D7.5 Communication Plan (CP) and Plan for the Exploitation and Dissemination of Results (PEDR) (update II)

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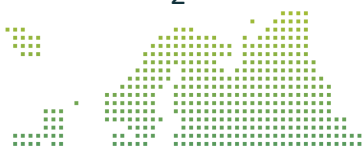|	
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Preface

The importance of biodiversity, natural capital and healthy ecosystems and the services they supply has increasingly been acknowledged in diverse policy initiatives (e.g., the EU nature restoration and amending Regulation from 2024, EU Biodiversity Strategies 2020 and 2030, Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES), Natural Capital and Ecosystem Services Accounting, Intergovernmental Panel on Climate Change (IPCC) and Convention on Biological Diversity (CBD)).

The EU Horizon Research and Innovation Action "Science for Evidence-based and sustainabLe decIsions about NAtural capital" (SELINA) aims to provide robust information and guidance that can be harnessed by different stakeholder groups to support transformative change in the EU, to halt biodiversity decline, to support ecosystem restoration and to secure the sustainable supply and use of essential Ecosystem Services (ES) in the EU by 2030.

SELINA builds upon the Mapping and Assessment of Ecosystems and their Services (MAES) initiative that has provided the conceptual, methodological, data and knowledge base for comprehensive assessments on different spatial scales, including the EU-wide assessment (Maes, 2020)[1] and assessments in EU member states. Knowledge and data for different ecosystem types are increasingly available.

The overall objectives of Work Package (WP) 7 "Dissemination and knowledge sharing" are to increase the efficiency, outreach and impact of SELINA's work, to communicate its messages appropriately among the various stakeholder groups, to disseminate the results of its research according to the FAIR principles, and to boost the active exchange of knowledge among concerned parties across the Consortium and beyond.

As part of SELINA WP7 'Dissemination and knowledge sharing', D7.3 Communication Plan (CP) and Plan for the Exploitation and Dissemination of Results (PEDR) aims to outline the ways in which SELINA's outputs and Deliverables will reach and engage with the project's target audiences. To maximise the project's impact, the CP and PEDR focus on clearly defining (1) communication and dissemination objectives, (2) key messages that the project wants to deliver, (3) a multi-modal mix of communication and dissemination channels, (4) bilateral communication approaches, (5) key actors, (6) Key Exploitable Results (KER), and (7) relevant Key Performance Indicators (KPIs). The communication and dissemination strategy presented in this document has been shaped by the SELINA Description of Action (DoA) and the findings of an extensive survey conducted within the SELINA consortium in December 2022, which can be found in Appendix 1.

The current Deliverable D7.4 constitutes an update of SELINA's communication and dissemination approach and activities, which was submitted at the end of M18. The update is based on a comprehensive review of the project's performance and results, evaluating the success of the efforts undertaken in the first phase of the project. Additionally, the update outlines particular communication and dissemination activities planned to be implemented

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[1] Maes, J., et al. (2020). Mapping and Assessment of Ecosystems and their Services: An EU ecosystem assessment. Publications Office of the European Union, Luxembourg. DOI:10.2760/757183, JRC120383.
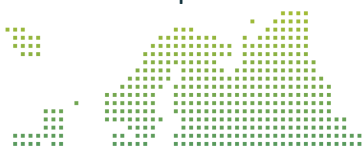
during the second phase of the project (M17-M36). Since there is no input for the Annex section, it is removed from the current version of the deliverable.

In the current version of the Deliverable, we keep all the original texts as they were presented in D7.3. The original texts are in black. To facilitate clear differentiation between the original content from D7.3 and the updates, the **new texts are marked in green**.

The current Deliverable D7.5 contains the update of SELINA's communication and dissemination approach and activities, submitted at the end of M36. The update builds upon the foundation laid in D7.4 and reflects the progress and refinements made during the second phase of the project (M19–M36). It includes a thorough assessment of the communication and dissemination strategies executed in this period, highlighting key achievements, encountered challenges, and adjustments made to optimise outreach and stakeholder engagement.

In this version of the Deliverable, we retain all original texts as presented in D7.3 and D7.4. The original text (D7.3) is in black, the updated text (D7.4) is in green. To ensure clarity in identifying new content added as part of the second phase update, all additions and revisions introduced in D7.5 **are marked in green**.

Summary

The CP outlined in this document focuses on ways to raise awareness about the project and build a community around it. It also outlines how communication can complement later dissemination and exploitation activities once the project begins producing results. The CP identifies SELINA's main target audiences as policy-makers, science and researchers, business and industry, as well as civil society and the general public. After identifying the key messages for each group, it then proceeds to outline the ways in which said messages will reach their target audiences. These methods include (1) the SELINA website, (2) SELINA promotional and printed materials, (3) the SELINA newsletter, (4) press releases, (5) local/regional/national media channels, (6) social media, and (7) workshops and other stakeholder events.

