



## **OpenNESS communication and dissemination plan**

### **Deliverable D7.1 / WP7**

06 February 2014



**From concepts to real-world applications**  
[www.openness-project.eu](http://www.openness-project.eu)

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Collaborative project

FP7 Environment

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# Table of content

<b>Introduction.....</b>	<b>4</b>
<b>1. Management of communication and dissemination .....</b>	<b>5</b>
1.1 Reference.....	5
1.2 Keeping track of partners' communication activities.....	5
1.3 Branding.....	5
1.4 Map out who has good access to which networks.....	5
1.5 Project Steering Committee (PSC) approval.....	6
1.6 Joint dissemination with OPERAs .....	6
<b>2. Objectives of the communication activities .....</b>	<b>6</b>
<b>3. Target groups .....</b>	<b>6</b>
<b>4. Key message(s).....</b>	<b>7</b>
<b>5. Implementation .....</b>	<b>7</b>
5.1 Objective 1.....	7
5.2 Objective 2.....	8
5.3 Objective 3.....	10
5.4 Objective 4.....	11
<b>6. Means.....</b>	<b>13</b>
6.1 Project website .....	13
6.2 Update letter .....	13
6.3 Free publicity .....	13
6.4 Social media.....	13
6.5 Digital newsletter .....	14
6.6 Videos .....	14
6.7 TV and radio presence .....	14
6.8 Policy briefs.....	14
6.9 Flyer and poster.....	14
6.10 Banners.....	15
6.11 Templates .....	15
<b>7. Time planning .....</b>	<b>16</b>
Annex I Overview of activities and responsible parties by objective .....	17

## Introduction

Knowledge and expertise on ecosystem services (ES) and natural capital (NC) has grown over the last few decades. However, it does often not reach those end-users and other stakeholders that may benefit from it. OpenNESS is about operationalization of these concepts. In order to do so, practical information on relevant methods, tools, databases and research findings needs to be communicated in targeted ways and in dialogue with selected groups.

Over the OpenNESS project period of 4.5 years, policies and end-users will change and therefore a two-way information flow is essential to customise its developments and effective use of the research results.

So, both the end-users and clients need to be involved in the process of knowledge generation on ES and NC and given opportunities to express their needs, both in terms of content and format. This will increase ownership and uptake of such knowledge.

In addition, in order to reach the impacts and ensure that the outcomes of OpenNESS last well beyond its funding period, it is essential that relevant stakeholders (including policy-makers, the business community, academics and Non-Governmental Organizations (NGOs)) are aware of the existence of OpenNESS, its aims, activities, outcomes and benefits.

The business community and Small and Medium Enterprises (SMEs) in particular, have an essential role to play in operationalizing the concepts of ES and NC and in exploiting the results of OpenNESS.

The overarching goal of the OpenNESS communication activities is:  
“to disseminate its results, using advanced information and communications technology to reach a broad audience (including end-users and other stakeholders), and promote science policy-dialogue on the use of the concepts of ES and NC in sustainable land, water and urban management.”

This communication strategy includes both dissemination and stakeholder engagement. It is developed and frequently evaluated and updated following a participatory process.



# 1. Management of communication and dissemination

## 1.1 Reference

The European Commission (EC) requests OpenNESS partners to make the following formal references. Any type of information or promotional material about the OpenNESS project must (1) specify that the project has received research funding from the European Union, (2) display the European emblem and (3) the FP7 programme logo.

Any publicity made by the beneficiaries in respect of the project, in whatever form and on or by whatever medium, must specify that it reflects only the author's views and that the European Union is not liable for any use that may be made of the information contained therein.

→ *ECNC to include instructions for acknowledgements in the extranet.*

## 1.2 Keeping track of partners' communication activities

In order to be able to report on the implementation of the communication and dissemination plan – as required by the EC – an easy protocol for partners to submit information about their communication activities (e.g. presentations, posters, articles presented at seminars, conferences and workshops) is developed.

