

Report on implementation of communication and dissemination plan

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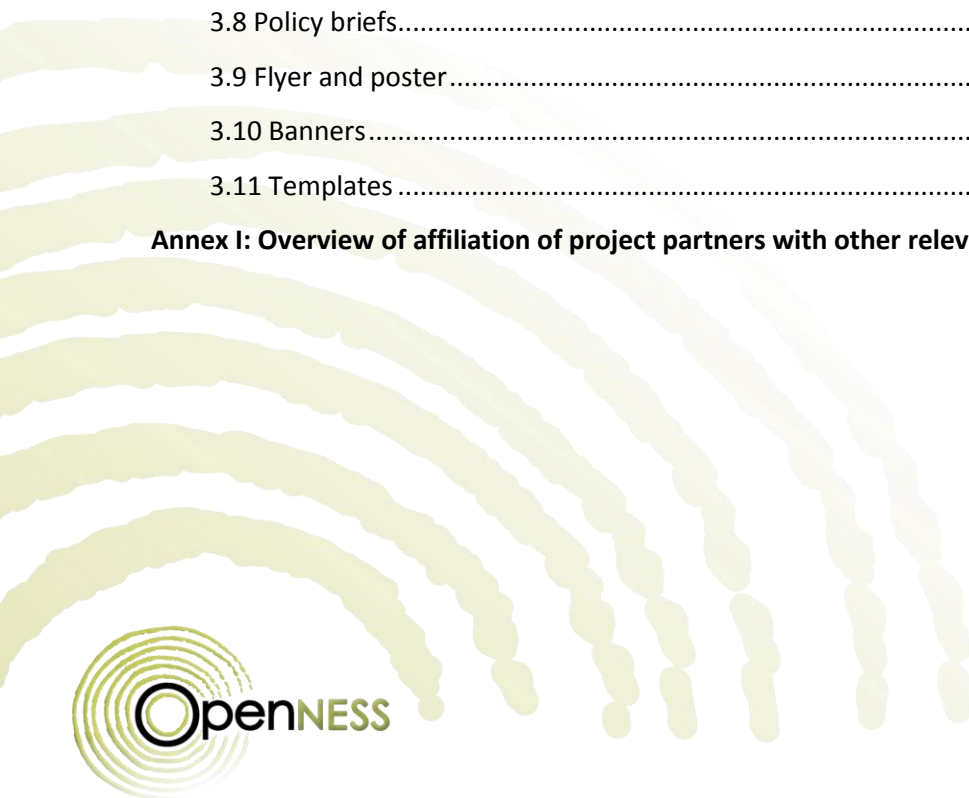
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Introduction

This report presents the progress made in implementing the OpenNESS communication and dissemination plan (produced in August 2013; D7.1) in the period of 1 December 2015 until 31 May 2017.

The progress report follows the structure of the communication and dissemination plan. Only the actions that were listed in the plan have been retained (not the full descriptions) for easy reference. For each of these actions we report progress made.

1. Management of communication and dissemination

1.1 Reference

→ **ECNC** to include instructions for acknowledgements of EU funding, display of EU emblem in the OpenNESSs extranet, and inclusion of disclaimer.

These instructions were included on the extranet (under section 'Dissemination material') and announced to all project partners in May 2013. ECNC checked, where appropriate, whether partners adhere to these instructions.

1.2 Keeping track of partners' communication activities

→ *Collect information on communication activities by partners. 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 newflash (see paragraph 6.2) – journals and events to profile OpenNESS will be suggested as well.*

A list is provided by **ECNC** in the extranet (under WP7 Dissemination activities) and partners have been invited to complete the table in order to compile information on communication activities by partners. The invitation was repeated in the project internal newflashes, during meetings and at times of periodic reporting.

1.3 Branding

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

An OpenNESS house style was developed together with a logo, a colour scheme and font style by SYKE. ECNC guarded over the consistent and structural application of this house style when communicating visually about OpenNESS. A basic set of branding products had been created to support communication activities and is available to all partners from the extranet (section 'Dissemination material'):

- PowerPoint presentation template
- Flyer (available in six languages)
- Roll-up banners
- OpenNESS business cards
- Poster template

- Other templates (e.g. policy briefs, reports, deliverables, etc.)