The PEDR outlined in this document highlights how dissemination and exploitation activities will build on the achievements of the communication activities carried out earlier in the project and ensure that the scientific community, public and private decision-makers, and wider society are able to take full advantage of the work carried out under the project. The dissemination and exploitation channels and methods in the SELINA PEDR include (1) factsheets and infographics, (2) policy-briefs, (3) external dissemination and exploitation tools such as European Commission tools and high-impact open-access journals, (4) synergies with other projects, platforms, and initiatives, (5) virtual dialogues with end-users to ensure the maximum exploitability of SELINA outputs, as well as (6) methods outlined in the CP which are also relevant for dissemination and exploitation purposes.

Finally, the CP and PEDR are supported by information regarding the key actors involved in the communication, dissemination and exploitation activities, as well as a KPI table with a

focus on the first 18 months of the project that will help the consortium measure, evaluate, and adjust SELINA's CP and PEDR in later updates of this document due in M18 and M36, respectively.
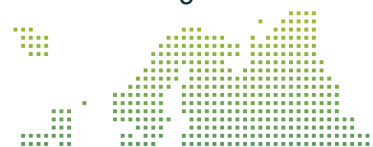
List of abbreviations

BD	Biodiversity
BISE	Biodiversity Information System for Europe
CBD	Convention on Biological Diversity
CP	Communication Plan
CoP	Communities of Practice
DG ENV	Directorate-General for Environment
DG RTD	Directorate-General for Research and Innovation
DMP	Data Management Plan
DoA	Description of Action
DP	Demonstration Project
EbA	Ecosystem-based Adaptation
EC	Ecosystem Condition
ECRN	Early Career Researchers Network
EEA	European Economic Area
EEB	European Environmental Bureau
ES	Ecosystem Services
ESMERALDA	Enhancing ecoSysteM sERvices mApping for poLicy and Decision mAking
ESP	Ecosystem Services Partnership
EU	European Union
FISE	Forest Information System for Europe
HRB	Horizon Results Booster
HRP	Horizon Results Platform
IALE	International Association for Landscape Ecology
ICP	Internal Communications Platform
IPBES	Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services
IPCC	Intergovernmental Panel on Climate Change
IR	Internal Repository
JRC	Joint Research Centre
KCBD	Knowledge Centre for Biodiversity
KER	Key Exploitable Results
KPI	Key Performance Indicator
MAES	Mapping and Assessment of Ecosystems and their Services
MS	Member States
NGO	Non-Governmental Organisation
NRR	Nature Restoration Regulation
OPPLA	EU Repository of Nature-Based Solutions
PEDR	Plan for the Exploitation and Dissemination of Results
ToR	Terms of Reference
UNU	United Nations University
WBCSD	World Business Council for Sustainable Development
WISE	Water Information System for Europe

1. Communication Plan (CP)

Communication aims to generate interest around and provide information about a project and its results. Importantly, it aims to do so in an appealing and inclusive manner that allows for a wider audience to follow the project's progress and benefit from its outputs. To that end, SELINA's communication activities have been designed to appeal to a wide range of stakeholders—from biodiversity and ecosystem accounting experts to policy-makers to the general public—and to take advantage of the most effective methods and channels available.
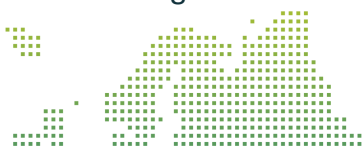
From the very first days of SELINA, great emphasis has been given to developing a coherent brand identity for the project and raising awareness within various target groups about the project's mission and objectives. This has so far included the creation of promotional and printed materials, the development of the SELINA website, and the creation of project profiles and pages on prominent social media networks.

Moving forward — for SELINA's sixty-month duration and beyond — communication activities will be adapted to best serve the changing needs of the project and consortium. Any such adjustments will be reflected in the updated versions of this document, in the form of Deliverables D7.4 (due in M18) and D7.5 (due in M36).

During the first 18 months of the project and prior to the release of significant scientific results, external communication activities will continue to focus on raising awareness and building a community around the project. Different target groups will be engaged via a diverse selection of communication channels, and efforts will be made to create a bilateral communication environment. Developing such a robust environment will help maximise the impact of the next phase of communication activities (M18-M36), which will focus on actively communicating and complementing the dissemination activities of the project's preliminary results, outlined later in this document. Similarly, the next and final phase of communication activities (M36-M60+) will aim to support the exploitation of the project's results and to maximise their impact by generating interest and demand.