→ *A table is provided in the extranet by ECNC to compile this information. In order to encourage partners to provide this information, ECNC will send a reminder every six months. In this reminder – which will be included in the internal newsflash (see paragraph 6.2) – journals and events to profile OpenNESS will be suggested as well.*

## 1.3 Branding

To give OpenNESS its own and clearly recognizable identity, a house style is developed together with a logo, a colour scheme and font style. This house style should be consistently used when communicating visually about OpenNESS. A basic set of branding products is created to support communication activities:

- PowerPoint presentation template
- Flyer (and template for people to translate in their own language)
- Poster (and template for people to translate in their own language)
- Banner
- Other templates (e.g. press release, report, deliverables, etc.)

→ *SYKE to develop the house style. ECNC to produce the communication materials and templates and make available through the extranet.*

## 1.4 Map out who has good access to which networks

The OpenNESS consortium has, through its partners, access to many relevant networks (and their needs and platforms). Identifying these (see the stakeholder involvement plan, paragraph 5.1.1) and the person(s) within the OpenNESS consortium linked to them, will multiply outreach opportunities. Informing them about the existence, progress and outcomes of OpenNESS stimulates synergy, uptake and increases impact. Means for this are for instance a newsletter, presentations or posters at their conferences, invitations to link to or follow our social media channels, etc.

→ *NINA with support from ECNC to compile a list of relevant networks and the people within OpenNESS linked to those. A detailed approach needs to be discussed.*

### 1.5 Project Steering Committee (PSC) approval

The OpenNESS PSC needs to approve external dissemination activities (e.g. policy briefs, newsletters and press releases) so that they are in line with OpenNESS objectives, in addition to project deliverables. News items and social media posts, as well as scientific articles, do not require PSC approval. It would slow down the publication process too much and – in the case of the scientific publications – also might restrict individual researchers' right to publish their own ideas.

→ **ECNC** takes responsibility for dissemination activities that are not submitted for approval by the PSC. A follow-up system for these activities will be set up so project partners can keep track of the messages that are sent out.

### 1.6 Joint dissemination with OPERAs

There will be coordinated action between OpenNESS and OPERAs in respect to dissemination activities. The OpenNESS PSC Skype meeting of 6 June 2013 called for an overview of dissemination activities that could/should be done jointly by OpenNESS and OPERAs.

→ **ECNC** to draft a list of possible joint OpenNESS and OPERAs dissemination activities.

## 2. Objectives of the communication activities

- To support the identification and engagement of relevant end-users in operationalizing the concepts of ES and NC;
- To disseminate information about the project, its aims and its products to relevant target groups, by ensuring that tools, methods and databases are exploited after the project funding ends to reach perennity;
- To enhance the capacity of policy-makers to integrate ES and NC in future policies and make better informed decisions;
- To promote the exploitation of OpenNESS research and outcomes by the business community.

## 3. Target groups

The main groups of people our communication is aiming at are:

- Practitioners, including:
  - Land managers (for land, water and urban management)
  - Spatial planners
  - Engineers
  - SMEs
  - Big companies
  - SME umbrella organizations
  - Sectoral representatives
- Policy-makers, including:
  - Local, regional and national policy-makers
  - European Parliament

- EU institutions (e.g. EEA, DGs, JRC and topic centres)
- Decision makers on economic sectors
- Experts, including:
  - EU institutions
  - Scientific institutions
  - Research networks (also EU research projects)
  - NGOs

## 4. Key message(s)

- Stakeholders have a voice and active contribution opportunities to help develop OpenNESS products;
- OpenNESS is a platform for direct contact with experts, practitioners and other stakeholders, through a number of events;
- OpenNESS Provides inspiration for business opportunities;
- OpenNESS provides free access to tools, methods, concepts, databases, knowledge;
- OpenNESS gives access to scientific evidence to support policy decisions or other practices.