1.4 Map out who has good access to which networks

→ **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.

During and short after the first OpenNESS cross-WP workshop in Loch Leven (October 2013) NINA started collecting information on the affiliation of all OpenNESS partners with other relevant networks and projects (Annex 1). This list is used to identify outreach opportunities by approaching individuals that are linked to projects/networks. A standard procedure for creating a list of relevant upcoming events has now been established. Information about relevant upcoming events is collected using the connections and affiliations OpenNESS researchers have with networks, other relevant projects and/or other initiatives. The list of upcoming events was published on the intranet and in the (internal) newsletters. OpenNESS researchers who would participate to the events were asked to disseminate OpenNESS progress and results.

1.5 Project Steering Committee (PSC) approval

→ **ECNC** takes responsibility for dissemination activities that are not submitted for approval by the PSC (e.g. News items and social media posts, as well as scientific articles). A follow-up system for these activities will be set up so project partners can keep track of the messages that are sent out.

All news items, social media posts and scientific articles published as part of OpenNESS are publicly available on the OpenNESS website, Twitter and LinkedIn. All partners and other interested people can consult these communications. There was therefore no need to set up a separate tracking system. Approval of more sensitive information (e.g. policy briefs, newsletters and press releases) was guarded by the project coordination, with PSC where needed.

1.6 Joint dissemination with OPERAs

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

Such list was developed and discussed in August 2013. The list was reviewed by communication coordinators of both projects occasionally and both keep each other informed of communication efforts. In the context of the development of the common platform Oppla, a communication team was set up in which both projects (ECNC with Countryscape) cooperated intensively where it regards branding and communication.

2. Implementation

2.1 Objective 1

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

→ **WP6** develops a stakeholder involvement plan jointly with **WP7** and in close collaboration with **OPERAs**. A stakeholder involvement plan was drafted by ECNC in April 2013. This was then discussed between WP6 and WP7. WP6 used the plan to identify stakeholder involvement activities in other WPs, so as to

coordinate efforts. WP6 and WP7 had regular discussion on harmonizing general stakeholder approaches, other than the stakeholder engagement that is part of WP5.

→ **ECNC** to facilitate the information flow on sharing of stakeholder experiences.

For WP7, stakeholder involvement focuses on wider European processes or the project as a whole, and is facilitated via a range of activities:

- The **OpenNESS international advisory board** hosts representatives of stakeholder groups (see WP8)
- The **OPERAs user board** is composed of a range of stakeholder representatives. As part of the close cooperation between both projects, WP7 has participated in all user board meetings (Dec 2014, Nov 2015 and Nov 2016) to identify needs from the represented stakeholders and relate these to Oppla, the common platform. WP7 has contributed and participated in Strategy Working Group meetings of Oppla in 2016 and 2017, and has provided lead and/or input as regards 1) the Oppla governing structure; 2) Oppla development priorities; 3) providing with Countryscape (partner in OPERAs) the legal basis for Oppla EEIG; 4) consulting the OpenNESS and OPERAs members as regards Oppla and Oppla priorities; and 5) a wide range of stakeholder and communication activities.
- OpenNESS active participation or organisation of **events for stakeholders**:
 - Presence with Oppla and OpenNESS posters, an interactive game and other promotion materials at the BEES/MAES Christmas Market, Brussels, Belgium (December 2015)
 - Attendance at meetings with European Environment Agency (January 2016)
 - Presence at Dutch EU Presidency stakeholder event 'Unwrapping the Circular Economy Package', Rotterdam, the Netherlands (January 2016)
 - OpenNESS-OPERAs policy day on 1 March 2016 (see task 2.3)
 - Attendance at meetings with IPBES (July 2016)
 - Presence with an OpenNESS breakout session at EU conference 'Evidence based policy making for sustainable cities', Utrecht, the Netherlands (May 2016)
 - Oppla launch at the Ecosystem Services Conference: 19-23 September 2016, Antwerp
 - Presentations and posters at the ESP Regional Conference for Latin America in Cali, Colombia (October 2016) and for Africa in Nairobi, Kenya (November 2016)
 - Presentation and poster at the third annual meeting of the EU Business @ Biodiversity platform, The Hague, the Netherlands, (November 2016)
 - Presence with a keynote speech about OpenNESS and its case studies at the Eurosite annual member's meeting, Serres, Greece (November 2016)
 - Presentation of Oppla at EC networking and clustering event "Sustainable Cities through Nature-Based Solutions" (December 2016)
 - overall dissemination activities targeted at end users (see task 2.2)