~~Figure 1: The three phases of SELINA's Communication activities and their link to Dissemination and Exploitation.~~

An overlap in some of the months depicted in Figure 1 in D7.3 was identified. To accurately indicate the starting and ending months of the three phases of SELINA's communication, dissemination and exploitation activities, an updated version of the figure is provided below.

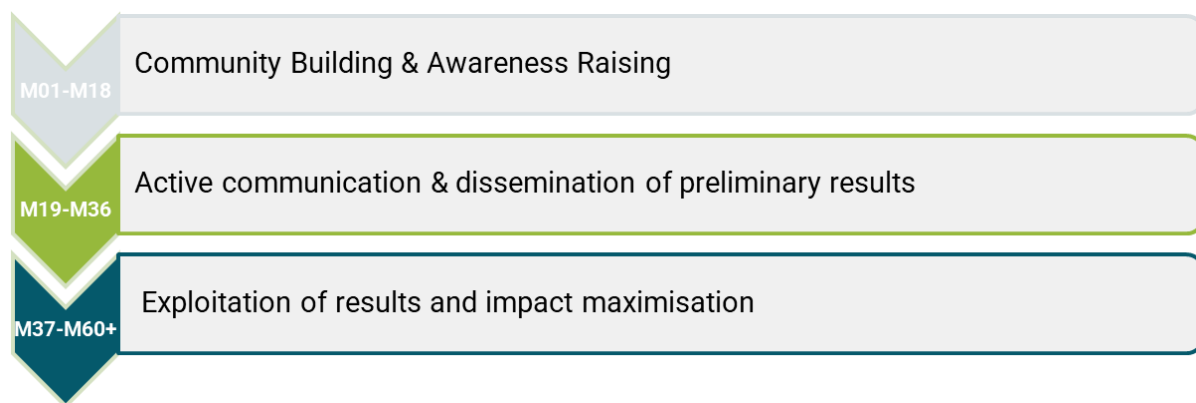| M01-M18 | Community Building & Awareness Raising |
| M19-M36 | Active communication & dissemination of preliminary results |
| M37-M60+ | Exploitation of results and impact maximisation |

Figure 1: Correction of the three phases of SELINA's Communication, Dissemination and Exploitation activities.

1.1 Objectives

Following policy initiatives such as EU BD Strategy 2030, IPBES, IPCC, MAES, as well as the project's own predecessor project, ESMERALDA, SELINA aims to enable the uptake of new and existing BD-, EC-, and EC-related knowledge by decision-makers in both business and government. By providing applicable tools, models, and guidance on how to use them, SELINA can spearhead the transformative change necessary to halt BD decline and ensure ES-sustainable supply and use.

The nature of SELINA's mission and the project's wide scope suggest that everyone from scientists to NGOs to government bodies and the general public has a vested interest in the project's outcomes. This presents a unique opportunity to build a large and actively engaged community around the project — one that will help improve and promote the project's outcomes and maximise its impact.

The key to building a community around SELINA is to raise awareness about the project via a clear and concise communication plan that outlines the members of the community in question, the messages that are relevant to them, and the best way to reach them.

After establishing a broad SELINA community through awareness-raising activities in the initial phase of the project, the second phase will continue these efforts along with actively communicating and disseminating the preliminary project results.

1.2 Target audiences

The SELINA community comprises the consortium itself, as well as the scientists, researchers, policy-makers, business managers, citizen-led organisations and private citizens that can contribute to and benefit from the project's success. Even though their motivations for becoming involved with SELINA may differ, each target audience is equally important to the project and has been taken into consideration in the planning of the communication activities outlined in this document.

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During the project, specific stakeholder groups will be identified via stakeholder mapping carried out under work package 2, which will ensure that stakeholders from the quadruple helix are addressed. We sum a non-exhaustive list below.