## 5. Implementation

### 5.1 Objective 1

**To support the identification and engagement of relevant end-users in operationalizing the concepts of ES and NC**

As part of the implementation of the other WPs, a wide range of end-users and other stakeholders need to be strongly engaged. Therefore, an OpenNESS stakeholder engagement process is set up, with the aim to ensure a constant two-way information flow which builds the capacity of end-users to operationalize the ES and NC concepts in their work.

Target group: all stakeholders

5.1.1 Develop a stakeholder involvement plan in order to harmonize the stakeholder approach and communication, prevent duplication and make the most efficient use of resources. Such a plan will also ensure a balanced coverage of all stakeholder groups.

→ **WP6** develops a stakeholder involvement plan jointly with **WP7** and in close collaboration with **OPERAs**.

5.1.2 The sharing of stakeholder experiences, questions and opinions will be facilitated via a range of communication tools:

- Website and/or newsletter to publish best practices;
- Video messages collected at conferences and other occasions;
- Social media for sharing views;
- Poster sessions at the OpenNESS final conference;
- Demonstration visits to case study locations or locations that clearly illustrate ecosystem services;

- Face-to-face meetings (external parties invited to OpenNESS events and participation of OpenNESS people in external events).

→ *ECNC to facilitate the information flow.*

5.1.3 Including the work and outcomes of OpenNESS in the ALTER-Net summer school which trains the next generation of scientists, resource managers and policy-makers in inter-disciplinary approaches and serves as a cradle for new research ideas and approaches. It should be integrated in the ALTER-Net summer school via a training block which is organized by the OpenNESS partnership.

→ *ECNC with SYKE will coordinate and draft an outline but all OpenNESS partners may be involved in contributing to lecturing and providing training material. Explore joint summer schools with OPERAs.*

### Planning objective 1

	2013	2014	2015	2016	2017
5.1.1					
5.1.2					
5.1.3					

### 5.2 Objective 2

**To disseminate information about OpenNESS, its aims and its products and ensuring that tools, methods and databases are exploited after the project funding ends to reach perennity**

The main results disseminated will be the recommendations developed as a result of the project, alongside the transfer of practical information, technology and best practice developed through the project to the full range of stakeholders in order to promote the OpenNESS Menu of Multi-Scale Solutions.

Target groups: all stakeholders, but specifically:

- EU institutions (e.g. EEA, DGs, JRC and topic centres)
- Research networks (e.g. PEER, ESP, ALTER-Net, DIVERSITAS, IPBES)
- End users: Land managers (for land, water and urban management), spatial planners and SME umbrella organizations

The primary activities supporting this objective are:

5.2.1 Inform EU institutions of the existence and progress of OpenNESS to encourage their involvement and knowledge uptake.

→ *WP7 posts news, policy briefs, information and videos on the OpenNESS and EU websites and in digital newsletters and social media, and messages in web forums. Also making use of the EC freely accessible dissemination tools (Communicating EU Research & Innovation, European Union, 2012) and seeking possibilities to link these communication activities directly to BISE or any other appropriate platform of the EEA (see also paragraph 5.2.8).*



5.2.2 Inform scientific institutions and research networks of the existence, progress and outcome of OpenNESS in order to stimulate synergy, uptake and greater impact.

→ **WP7** posts news and videos on the OpenNESS website, its newsletter and social media, contributes to web discussions including LinkedIn Groups, publishes articles in dedicated magazines and peer-reviewed journals.

5.2.3 To reach both the policy-makers and researchers, OpenNESS partners should participate in relevant (science-policy) events with presentations and posters. The list of upcoming events and meetings compiled for the internal update letter should be used for choosing those relevant for participating.

→ **WP7** with others to pick relevant conferences and events (input for 5.3.4), contact the organizing party for a (poster) presentation and identify the appropriate participant. Support profiling by the creation of a PowerPoint template as well as posters and flyers, adding a general text about OpenNESS to the extranet, etc.

5.2.4 Within the OpenNESS consortium there are a number of partners that are Editors-in-Chief of highly relevant scientific journals that offer a possibility for publishing OpenNESS articles and potentially two OpenNESS Special Issues. In order to coordinate such publications, a Special Issue Team will be set up within the consortium.