→ **NINA** with **SYKE** will coordinate and draft an outline in relation to involvement in the ALTER-Net summer school but all OpenNESS partners may be involved in contributing to lecturing and providing training material. Explore joint summer schools with OPERAs.

This issue of collaboration with the ALTER-Net summer school was discussed with the relevant persons within the OpenNESS and OPERAs projects and within the ALTER-Net Management board. Possible collaboration with current FP7 and future Horizon 2020 projects was officially endorsed by the ALTER-Net Council. It was decided that for the ALTER-Net summer schools in 2014, 2015 and 2016 OpenNESS and OPERAs would voluntarily contribute to the summer school programme with lectures. In addition the

summer school was advertised within the projects to get junior scholars to participate. Four OpenNESS speakers attended the 2014 summer school and three speakers attended the 2015 summer school. For 2016 eight speakers from the OpenNESS consortium attended the summer school and 6 students from the OpenNESS consortium participated. Speakers of both the OpenNESS and OPERAs projects were reimbursed by the relevant projects and they included general information about the relevant project within their lectures.

2.2 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

A full list of OpenNESS publications and dissemination activities can be found from the OpenNESS final report.

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

→ *ECNC 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.*

There was active dissemination of messages and news through the OpenNESS website (app. 2200 users per month), RSS feed, Twitter account (1303 followers to date) and LinkedIn Group (192 members). Five digital newsletters were produced and specific items like for instance event announcements were regularly included in partners' newsletters. Nine policy briefs have been edited, designed and published, including guidelines for making policy briefs. A video introducing Oppla as well as an video about OpenNESS, OPERAs and its end product Oppla has been developed in cooperation with OPERAs.

In addition to dissemination based on project-related channels, EU institutes are also approached through their channels (e.g. via the Commission and EEA Twitter accounts and a post as success story on the EC DG RTD website, see <http://ec.europa.eu/programmes/horizon2020/en/news/new-approach-managing-local-ecosystems>).

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

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

See under 2.2.1 regarding dissemination activities. ECNC highlighted opportunities for publishing articles and collected published papers for inclusion on the website and announcement through the OpenNESS communication channels (<http://www.openness-project.eu/library/articles>). In addition, ECNC set up and published the OpenNESS Reference Book consisting of 26 synthesis papers, and implemented the OpenNESS glossary of terms on the website. In addition to peer-reviewed papers OpenNESS also features in easy access digest articles (see <http://www.openness-project.eu/library> under 'Miscellaneous').

2.2.3 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, 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.

This is done by means of the identification of relevant networks (see also 1.4), reminders to project partners, ad hoc alerts by partners about relevant conferences, and support by WP7 to partners that are attending conferences. For instance a standard OpenNESS PowerPoint presentation was created for this purpose. Also, partners were always encouraged to send input to ECNC during the event, in order to promote the OpenNESS contribution via social media (Twitter) or later, by means of a news item on the website. ECNC also provided and supported in developing conference communication materials like posters and stand materials.

2.2.4 Within the OpenNESS consortium there is 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.

Two OpenNESS participants are editors-in-chief of two international peer reviewed journals that have offered the publication of special issues:

- Ecosystem Services: Science, Policy and Practice (Elsevier); Editor-in-Chief: Dr Leon C. Braat
- International Journal of Biodiversity Science, Ecosystem Services & Management (Taylor & Francis): Editor-in-Chief: Dr R. de Groot.

