
1	2023	10	June						
1	2023	10	June			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether

1	2023	10	June			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
1	2023	11	July		MS6.3 main project meetings	Live-tweeting from the meeting?			
1	2023	12	Aug	D2.1 A scheme on conceptual framework on transformative change in the biodiversity nexus		Press release	YES: D2.1	DRIFT	Expected 28-8 / 3-9 '23 / Press release will be disseminated through BIONEXT communication team in collaboration with DRIFT intern communications team
1	2023	12	Aug	D3.1 A collection of cases from available knowledge repositories		something about the cases?			

1	2023	12	Aug	D5.1 Network of scientists established and working					
2	2023	13	Sep			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether
2	2023	13	Sep			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
2	2023	14	Oct		MS2.2 Preliminary understanding of options for change feeds into WP3 (reporting)				
2	2023	15	Nov			2nd Newsletter			

2	2023	16	Dec						
2	2023	16	Dec			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether
2	2023	16	Dec			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
2	2024	17	Jan						

2	2024	18	Feb	D1.1 Scientific paper on the review of nexus interlinkages	MS1.2 CRAFTY-Europe model adapted and Systems Dynamic Modelling framework set-up and tested (reporting) / MS2.3 BIONEXT co-creative arena methodology and recruitment strategy (online publication) / MS3.2 Data gaps related to cases filled in (reporting)	News article of the scientific paper?			
2	2024	18	Feb	D6.6 Policy Brief 1					
2	2024	19	Mar	D2.2 An article manuscript on key options for transformative change and their scaling potential		something about the article manuscript?			

2	2024	19	Mar			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether
2	2024	19	Mar			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
2	2024	20	Apr			Material for the workshop (graphics)			
2	2024	21	May	D1.2 Report on final exploratory scenarios and desirable visions		something about the report			
2	2024	21	May			3rd Newsletter			
2	2024	21	May		MS5.2 workshops	Something from workshop 2			

2	2024	22	June						
2	2024	22	June			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether
2	2024	22	June			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
2	2024	23	July		MS6.3 main project meetings	Live-tweeting from the project meeting?			

2	2024	24	Aug	D3.2 Coded database of transformational elements (NB! Sensitive)	MS1.3 Nexus modelling framework applied to the exploratory scenarios (reporting) / MS2.4 alysis of justice and injustices as input for workshop 3 (online publication) / MS5.1 Network of Knowledge established and working (functioning network)				
3	2024	25	Sep			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether

3	2024	25	Sep			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
3	2024	26	Oct						
3	2024	27	Nov			4th newsletter			
3	2024	28	Dec						
3	2024	28	Dec			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether
3	2024	28	Dec			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended

3	2025	29	Jan						
3	2025	30	Feb		MS4.2 draft reports and database developed (reporting)				
3	2025	30	Feb		MS5.4 First draft of the manuscript (M28) for the series of videos presenting co-created transition pathways in the biodiversity nexus, and first video (of 4) published (ready manuscript and video)				
3	2025	30	Feb	D2.3 A scheme of co-created transition pathways in the biodiversity nexus		something about the scheme?			

3	2025	31	Mar			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether
3	2025	31	Mar			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
3	2025	32	Apr						
3	2025	33	May	D4.1 Documents and databases for IPBES assessments		something about the documents and databases?			
3	2025	33	May		MS3.3 Archetypes analyzed (reporting)				
3	2025	33	May			5th newsletter			

3	2025	33	May			something from workshop 3			
3	2025	34	June						
3	2025	34	June			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether
3	2025	34	June			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
3	2025	35	July		MS6.3 main project meetings	live tweeting from the project meeting?			