→ **WP7** to identify these partners and discuss with them their willingness and the possibilities.

5.2.5 Inform user groups of the existence and progress of OpenNESS in order for them to be aware of the products that may be of use to them and to invite them to get involved in the project.

→ **WP7** to post news items and videos on the OpenNESS website, in the newsletter and social media channels, produce customised briefs and write articles for sectoral magazines.

5.2.6 All stakeholders have their own communication channels, like websites, forums, social media, newsletters, magazines, etc. which provide opportunities for wider dissemination and outreach. News items, external progress reports, announcements or invitations should be communicated through these channels in order to reach the specific target groups.

→ **WP7** makes an overview of communication channels for each (group of) stakeholder(s) (see stakeholder involvement plan) and uses these for regularly posting targeted information.

5.2.7 An OpenNESS final conference will be organized to share and discuss the results of the project, strengthen the perennity of the outcomes and stimulate their future use by the respective target groups.

→ **ECNC and NINA with support from SYKE, ALTERRA, NERC** to organize the OpenNESS final conference (jointly with OPERAs?).

5.2.8 To ensure the perennity of the outcomes of the research, a business plan will be developed, describing the goals, options and strategies for future implementation, dissemination and sustainability of

the Menu of Multi-Scale Solutions and the Common Platform, with the aim of commercialising the platform through one or more SMEs.

The OpenNESS results should ideally be integrated into national databases and the Biodiversity Information System for Europe (BISE). This could be facilitated through ECNC as consortium partner of the ETC/BD.

→ **WP6 with support from WP7** to develop a business plan and communicate with targeted communication means (see also 5.2.1).

## Planning objective 2

	2013	2014	2015	2016	2017
5.2.1					
5.2.2					
5.2.3					
5.2.4					
5.2.5					
5.2.6					
5.2.7					
5.2.8					

## 5.3 Objective 3

### Enhancing the capacity of policy-makers to integrate ES and NC in future policies and make better informed decisions

This objective will to a large extent be achieved by the engagement process (objective 1) and the Menu of Multi-Scale Solutions. Objective 2 delivers specific dissemination activities aimed at informing European policy-making or policy supporting institutions of OpenNESS. Establishing a dialogue with policy-makers and keeping them involved can significantly contribute to effective science-policy interactions though.

Target groups:

- Local, regional and national policy-makers
- European Parliament
- EU institutions (e.g. EEA, DGs, JRC and topic centres)

Specific activities for this objective include:

5.3.1 Presentation of key (mid-term) results of OpenNESS and discussion with high level European policy-makers.

→ **SYKE with support from ECNC and UFZ** to identify opportunities and plan face-to-face meetings, prepare files and PowerPoints, give presentations and hold discussions, ensure follow-up

5.3.2 Presentation of the recommendations and (mid-term) outcomes at relevant policy expert groups, and ensuring the integration of WP results into their meetings.

→ **SYKE with support from ECNC and UFZ** to identify most relevant policy expert groups (see stakeholder involvement plan), soliciting their participation, provide opportunities for them to present and discuss their own needs and work as well, collect feedback and ensure follow-up. Internal update letter.

5.3.3 Presentation and discussion directly with officials from European institutions, during lunch sessions and dedicated meetings policy targets and objectives will be analysed to assess how OpenNESS contributes to them.

→ **SYKE with support from ECNC and UFZ** to plan and prepare meetings, ensure follow-up.

5.3.4 Presentations at conferences, discussions during workshops, back-to-back talks or active participation in meetings of local, regional and national policy-makers' umbrella organizations will increase involvement and dialogue.

→ **UFZ with support from ECNC and SYKE** to identify umbrella organizations (see stakeholder involvement plan) and their events and meetings (see 5.2.3), put OpenNESS at the agenda and ensure follow-up.

5.3.5 Make scientists within OpenNESS aware of how policy works; its processes, policy cycles and what types of results are useful for policy.