A Special issue team was put together (with Jiska van Dijk, Heli Saarikoski, Paula Harrison, Jan Dick and Kurt Jax) and had several Skype meetings to discuss and finalize a draft version of the framework for the Special Issue on the synthesis work. The framework listed 17 different papers and the proposed timeline for final acceptance of all papers was initially set to the first of May. The offer from the Elsevier journal Ecosystem Services to publish the special issue was accepted, but due to technical problems within the online paper submission system of Elsevier the deadline of first of May hasn't been met. OpenNESS has now agreed with the chief editor of the journal Ecosystem Services on a new deadline for acceptance of the papers being 01.11.2017. In the beginning of May 13 papers have been submitted and are in the process of review. 11 of the 13 papers are sent back to the first authors for major revisions and two papers are expected to be sent back to the first authors soon. As soon as papers are accepted they will be assigned with a digital object identifier (DOI) and made electronically available by the publisher.

2.2.5 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.

See progress under previous items. Next to that, some non-technical articles about OpenNESS have been produced for non-scientific audiences:

- Delbaere, B. (2015) 'Putting nature into business, bank and government equations'. Future Earth Blog, available at <http://www.futureearth.org/blog/2015-oct-29/putting-nature-business-bank-and-government-equations>
- Delbaere, B. (2015) 'Landowners to put ecosystem benefits into practice'. Countryside, magazine of the European Landowners' Organisation (in print) and online at http://www.europeanlandowners.org/files/cs/160_Nov_dec/CS160%20GB%20lr.pdf.

An easy-to-read case studies brochure was produced and printed, with input of all case study leaders and WP5. Paper copies were disseminated to all cases and during the Ecosystem Services Conference 2016 in Antwerp, and it is digitally available from the extranet and website.

2.2.6 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.

A basis is made by the inventory of affiliations of OpenNESS partners (Annex 1). Stakeholder-based communication channels were identified as an ongoing process, with opportunities used when they arrived (e.g. see above for ELO and Future Earth).

2.2.7 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, ALTEERRA, NERC** to organize the OpenNESS final conference (jointly with OPERAs?).

First preparations for the final conference started in August 2015. It was agreed to join forces with OPERAs, the Belgian ECOPLAN project, and the ESP to jointly hold a European ecosystem services conference in Antwerp, Belgium from 19 to 23 September 2016. A conference organising committee was set up with the OpenNESS WP7 coordinator as chair of the committee. The conference attracted more than 600 participants from all over the world and resulted in the Antwerp Declaration, a call to integrate ecosystem services into policy and business operation. There was a conference website created (<http://www.esconference2016.eu/>) and a summary video published (<https://youtu.be/cu2lyGgO8Pc>).

2.2.8 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.

→ **WP6 with support from WP7** to develop a business plan and communicate with targeted communication means (see also 2.2.1).

This activity is part of the development of Oppla, the common platform with OPERAs. Together with Countryside, WP7 leads communication in the Oppla team. A communication plan, flyer, summary texts, abstract, website with Ask Oppla functionality, news items, policy brief, infographic and a poster were developed. A Product Development Plan has been drafted, exploring the key considerations in developing Oppla as a self-sustaining product. It provided information that was directly relevant to the development of the Oppla business plan (D7.6).

2.3 Objective 3

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

2.3.1 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**

SYKE held frequent tele-, email- and physical meetings with the EU project officer and lead the organization of a policy day on natural capital and ecosystem services for sustainable EU policies that was held on 1 March 2016, together with OPERAs and the European Commission DG Research & Innovation. During the policy day a number of examples from the OpenNESS and OPERAs projects were presented to demonstrate how research can support policy making. In addition, the 220 participants were invited to join Oppla, and to share experiences and ask questions online to help develop the platform. During a question and answer session, the European Commission officials expressed demands they have regarding NBS, and researchers from both projects showed how the projects help answer these demands. A summary video of the policy day was published: <https://youtu.be/V80vud4BsMw>.