3	2025	36	Aug	D5.2 A report of co-created and tested evaluation framework for knowledge integration		something about the report			
3	2025	36	Aug	D5.3 Multi-criteria decision-support module on the Web platform		something about the module?			
3	2025	36	Aug		MS4.3 annotated outline developed for document detailing policy options (document published)				
3	2025	36	Aug	D6.7 Policy Brief 2					

4	2025	37	Sep			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether
4	2025	37	Sep			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
4	2025	38	Oct						
4	2025	39	Nov			6th newsletter			
4	2025	40	Dec						
4	2025	40	Dec			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether

4	2025	40	Dec			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
4	2026	41	Jan						
4	2026	42	Feb	D1.3 Report describing the application of the nexus modelling framework		News article/press release about the report			
4	2026	42	Feb		MS5.6 Validation of the functionality of the MCDA module developed in Task 5.3 on the basis of the case study testing				

4	2026	42	Feb	D2.4 Action agenda for justice in transition pathways		Something about the action agenda			
4	2026	43	Mar			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether
4	2026	43	Mar			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
4	2026	44	Apr		MS4.4 draft guidance developed (reporting)				

4	2026	44	Apr		MS5.7 Web platform and resources fully integrated within OPPLA repository as part of project legacy (functioning web platform)				
4	2026	45	May		MS5.6 practical guidance for applying the module in different types of cases (validated and functioning MCDA module)				
4	2026	45	May			7th newsletter			
4	2026	45	May			something from workshop 4			

4	2026	46	June		MS5.5 Press release and dissemination plan for the Guidance to facilitate transformative change (published press release and guidance)				
4	2026	46	June	D4.2 Guidance and policy recommendations to facilitate transformative change towards improved conservation and sustainable use of biodiversity and ecosystem services		something about the guidance?			

4	2026	46	June			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether
4	2026	47	June			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended
4	2026	47	July		MS6.3 main project meetings	live tweeting from the project meeting?			
4	2026	48	Aug	D3.3 Archetypes added to the database		something about the added archetypes			
4	2026	48	Aug	D3.4 User-oriented tool for exploration of transformation		Marketing material about the tool			

4	2026	48	Aug			8th and final newsletter			
4	2026	48	Aug	D6.5 Updated data management plan					
4	2026	48	Aug	D6.8 Policy Brief 3					
4	2026	48	Aug			Quarterly social media report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many social media posts your organization has posted concerning BIONEXT and how many impressions have they gotten altogether
4 vika	2026	48	Aug			Quarterly presentation report	NO	Maija Airos / Syke as a coordinator / All partner representatives	Fill into this excel how many presentations has your organization given concerning BIONEXT / how many people have attended

Annex III. The newsletter template.

BIONEXT call to action– MONTH X

(Picture of the editor-in-chief) Editorial title?

- Editorial from the “editor-in-chief”, different editor-in-chief in every newsletter
- Content:
 - o Quote at the beginning
 - o This issue’s recommendations
 - o What has been done in the project and why it is important - their point of view and experiences
 - o At the end introduction of the person and what is their role in the project
- Around 150 words

Main findings, results and recommendations

- What the project has found out, what are the main outputs, and what does the project recommend (= in policy brief “policy implications and recommendations”)
- All the main findings from the last six months are gathered here (recommendations, policy implications, visions, pathways, etc.)
- > format: written out to the newsletter, no links
- > focus on results, NOT on the project’s doings

Engage with us

- Events, possibilities to interact with the project, etc...
- what the project will be doing during the next six months
- “Do you have a question or a comment for us? Send it to bionext-project@syke.fi –questions will be answered by experts in the next newsletter!” -section
- > links to other outputs on the website + summaries on the email

Learn more

Learn more about our work

- What has been done and how (= in policy brief “evidence and analysis” and “project objectives and analysis”), explains the section above
- > links to other outputs (research articles, news articles, press releases, etc.) with summaries on the email

Greetings from the BIONEXT team

- Interviews, researcher stories, blogs, opinions, etc.
- > links to other outputs on the website + summaries on the email

In the spotlight: Water/food/energy/health/transport/climate and biodiversity

- Theme x and biodiversity explained
- News from this topic / our writings on this topic
- Works as a theme for the newsletter

News from our partners

- **Spot** for stakeholders to add something

Follow us

Social media

- Twitter: @BionextProject
- LinkedIn: BIONEXT project

Website: www.bionext-project.eu

Newsletter: subscription from the website