→ *Via an interactive session during one of the OpenNESS conferences? Include European policy news in the internal newsletter? Or is this a more internal communication activity for WP8??*

5.3.6 A dedicated section on the OpenNESS website could make policy-relevant information easily accessible and act as a forum where policy-makers from all levels can ask questions.

→ **ECNC/NINA** to develop policy page on website, ask relevant WPs for information and edit, update continuous, advertise the section in targeted means described under Chapter 6.

### Planning objective 3

	2013	2014	2015	2016	2017
5.3.1					
5.3.2					
5.3.3					
5.3.4					
5.3.5					
5.3.6					

### 5.4 Objective 4

#### To promote the exploitation of research and outcomes by the business community

The Menu of Multi-Scale Solutions will in particular target the business community. Activities under this objective are designed to ensure communication with, involvement of and exploitation by the business community. They are supported and to a certain extent achieved by the specific dissemination activities under objective 2. The additional activities described here will build on related work for the European Commission in engaging the business community.

Target audience:

- Decision makers on economic sectors
- SMEs
- SME umbrella organizations
- Sectoral representatives

5.4.1 Analyse how business sectors use knowledge along the lines of the survey on knowledge use as carried out with policy-makers and leading experts in the FP7 project 'BiodiversityKnowledge'. This project has the aim to develop a Knowledge Network for EUropean expertise on biodiversity and ecosystem services to inform policymaking economic sectors. For this, step one was producing an overview of the biodiversity knowledge landscape in Europe for which the relevant stakeholders were interviewed by telephone (see <http://www.biodiversityknowledge.eu/>).

→ **ECNC/NINA with support from EBL** to identify a minimum of 20 business representatives across Europe to take part in a survey, applying the amended BiodiversityKnowledge survey to the interviewees, synthesising the outcomes and deriving practical recommendations for OpenNESS.

5.4.2 Organise a business end-user event to raise awareness of the business community about ES and NC, to engage and mobilise business networks, and to enable replication of best practices. This event will be hosted by OpenNESS SME partner EBL and is based on the notion that businesses in general, including SMEs and SME umbrella organizations, are more apt to be mobilised by their peers, i.e. other businesses than by research institutes, policy-makers or NGOs.

→ **ECNC/NINA with support from EBL (and others)** to plan and organize a business event, develop an event communication plan

5.4.3 Compile a paper on business-relevant lessons of OpenNESS

→ **EBL with support from ECNC/NINA** to write and edit paper, **ECNC** to disseminate paper via website, direct mailing, inclusion in sectoral magazines and newsletters, press release, etc.

#### Planning objective 4

	2013	2014	2015	2016	2017
5.4.1					
5.4.2					
5.4.3					

## 6. Means

### 6.1 Project website

A dedicated website for the project is developed – in line with the OPERAs website – providing up to date information about OpenNESS, its outcomes, achievements and results. This ensures that appropriate information about the project will have high visibility to the target groups.

The design of the website is based on the OpenNESS house style, developed by SYKE, and similarly structured as the OPERAs website. The first version of the site is relatively simple and straightforward. Gradually the website will be expanded with more pages and functionalities.

→ **ECNC** will enhance the OpenNESS website according to the drafted sitemap with an overview of its functionalities and types of information (e.g. a FAQs list, interactive map with case studies, etc.), and a (time) planning. A link with the websites of selected European institutions (JRC, EEA, ECNC, etc.) will be created, based on their agreement. Its URL will be promoted in all other communications.

### 6.2 Update letter

An internal update letter will be issued summarizing the information collected for the PSC about project progress, including relevant upcoming events and meetings, as well as a call for events, news and updates (for posting on the website, in social media, newsletter, etc.). This will also help facilitate the communication with relevant expert groups and ensure the integration of WP results into their meetings.

→ **ECNC** to issue an internal update letter twice a year in very basic design, just bullets. Add call for events, news and updates as well as a reminder to partners to upload their dissemination activities in the extranet.

### 6.3 Free publicity

Press releases will be issued on an ad hoc basis and will be made available from the Communication Unit of ECNC to be used by the individual partners.