Furthermore, OpenNESS dissemination also prepared PowerPoints or posters OpenNESS partners to present the project and its outputs to various end users at various events (for example, an EU-hosted seminar in Sao Paulo, Brazil, Nov 2015; the ALTER-Net conference in Ghent, Belgium, May 2016; the BEES/MAES Christmas Market, Brussels; Belgium, Dec 2015; Evidence based policy making for sustainable cities, Utrecht, the Netherlands, May 2016; EcoHealth-conference, Brussels, October 2016; Ecosystem Services Partnership Regional Conferences in Latin America, Colombia, October 2016 and in Africa, Nairobi, November 2016; EU Business @ Biodiversity platform, The Hague, the Netherlands, November 2016; Eurosite annual member's meeting, Greece, November 2016); and Sustainable Cities through Nature-Based Solutions, Brussels, December 2016.

2.3.2 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, 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.**

This activity communicates recommendations from the project to selected policy groups. The policy day (see 2.3.1) was a key milestone in this respect. This day was also organised with direct involvement of and

under the auspices of the EU Presidency, held by the Netherlands, and with contribution from the European Parliament Intergroup on climate change, biodiversity and sustainable development.

2.3.3 Presentation and discussion directly with officials from European institutions, during lunch sessions and dedicated meetings on 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.

See the OpenNESS-OPERAs policy day above (2.3.1). This day focused on empirical findings related to a number of policies framed as nature-based solutions.

2.3.4 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, put OpenNESS at the agenda and ensure follow-up.

The inventory of affiliations was used as the basis for this activity (see 1.4).

2.3.5 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?*

During the 1st annual meeting in March 2014 (Budapest) a presentation was given on the process that happens from the moment a scientific observation or measurement is made until the stage of uptake in European policy. This story illustrates some of the aspects that are involved in policymaking and how science feeds in. This was later published as open access paper 'The journey of a data point' in the Journal for Nature Conservation (<http://www.openness-project.eu/node/118>).

2.3.6 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.

Such page was set up in an easy access way prior to the policy day and updated continuously during the project's lifetime: <http://www.openness-project.eu/policy>. It was promoted in the internal update letter as well as the external newsflash.

2.4 Objective 4

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

2.4.1 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'.

→ **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 Biodiversity Knowledge survey to the interviewees, synthesising the outcomes and deriving practical recommendations for OpenNESS.

An SME survey "Analysis of the use of ecosystem services/natural capital knowledge by businesses was set up and made available through the OpenNESS website. To date, 12 business representatives completed the survey. The results help to customize the outcomes of OpenNESS to support the business community, including through Oppla and was used as an input to the SME event (2.4.2).

2.4.2 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.

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

An OpenNESS SME event 'Businesses operationalising ecosystem services and natural capital' was held on 28 October 2015 in Brussels. The OpenNESS SME event brought together 40-45 participants from SMEs, SME representative bodies, business and biodiversity platforms, academia, governments and the EC. The Event shared recent advances and discussed future opportunities and needs for research and innovation (R&I) in the EU, related to new business opportunities and models that take account of, value and/or sustain natural capital and ecosystem services (NC&ES). See also: <http://www.openness-project.eu/sme-event/>. The outcomes of the SME Event were fed into the final conference in September 2016, which focused on implementation in practice, including by the business community.

2.4.3 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.

ECNC drafted a paper – edited by NINA and EBL – 'Putting nature into business, bank and government equations' based on the OpenNESS SME event held on 28 October 2015 in Brussels. The article was disseminated via the OpenNESS website and social media, and included in the Future Earth blog (2015).

3. Means

3.1 Project website

→ **ECNC** will enhance the OpenNESS website according to the drafted sitemap with an overview of its functionalities and types of information (e.g. a glossary, 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.

A project website (<http://www.openness-project.eu/>) was produced in January 2013 and expanded as well as kept up to date since then. It currently has about 2200 users per month. It serves as the main external resource for OpenNESS.

3.2 Update letter

- **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.

Eight internal Update Letters were sent to the consortium and published in the extranet.

3.3 Free publicity

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

By means of several easy-to-read articles posted in popular blogs like the HERCULES Cultural Landscapes blog and the Future Earth blog, and in magazines like Insight Publishers, Horizon and Countryside, OpenNESS gained free publicity. A press invitation was issued the week prior to the final conference in Antwerp, and a press release was sent out on its final day. Also, a press release announcing Oppla was issued.

- **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.