Table 1: SELINA Target Audiences

Target audiences	Subgroups	Why are they interested?	What are they interested in?
Researchers and the science community	Relevant Horizon projects, ESP network, academia, EbA community of practice, ecosystem service valuation practitioners, researchers in the fields of environmental management, political sciences and law, IALE, National Environmental Agencies (or equivalent), UNU, JRC, EU BISE, OPPLA	SELINA will fill gaps in the BD, EC and ES knowledge base generated by individual scientists, research-performing organisations, research networks, and relevant EU projects. SELINA will maximise the impact of prior and ongoing research by increasing findings' uptake by public and private decision-makers.	Research outputs and advancements in transdisciplinary integration of research activities, including methods for assessments of BD, EC and ES Results from Demonstration Projects and examples on how to restore and enhance BD, ecosystems, and ES within a multi-sectoral stakeholder environment
Policy-makers (sub-national, national, EU level)	Decision-makers, statistical offices, IPBES, agricultural departments, spatial planning departments, political parties, local authorities, regional planning authorities, Ministries of Environment, nature conservation agencies, DG RTD, DG ENV, DG ENV Expert Group on Monitoring and Assessment, EEA	SELINA'S activities will help translate the EU framework for BD and ecosystem protection and restoration to national policy-makers and support its uptake by the MS. The project will also map enabling factors and barriers for uptake and will suggest, if in the scope of the project, ways to respectively enhance or overcome them.	Scientific guidance for integrating EC and ES information in decision-making
Business and industry (influenced or affected by ecosystem legislations and advances)	WBCSD, the construction sector, the financial sector, cooperatives, business networks, wind park developers, forest owners, farmers, farmers associations,	SELINA presents an opportunity for the development of indicators for BD and EC and reference levels for policy/business targets.	Guidance on how the ES approach supports sustainable land use and management of natural resources

	water extractors, energy companies, organic farms, restaurants, hotels and accommodation	SELINA will enhance the business opportunities for companies that prepare documentation during the Environmental Impact Assessment and Strategic Environmental Assessment procedures, as well as companies that maintain green and other relevant infrastructure. The project will also map enabling factors and barriers for uptake and will suggest, if in the scope of the project, ways to respectively enhance or overcome them.	Proposals for how to make the existing knowledge applicable for natural capital accounts and monitor the state of ecosystems and EC over space and time
Civil society and the public	Citizen science organisations, environmental NGOs, EU citizens, EEB	SELINA will increase societal acceptance for actions aimed at BD and ecosystem protection and restoration. SELINA is funded by public money.	Examples of successful applications of the ES approach and guidance on applied methods Evidence of good use of funds; updates on the project's activities and progress

As a result of the stakeholder mapping conducted in WP2 in M18, more detailed stakeholder groups were identified and prioritised based on their level of influence and potential impact. Utilising the Mendelow power-interest matrix[2], stakeholders were categorised according to their power and interest, leading to the identification of three distinct groups:

- Stakeholders with both a high level of influence and interest, recognised as key stakeholders. Managing their expectations closely is crucial, and their involvement is deemed essential in the SELINA Communities of Practice and in shaping the SELINA Compendium of Guidance.
- Stakeholders lower in influence but higher in interest, also known as advocates. These individuals are valuable ambassadors and could be closely engaged in the Communities of Practice or relevant communication initiatives.
- Stakeholders low in both influence and interest, considered to be informed, likely requiring updates primarily on significant project milestones with minimal engagement effort.

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[2] Oxford College of Marketing (April 23rd, 2018). What Is Mendelow's Matrix And How Is It Useful? Available at: https://blog.oxfordcollegeofmarketing.com/2018/04/23/what-is-mendelows-matrix-and-how-is-it-useful/

The stakeholder mapping will be further developed in the next phase of the project and will be an ongoing activity throughout the project based on recurrent observations by project partners and Communities of Practice participants. This allows SELINA to respond to new scientific developments, emerging stakeholder groups, and innovative decision-making processes. Considering the final results of the mapping, targeted communication, dissemination and exploitation approaches could be utilised to ensure effective engagement.

1.2.1 Key messages

As previously established, the aim of the first phase of SELINA's communication activities (M01-M18) is to raise awareness and build a community around the project. In order to achieve this, key messages targeted at each group will serve one of two purposes: (1) to inform the target audience about the project and the value of its mission and outputs, or (2) to inform the target audience about their own value and how they can benefit from and contribute to SELINA's success.

With this in mind, the consortium has identified several key messages for each target audience. In addition to generating interest and promoting collaboration, these key messages will also serve as a basis for encouraging uptake of SELINA's results during later stages of the project.

1.2.1.1 Key messages to researchers and the science community
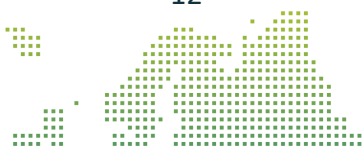
Alignment and knowledge-sharing is key.

There is a comprehensive knowledge, methods and database to assess and map ecosystems and their services available in EU MS, resulting from prior projects and initiatives such as MAES, ESMERALDA and KIP-INCA, which can be harnessed for future assessments.

The active participation of scientists in transdisciplinary integrative ecosystem assessments will contribute to a more efficient approach to existing and future stakeholder engagement projects, ensuring better use of resources in environmental management, nature conservation and restoration.

Scientists and researchers should get more involved in inter- and transdisciplinary discussions, knowledge exchange and capacity-building with decision-makers from public and private sectors to provide practical information and recommendations to both public and private sector stakeholders.