→ **WP7** to produce press contact list; draft press releases; send out press releases.

Articles in (sectoral) magazines and peer-reviewed papers.

→ **WP7** with others to identify potential magazines and potential items for publication; coordinate submission by partners. Track published papers, share with each other, announce through website and newsletter, share opportunities with participants, etc.

### 6.4 Social media

Before engaging in the social media platforms, a well-defined social media strategy outlines the goals and approach for the chosen channel(s).

→ **ECNC** to create a social media strategy for a LinkedIn Group and explores other relevant social media platforms.

## 6.5 Digital newsletter

In order to stay informed, an RSS feed will be added to the OpenNESS website, to which people can subscribe. Subscribers receive an alert in their inbox when a new blog item is added to the website. Blog items or news items are intended to be posted at least every other week. All partners within the different WPs need to regularly contribute news about their progress of work, talks or presentations they give or articles they write. Also, news from other relevant projects and conferences will be generated and posted.

NB Some stakeholders like for instance the DGs might like a targeted overview of news and progress in their inbox. We should discuss whether to 'only' have the RSS feed subscription possibility or create a frequent digital newsletter (as well) which is sent to a selected distribution list. People can then register for the newsletter via the newsletter itself or via the OpenNESS website.

→ *ECNC to set up a blog module in the OpenNESS website with an RSS feed included. A call for news items will be incorporated in the OpenNESS update letter. Discuss issuing a digital newsletter as well.*

## 6.6 Videos

Videos need to be created during OpenNESS conferences about relevant topics or for instance to summarize the conference. This can be done either in a video booth or by interviewing participants during the specific meetings and conferences.

→ *WP7 to prepare the video storyline, set up and technical aspects before conferences and meetings. Also identify other possibilities for videos, for instance a short film about the Menu of Multi-Scale Solutions. Ensure communication of the videos.*

## 6.7 TV and radio presence

→ *WP7 to explore this further.*

## 6.8 Policy briefs

Policy briefs communicate research results in a structured way in max two to three pages. A policy brief outlines the rationale for a particular policy alternative or course of action. The purpose of a policy brief is to convince the target audience of the urgency of the current problem and the need to adopt the preferred alternative or course of action outlined, and therefore, serve as an impetus for action. All briefs are focused, professional (not academic), evidence-based, succinct, understandable, accessible, practical and feasible, and action-oriented.

→ *WP7 to identify possible topics for policy briefs; coordinate productions; send and present to target group.*

## 6.9 Flyer and poster

A flyer and a poster about OpenNESS as well as templates for people to translate in their own language are created and placed in the extranet where all project partners can download them.

→ *ECNC to write texts and design a flyer as well as a poster including templates and upload both to the extranet. Look into possibilities for printing and dissemination of the flyer.*

### 6.10 Banners

A couple of banners will be produced for attending conferences with a stand or a presentation and to use for internal OpenNESS conferences and meetings.

→ *ECNC to design and print 4 roll-up OpenNESS banners.*

### 6.11 Templates

In order to have a coherent look in internal and external communications, templates for press releases, reports, articles and letters will be provided for downloading in the extranet.

→ *ECNC with support from SYKE to design and upload templates.*

## 7. Time planning

Time planning 2013	July	Aug	Sept	Oct	Nov	Dec
Stakeholder involvement plan						
Facilitate stakeholder communication						
Search relevant conferences and events for participation						
Identify partners for Special Issue Team						
Inform relevant stakeholder groups						
Identify opportunities and plan meetings with EU policy-makers						
List policy expert groups' meetings and organize participation						
Project website						
Internal update letter						
Press contact list						
Articles						
LinkedIn						
Blog/newsletter						
Videos						
TV and radio presence						
Policy brief						
Flyer/poster						
Banners						
Templates						