WP7 highlights opportunities for publishing articles and collects published papers for inclusion on the website (<http://www.openness-project.eu/library/>), internal Update Letter, digital newsletter and announcement through the OpenNESS communication channels.

3.4 Social media

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

A Twitter account and a LinkedIn Group were set up and a social media strategy was drafted early 2014 which is used as guidance for both. A case studies blog was discussed as well. It turned out to be difficult and time consuming to mobilize cases to contribute, even those 'within easy reach'.

3.5 Digital newsletter

- **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. A digital newsletter will be published twice a year, also listing published papers. Papers are considered OpenNESS papers only when they clearly refer to OpenNESS. Consider having interviews in the newsletter as well.

The blog module and RSS feed service were set up in October 2013. The RSS feed offers subscribers alerts of new news items being released. Five digital newsletters are produced (OpenNESS Newsflash No 1 - 10 March 2014; OpenNESS Newsflash No 2 - 04 November 2014; OpenNESS Newsflash No 3 - 30 September 2015; OpenNESS Newsflash No 4 - 22 February 2016; OpenNESS Newsflash No 5 - 09 December 2016).

3.6 Videos

- **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.

During the 1st cross-WP meeting short video interviews were held with case study representatives. This was done in a relatively improvised way with interviewees not being warned in advance. Therefore the videos are only used for internal purposes (monitoring of views). A video introducing Oppla has been developed in cooperation with OPERAs, as well as a video on OpenNESS, OPERAs and Oppla.

3.7 TV and radio presence

- **WP7** to explore this further.

On the 4th October 2014, the regional radio station of Extremadura interviewed Berta Martín-López from the UAM partner of OpenNESS about the operationalization of the ecosystem services concept in the real world (<http://www.openness-project.eu/node/140>).

3.8 Policy briefs

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

Nine OpenNESS and one Oppla (in cooperation with OPERAs) policy briefs are edited, designed and published to date (<http://www.openness-project.eu/library>), and guidelines for making policy briefs were produced and shared.

3.9 Flyer and poster

- **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.

A flyer was produced in November 2013. All partners received a set of printed versions in December 2013 and the flyer has been distributed at a number of conferences and events. Six language versions are available in digital format from <http://openness-project.eu/library>.

3.10 Banners

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

Three roll-up banners have been produced and used at a number of occasions.

3.11 Templates

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

Templates for a range of communication tools and promotional materials are available for all project partners from the extranet under 'Dissemination materials'.

Annex I: Overview of affiliation of project partners with other relevant projects and networks

Surname	First name	Organisation	Country	Relevant Projects	Relevant Networks
Amor	Torre-Marin	ECNC	The Netherlands	MESEU, KNEU	ALTER-Net, ETC/BD
Antunes	Paula	FCT UNL (CENSE)	Portugal	POLICIMIX, SCALES	
Archaux	Frederic	Irstea	France		ALTER-Net, Eficent
Ascalos	Reka	MTA ÖK	Hungary	MTAOK, BioVel project	
Badea	Ovidiu	ICAS	Romenia	EnvEurope	LTER-Europe, ICP-Forests
Baro	Francesc	UAB	Spain	ICTA-VAB, URBES PROJECT, SITXELL	
Barton	David	NINA	Norway	POPLICYMIX	ALTER-Net
Berry	Pam	UOFX	UK	MAES, CLIMASAVE going in to IMPRESSIONS, BESAFE	
Bezak	Peter	ILE SAS	Slovakia	ILESAS, Landscape Europe	ALTER-Net
Bouwma	Irene	Alterra/WUR	The Netherlands		ALTER-Net, IALE, Eurosite, Europark Federation
Bugter	Rob	Alterra/WUR	The Netherlands	BESAFE	ALTER-Net
Carvalho	Laurence	CEH	Scotland	MARS	ES-COM (Scotland)
Delbaere	Ben	ECNC	The Netherlands	New Biogeographical Process, KNEU, MESEU, EcoFINDERS, BISE	ALTER-Net, ETC/BD, ELN-FAB, EFNCP, IUCN, Eurosite
Dick	Jan	CEH	UK	UK terrestrial long term monitoring sites Environmental Change Network (ECN), INTERACT, GLORIA	The Intern Environmetrics Society - TIES, LIAISE, ALTER-Net
Garcia Llorente	Marina	UAM	Spain	BESAFE, Spanish NEA, Biopais	
Giuca	Relu	UNIBUC	Romenia		ALTER-Net
Gomez	Erik	UAB	Spain	URBES, Andean highlands and familiar agriculture in the climate change context, Urban Allotment Gardens in European Cities-Future Challenges and Lessons Learned	ESEE, ISEE, Spanish Association for Ecological Economics, ESP, National Coordinator and Management Committee member of COST Action TU1201
Grizzetti	Bruna	JRC	Italy	MAES, MARS (in 2014)	INI-Europe (Nitrogen Research Network)
Harrison	Paula	UOFX	UK	CLIMASAVE, IMPRESSIONS, BESAFE	
Hauck	Jennifer	UFZ	Germany	EC?AC (Biodiversa), ELI	ALTER-Net, ESP, IALE