Platforms dedicated to ES are useful tools that can enable actors from multidisciplinary and cultural backgrounds to show what can be done and how more suitable approaches could be taken in similar contexts.

Easily navigable open-access platforms dedicated to ecosystems and their services are useful tools that can enable actors from multidisciplinary and different social-cultural backgrounds to show what can be done and how more suitable approaches for decision-making could be taken in similar contexts.

SELINA will provide information on how scientists can contribute more practical information and data on ecosystem conservation.

SELINA will develop new methodologies and provide best practice examples for integration within various contexts.

SELINA will develop new methodologies and provide best practice examples for integration within various contexts on different decision-making levels, reaching from local to regional, national and continental.

Scientists can greatly contribute to transformative change by actively engaging with stakeholders and policymakers and ensuring the adoption of research findings in decision-making processes.

SELINA will assess, explore and integrate novel methods and data from different spatial and temporal scales for assessing Ecosystem Condition, Ecosystem Services and for Ecosystem Accounting.

SELINA will provide a comprehensive Compendium of Guidance on how scientists can contribute more actionable information and data for sustainable use, conservation and restoration of ecosystems and their services.

1.2.1.2 Key messages to policy-makers

ES are key to a sustainable future and thriving societies.

Biodiversity and ecosystem preservation and restoration can support land management and help address climate and land use change effects. SELINA will deliver scientific evidence on biodiversity and ecosystem condition and services.

Incorporating scientific knowledge in decision-making processes will encourage scientists to reframe their studies and present their findings in a way that considers the political context.

Policy makers and their actions play a crucial role in the conservation, restoration, and sustainable use of biodiversity and ecosystems and their services.

Platforms dedicated to ES are useful tools that can enable actors from multidisciplinary and cultural backgrounds to show what can be done and how more suitable approaches could be taken in similar contexts.

It is important to implement continuous monitoring programmes and adapt the policies based on evolving scientific insights and real-world outcomes, including those from the project SELINA.

Relevant current environmental policies and decision-support tools will be informed by the integrative SELINA's outcomes that will be summarised and presented in the easily accessible Compendium of Guidance.

SELINA aims to pave the way toward sustainable decisions about nature, which is why the involvement of policy-makers is so crucial to the project's success.

To ensure the effective implementation of environmental policies, policymakers are encouraged to involve stakeholders from public and private sectors in their decision-making processes.

SELINA will benefit from policy-makers' input on how ES can be streamlined, communicated, and applied in more sustainable decision-making.

Guidance to commissioners of integrated ecosystem assessments on how to specify scientific knowledge for decision-making processes will encourage practitioners and scientists to reframe their studies and present their findings in a way that responds more directly to actual decision-support needs.

New environmental policies and decision support tools will be based on SELINA's results.

The knowledge base on biodiversity and ecosystem services enables stakeholders from multidisciplinary and social-cultural backgrounds to showcase what can be achieved and how more suitable approaches could be taken in similar contexts.

SELINA aims to support sustainable decisions about ecosystems and their services, making the active involvement of policy-makers essential to the project's success.
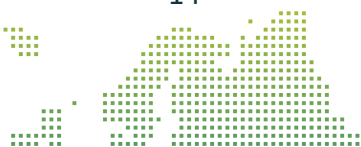
1.2.1.3 Key messages to business and industry

Thriving ecosystems and thriving businesses are not mutually exclusive.

The world needs businesses to respect evidence-based and sustainable policies about natural capital.

Businesses can play an important role in ecosystem and biodiversity conservation by integrating them into core management systems.

Considering nature should not be viewed as a sacrifice or a burden; the ES approach is the smart move to make and in businesses' own interest. Appreciating and valuing nature's crucial role for economic prosperity is a strategic investment and an opportunity for business. Ecosystem Services are critical to support business' continuity, efficiency and risk reduction.

Acceptance for renewable energy infrastructure, including trade-offs in ES in the future (e.g., water scarcity vs. aesthetical losses) is essential for accelerating transition.

SELINA's findings will change the landscape of ES assessment by integrating it within EU policy and empowering businesses with actionable insights for making better decisions.

Businesses should recognise the importance of international collaboration and consider contributing to the definition of standards for promoting sustainable development globally.

Businesses should stay informed about evolving regulations and adjust their strategies accordingly to align them with the emerging standards supported by the insights SELINA will provide.

The values of nature must be integrated into financial and other decision-making.

By integrating biodiversity and ecosystem services into core business strategies, companies can play an important role in ecosystem and biodiversity conservation and restoration while strengthening their resilience, drive innovation and comply with regulations.

Businesses have the opportunity to lead the transition toward greener economy by aligning with evidence-based decisions and sustainable policies about natural capital.