## Annex I Overview of activities and responsible parties by objective

Objective	Target group	Activities	Who
Objective 1: To support the <b>identification and engagement of relevant end-users</b> in operationalizing the concepts of ES and NC	All stakeholders	Develop a <b>stakeholder involvement plan</b> in order to harmonize the stakeholder approach and communication, prevent duplication and make the most efficient use of resources. Such a plan will also ensure a balanced coverage of all stakeholder groups	WP6 develops a stakeholder involvement plan jointly with WP7 and in close collaboration with OPERAs
		The <b>sharing of stakeholder experiences</b> , questions and opinions will be facilitated via a range of communication tools: Website and/or newsletter to publish best practices; Video messages collected at conferences and other occasions; Social media for sharing views; Poster sessions at the OpenNESS final conference; Demonstration visits to case study locations or locations that clearly illustrate ecosystem services; Face-to-face meetings.	WP7 to facilitate the information flow
		Including the work and outcomes of OpenNESS in the the <b>ALTER-Net summer school</b> which trains the next generation of scientists, resource managers and policy-makers in inter-disciplinary approaches and serves as a cradle for new research ideas and approaches. It should be integrated in the ALTER-Net summer school via a training block which is organized by the OpenNESS partnership.	WP7 will coordinate and draft an outline but all OpenNESS partners may be involved in contributing to lecturing and providing training material
Objective 2: To <b>disseminate information about OpenNESS</b> , its aims and its products and ensuring that tools, methods and databases are exploited after the project funding ends to reach perennity	<ul style="list-style-type: none"> <li>- EU institutions (e.g. EEA, DGs, JRC and topic centres)</li> <li>- Research networks (e.g. PEER, ESP ALTER-Net, DIVERSITAS, IPBES)</li> <li>- End users: Land managers (for land, water and urban</li> </ul>	<b>Inform EU institutions</b> of the existence and progress of OpenNESS to encourage their involvement and knowledge uptake	WP7 posts news, policy briefs, information and videos on the OpenNESS and EU websites and in digital newsletters and social media, and messages in web forums. Use EC freely accessible dissemination tools
		<b>Inform scientific institutions and research networks</b> of the existence, progress and outcome of OpenNESS in order to stimulate synergy, uptake and greater impact	WP7 posts news and videos on the OpenNESS website, its newsletter and social media, contributes to web discussions including LinkedIn Groups, publishes articles in dedicated magazines

Objective	Target group	Activities	Who
	management), spatial planners and SME umbrella organizations	To reach both the policy-makers and researchers, OpenNESS partners should <b>participate in relevant (science-policy) events</b> with presentations and posters. The list of upcoming events and meetings compiled for the update letter should be used for choosing those relevant for participating	and peer-reviewed journals WP7 with others to pick relevant conferences, contact the organizing party for a (poster) presentation and assign the appropriate participant. Support profiling by the creation of a PowerPoint template as well as posters and flyers, adding a general text about OpenNESS to the extranet, etc
		Within the OpenNESS consortium there are a number of partners that are Editors-in-Chief of highly relevant scientific journals that offer a possibility for <b>publishing OpenNESS articles</b> and potentially two OpenNESS Special Issues. In order to coordinate such publications, a Special Issue Team will be set up within the consortium	WP7 to identify these partners and discuss with them their willingness and the possibilities
		<b>Inform user groups</b> of the existence and progress of OpenNESS in order for them to be aware of the products that may be of use to them and to invite them to get involved in the project	WP7 to post news items and videos on the OpenNESS website, in the newsletter and social media channels, produce customised briefs and write articles for sectoral magazines
		All <b>stakeholders</b> have their <b>own communication channels</b> , like websites, forums, social media, newsletters, magazines, etc. which provide opportunities for wider dissemination and outreach. News items, external progress reports, announcements or invitations should be communicated through these channels in order to reach the specific target groups	WP7 makes an overview of communication channels for each (group of) stakeholder(s) and uses these for regularly posting targeted information
		An <b>OpenNESS final conference</b> will be organized to share and discuss the results of the project, strengthen the perennity of the outcomes and stimulate their future use by the respective target groups	ECNC and NINA with support from SYKE, ALTERRA, NERC to organize the OpenNESS final conference
		To ensure the perennity of the outcomes of the research, a	WP6 with support from WP7 to develop a