Surname	First name	Organisation	Country	Relevant Projects	Relevant Networks
Izakovicova	Zita	ILE SAS	Slovakia	Landscape Europe	ALTER-Net, IALE
Janse	Jan	PBL	The Netherlands	IMAGE-GLOBIO consortium, BioScore	AEMON (Aquatic Ecological Modelling Network)
Kelemen	Eszter	ESSRG	Hungary		ALTER-Net
Klok	Chris	IMARES-NI	The Netherlands	MESEU, MAES, Dutch TEEB	
Kopperoinen	Leena	SYKE	Finland	BESAFE	ALTER-Net, PEER, ESP (and several of its working groups)
Luque	Sandra	Irstea	France		PEER, ALTER-Net, ESP, IALE, IURRO, ELI (European Land Institute)
Maes	Joachim	JRC	Italy	MAES	ESP
Martin	Berta	UAM	Spain		ESP, VESPLAN, IPBES, EcoSERVICES-Future Earth, Millennium Ecosystem Assessment of Spain
Masi	Fabio	Iridra		NAWATECH, ENPICBC, EU ENPI	Chair IWA SP. group Wetland Systems Sustainable Sanitation Alliance
May	Linda	CEH	UK		ALTER-Net
Mortelmans	Dieter	INBO	Belgium	BEES, WRI, NACA, BESAFE	ALTER-Net, ESP
Niemelä	Jari	HY	Finland	SPIRAL, SURE, URBES	EPBRs, WWF
Perez Soba	Marta	Alterra/WUR	The Netherlands	ROBIN, VOLANTE, MAES, MESU	ALTER-Net, IALE, ETC-SiA, ETC-Biodiversity, JRC-Framework, Contract on Agri-environmental indicators
Primmer	Eeva	SYKE	Finland	POLICYMIX, BESAFE	ESP, ALTER-Net, PEER, IUFRO
Roche	Philip	IRSTEA	France		ALTER-Net, PEER, IALE, Ecoscope, EFESE, ALLENI (French Alliance of environmental Institutes)
Rusch	Graciela	NINA	Norway	POLICYMIX	ALTER-Net
Saarela	Sanna-Riikka	SYKE	Finland	LIAISE, IAIA	ALTER-Net
Santos	Rui	FCT	Portugal	POLICYMIX, SCALES	

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Silaghi	Diana	ICAS	Romania	EnvEurope, FutMon	ILTER-Europe, ICP-Forests, HORIA, IUCN, Bucegi Natural Park Administration
Silva	Rafaela	UNESP		Sugarcane biofuel i São Paulo, Brazil.	
Söderman	Tarja	SYKE	Finland		ALTER-NET, LIAISE
Vadineanu	Angheluta	UNIBUC	Romania	BESAFE, VOCANTE, SPIRAL	ALTER-Net
Van Dijk	Jiska	NINA	Norway	KNEU, BESAFE	ALTER-Net, ESP, IUCN-SSG
Watt	Allan	CEH	UK	SPIRAL, BESAFE, SCALES, ESCOM, KNEU	Scottish Biodiversity Science Group, UK Biodiversity Science Committee, ALTER-Net, PEER