1.2.1.4 Key messages to civil society and the public

The contribution of individuals to environmental stewardship is invaluable.

NGOs can play a key role when it comes to mainstreaming the ES approach within society.

Citizens and community-led projects are high-interest stakeholders of high-interest that can greatly contribute to raising awareness and driving change via a bottom-up approach.

Assessment of ecosystem services can help NGOs lobby and make the case for nature conservation and restoration.

SELINA's scientific advances in EC and ES will redefine what is possible when it comes to our collective to assessing the impacts of ecosystem use, conservation and restoration on societal and economic well-being.

Community efforts are key for communicating societal and nature's plural values that must be taken into consideration by powerful stakeholders from both the public and private sectors.

Integrated ecosystem assessments can help NGOs to lobby and to make the case for nature conservation, restoration and sustainable use.

We appreciate that SELINA has been made possible due to public funds. Hence, we guarantee that the project's results and updates on its progress will be freely and readily available to all.

To align with the shift in the objectives for the second phase of the SELINA project (M19-M36), some of the key messages above are updated accordingly. As the continuous development of awareness and community around SELINA is a focus in the second phase of the project as well, all messages from the first phase are retained, with minor updates of some and the inclusion of a few new messages.

The following additions and revisions, marked in **green**, reflect the progress and refined focus areas from the most recent reporting period. These updates build on the foundation established in earlier phases and respond to evolving project needs, stakeholder input, and

the outcomes of recent SELINA activities. They serve to further strengthen the coherence and relevance of the key messages as the project advances toward its final phase.

1.2.2 Channels and methods

The communication channels and methods utilised during the first phase of the project have been chosen due to their wide reach and ability to quickly and efficiently raise awareness about the project within all of the identified target audiences.

During the next phases of the project, these channels and methods will continue to play an important role. They will, however, be supplemented by channels and methods that have a more specific focus and which are better suited for the dissemination and exploitation of the project's results by distinct groups. These can be found in ~~section 5.2 of this document~~ in the following sections of the document.

Potential new social media communication channels are explained in section 4.2.9 Social media below.

1.2.3 Website

The official website of the SELINA project (www.project-selina.eu) serves as a prime public communication and dissemination tool. Via the website, all stakeholders, including the general public, can access to the following:

- Information about the project (mission, vision, objectives, work packages, Partners)
- Events (organised by SELINA or relevant to SELINA)
- Media centre (logos, press releases, downloadable versions of all printed materials, newsletters, videos)
- Project library (public Deliverables, scientific publications)
- News (updates about the project)
- Links to the SELINA social media channels
- Links to the SELINA Newsletter and sign-up form
- Contact page
- Synergies tab
- Demonstration Projects tab
- Communities of Practice tab
- Information about the induvial persons involved in each Partner institution

Relevant target audiences: Stakeholders from the scientific community, stakeholders from the private sector, policy-makers, other EU projects, the media, NGOs, the general public

In the initial phase (M01-M18), the SELINA website was developed and consistently attracted a substantial number of visitors. The following upgrades were implemented:

- A dedicated 'Synergies' tab was developed and launched under the Partners menu. It serves as a designated space to acknowledge and highlight the established synergies

between SELINA and relevant EU-funded projects, providing visitors of the website insights into collaborative efforts and shared initiatives.

- A dedicated 'Impact' menu with a drop-down 'Demonstration Projects' tab was developed and launched. This enhanced the content of the website and provided space to get informed about one of the main milestones of SELINA - the Demonstration Projects - along with their objectives, expected outcomes, and main partners involved. ~~In the next phases of the project, the 'Impact' menu could be expanded to include additional tabs highlighting other significant SELINA milestones (e.g. SELINA Communities of Practice).~~

- Within the second phase of the project (M19-M36) an additional tab was created under the 'Impact' menu – the 'Communities of Practice'. This enriched the website's content and provided a space to learn about one of SELINA's key milestones — the Communities of Practice — along with their objectives, expected outcomes, and main partners involved.

- A new section was introduced under the 'Partners' menu – the 'Insider' section. This addition further enriched the website's content by providing a space to showcase the partners involved in SELINA. The initiative highlights the people behind the project, presenting them under their respective partner organisations, thereby offering greater transparency and fostering a stronger sense of community across the consortium.

All website-related KPIs set for the respective phase were not only met but surpassed, with a few exceeding expectations by more than two times. For example, a total of 13,859 website visits were reported, which greatly surpasses the set KPI of ≥5000. A bigger contrast between the predetermined KPI and the actual result emerges for the geographical distribution of the visitors. The website was accessed from 126 countries, resulting in a threefold increase compared to the set KPI of ≥40 countries. The dynamic first 18 months of SELINA resulted in the production and publishing of 34 news items, which surpasses the set KPI of ≥18. Another KPI that was successfully met and even exceeded is the session duration with the achieved average of 165 sec compared to the set KPI of ≥120 sec.