Objective	Target group	Activities	Who
		<b>business plan</b> will be <b>developed</b> , describing the goals, options and strategies for future implementation, dissemination and sustainability of the Menu of Multi-Scale Solutions and the Common Platform, with the aim of commercialising the platform through one or more SMEs	business plan and communicate with targeted communication means
Objective 3: <b>Enhancing the capacity of policy-makers</b> to integrate ES and NC in future policies and make better informed decisions	- Local, regional and national policy-makers - European Parliament - EU institutions (e.g. EEA, DGs, JRC and topic centres)	Presentation of key (mid-term) results of OpenNESS and <b>discussion with high level European policy-makers</b>	SYKE with support from ECNC and UFZ to identify opportunities and plan face-to-face meetings, prepare files and PowerPoints, give presentations and hold discussions, ensure follow-up
		<b>Presentation</b> of the recommendations and (mid-term) outcomes <b>at relevant policy expert groups</b> , and ensuring the integration of WP results into their meetings	SYKE with support from ECNC and UFZ to identify most relevant policy expert groups, soliciting their participation, provide opportunities for them to present and discuss their own needs and work as well, collect feedback and ensure follow-up. Internal update letter.
		Presentation and <b>discussion</b> directly <b>with officials from European institutions</b> , during lunch sessions and dedicated meetings policy targets and objectives will be analysed to assess how OpenNESS contributes to them	SYKE with support from ECNC and UFZ to plan and prepare meetings, ensure follow-up
		<b>Presentations at conferences</b> , discussions during workshops, back-to-back talks or active participation in meetings of local, regional and national policy-makers' umbrella organizations will increase involvement and dialogue	UFZ with support from ECNC and SYKE to identify umbrella organizations and their events and meetings, put OpenNESS at the agenda and ensure follow-up
		<b>Make scientists within OpenNESS aware of how policy works</b> ; its processes, policy cycles and what types of results are useful for policy	Via an interactive session during one of the OpenNESS conferences? Or is this a more internal communication activity for WP8?
		A <b>dedicated section on the OpenNESS website</b> could make <b>policy-relevant information</b> easily accessible and act as a forum where policy-makers from all levels can ask questions	ECNC/NINA to develop policy page on website, ask relevant WPs for information and edit, update continuous, advertise the

Objective	Target group	Activities	Who
			section in targeted means described under Chapter 6
Objective 4: To promote the <b>exploitation</b> of research and outcomes <b>by the business community</b>	<ul style="list-style-type: none"> <li>- Decision makers on economic sectors</li> <li>- SMEs</li> <li>- SME umbrella organizations</li> <li>- Sectoral representatives</li> </ul>	<p><b>Analyse how business sectors use knowledge</b> along the lines of the survey on knowledge use as carried out with policy-makers and leading experts in the FP7 project ‘BiodiversityKnowledge’</p>	<p>ECNC with support from EBL to identify a minimum of 20 business representatives across Europe to take part in a survey, applying the amended BiodiversityKnowledge survey to the interviewees, synthesising the outcomes and deriving practical recommendations for OpenNESS</p>
		<p>Organise a <b>business end-user event</b> to raise awareness of the business community about ES and NC, to engage and mobilise business networks, and to enable replication of best practices. This event will be hosted by OpenNESS SME partner EBL and is based on the notion that businesses in general, including SMEs and SME umbrella organizations, are more apt to be mobilised by their peers, i.e. other businesses than by research institutes, policy-makers or NGOs</p>	<p>ECNC with support from EBL (and others) to plan and organize a business event, develop an event communication plan</p>
		<p>Compile a <b>paper on business-relevant lessons</b> of OpenNESS</p>	<p>EBL with support from ECNC to write and edit paper, ECNC to disseminate paper via website, direct mailing, inclusion in sectoral magazines and newsletters, press release, etc</p>