It needs to be considered that a significant portion of the website's new users were already attracted during the first phase as per the main goal for this phase. Given the context, an adjustment in the numbers for the second phase of the project is anticipated, as the main user base has already been established. The updated KPI values for M19-M36 are indicated in Table 4 in the KPI section below.

All website-related KPIs set for the second phase of the project were met, with several being significantly exceeded. A total of 23,067 website visits were reported, surpassing the updated KPI of ≥10,000. Similarly, the geographical reach of the website remained extensive, with visits recorded from 103 countries, just above the revised target of ≥100 countries.

The number of published news items continued to grow dynamically, reaching a total of 49, clearly exceeding the KPI of ≥36. In contrast, the average session duration during this period was 171 seconds, which is slightly above the set KPI of ≥170 seconds, and reflects steady user engagement throughout the second phase.

1.2.4 Promotional and printed materials

The aim of the SELINA promotional (SELINA stickers, 'Seeds of Change', duffel bags, confectionary) and printed (brochure, poster, project summary 4-pager, banner) materials is to increase awareness of the project and attract stakeholders. They were designed to capture the attention of different target groups and inform them about the consortium's vision for the project, the project's mission and specific objectives, as well as how they are going to be achieved.

The printed materials will mostly be used during conferences, workshops, meetings, and other stakeholder events. Due to their environmental impact, their use and distribution will be carefully thought through and limited to what is truly necessary.

Relevant target audiences: Scientists, researchers, and stakeholders from the private and public sectors attending SELINA workshops, meetings, and conferences

During the first phase (M01-M18), SELINA printed promotional materials were distributed at various internal (SELINA kick-off and SELINA first and second thematic workshops) and external national- (in Latvia, Italy, Croatia, Germany, Greece, Denmark, Bulgaria), EU-, and global level events (the 4th ESP Europe Conference, COP25, the 52nd Annual Meeting of the Ecological Society of Germany, Austria, and Switzerland (GfÖ Annual Meeting 2023), the 4th ESP Latin America and Caribbean Conference), as well as joint events with SELINA-relevant projects (BioValue, ADRIENNE+, and NatGuidES). To avoid negative environmental impact, QR codes leading to SELINA promotional materials and social media were created and disseminated as an alternative to printed copies. Generating over 200 scans of the QR code and disseminating over 1,000 brochures at various events surpassed the KPI of distributing ≥1,000 brochures.

SELINA roll-ups were displayed during at least 3 events (SELINA kick-off, SELINA first and second thematic workshops), exceeding the set KPI. The KPI for SELINA posters was also achieved by displaying them at more than 5 events (SELINA internal events and other relevant events).

The updated KPI values for M19-M36 are indicated in Table 4 in the KPI section below.

external events. SELINA materials were presented at more than five events and conferences, meeting and surpassing the set KPI. These included major international gatherings such as the 2024 World Biodiversity Forum in Davos, Switzerland (June 2024), COP16 in Cali, Colombia (October 2024), the ESP Conference in Wageningen, Netherlands (November 2024) and the Transformative Change for Biodiversity Cluster Workshop in Brussels (May 2025). Prominent representation of the project was also shown at the International Congress for Conservation Biology (ICCB 2025) (June 2025), as well as at the 11th World ESP Conference (June 2025). Promotional materials and roll-ups were featured at scientific and policy-related events such as the IPBES Workshop in Sofia, Bulgaria (March 2024), and the GfÖ Annual Meeting in Freising, Germany (September 2024).

Internally, SELINA's visibility was further enhanced during key project events, including the 3rd Thematic Workshop in Leiden, Netherlands (February 2024), the 4th Workshop in Trondheim, Norway (June 2024), and the 5th Workshop in the Azores Islands, Portugal (May 2025), all of which featured roll-ups and printed materials. This sustained presence across both scientific and policy arenas reflects SELINA's ongoing commitment to targeted, strategic outreach.

The updated KPI values for M37–M60+ are presented in Table 4 in the KPI section below.

1.2.5 Newsletter

The SELINA electronic newsletter ~~will~~ offers updates on the project and its results, as well as other relevant news, such as upcoming conferences related to BD, EC and ES, news related to EU policy, and any relevant announcements by SELINA Partners.

Target audiences ~~will be~~ are prompted to subscribe via social media posts, during workshops and conferences, as well as via targeted invitations sent out to specific contacts of the consortium. There is also the option to subscribe directly via the SELINA website.

The first newsletter ~~will be~~ was sent out after the first SELINA workshop in March 2023 and ~~will then~~ continued to be published on a quarterly basis.

Relevant target audiences: Scientists, researchers, stakeholders from the private and public sectors, other EU projects and initiatives, media and the general public

The three external SELINA newsletters that were published during the first phase (M01-M18) successfully reached 369 subscribers, surpassing the KPI of over 200. Given that the very first months of the project were primarily dedicated to community building and not as active in terms of content-wise activities, the SELINA team opted to focus on cultivating a community base and building a substantial pool of subscribers before publishing the opening newsletter. Before the release of the first edition, dedicated efforts were made to promote and encourage newsletter subscriptions. Although the originally set KPI for M01-M18 envisioned four newsletters, the delay in initiating the first issue resulted in the dissemination of a total of three newsletters.

Looking ahead to the next phase, the newsletter KPI will be tailored to better reflect the project's communication needs and objectives. The updated KPI values for M19-M36 are indicated in Table 4 in the KPI section below.

During the second phase of the project (M19–M36), SELINA's external newsletter continued to serve as a key communication tool, with five editions successfully published—four in 2024 (March, July, November, and December) and one in 2025 (April). This output fully meets the updated KPI for the period.

Subscriber engagement also continued to grow, reaching a total of 425 subscribers and thereby surpassing the updated KPI of ≥300. This steady increase demonstrates the project's sustained ability to attract and retain interest among its target audiences. The newsletter remains an effective channel for sharing updates, outcomes, and opportunities across the SELINA network and beyond.

The updated KPI values for M37–M60 are presented in Table 4 in the KPI section below.

1.2.6 Press releases

All important updates to the project, from its launch to the publishing of its results to the final project conference, ~~will be~~ are promoted via press releases to EurekAlert! and AlphaGalileo.

During the first phase of the communication activities, press releases have been planned for the following events:

- Project Launch and Kick-off meeting (Published October 2022)
- The first SELINA stakeholder workshop (March 2023)
- The second SELINA stakeholder workshop (October 2023)
- Major SELINA contributions to scientific conferences

Relevant target audiences: Media reporters and editors

A total of four press releases were published on EurekAlert! and Alpha Galileo in M01-M18 which precisely fulfilled the set KPI. The press releases presented the following major milestones in the project:

- Project Launch and Kick-off meeting (Published October 2022)
- The first SELINA stakeholder workshop (Published April 2023)
- SELINA Demonstration Projects kick-off (Published July 2023)
- The second SELINA stakeholder workshop (Published October 2023)

The target of four press releases proved to be achievable and is likely to remain the same for the second phase (M19-M36). The KPIs for views/hits on EurekAlert! and AphaGalileo were achieved and significantly surpassed (EurekAlert! - 2,581 views with a KPI of ≥1,500, and AlphaGalileo - 2,373 hits with a KPI of ≥1,500).

The milestones and developments that could serve as potential topics for the next phase press releases are the following:

- The third SELINA project workshop (February 2024)
- The fourth SELINA project workshop (June 2024)
- Communities of Practice and/or Demonstration Projects developments
- The SELINA Midterm Conference and fifth SELINA project workshop (March/April 2025)
- In depth analysis 'seeds of change' (June 2025)

Considering the potential topics above, the updated KPI values for M19-M36 were identified and are indicated in Table 4 in the KPI section below.

For the M19-M36 period the below Press Releases were uploaded:

- The third SELINA project workshop (February 2024)
- The fourth SELINA project workshop (July 2024)
- The SELINA Midterm Conference and fifth SELINA project workshop (June 2025)
- Communities of Practice developments (June 2025)

Possible press-releases for the third phase M37-M60:
- In depth analysis 'seeds of change' (June 2025)
- The sixth Workshop (October 2025)
- The seventh Workshop (June 2026)
- The eighth and final project Workshop (October 2026)
- Final Project meeting (June 2027);
- The scope and aftermath of the project
- Demonstration projects updates

Recent modifications to EurekAlert's reporting system have introduced a significant shift in how engagement with published press releases is measured. The platform has discontinued the use of "view" analytics, and replaced with "hits". As a result, the overall statistical reporting for SELINA's uploaded content on EurekAlert has been affected, marking 550 hits, and direct comparison with previous periods based on "views" is no longer possible.
In contrast, AlphaGalileo's analytics remain unaffected by such changes and the SELINA press release analytics have surpassed the established KPI of 1,500 views with a total of 3,430 views. Going forward, SELINA will continue to monitor and report on communication performance across platforms, while adapting to changes in digital media metrics to ensure the project's outreach strategy remains effective and transparent.

The updated KPI values for M37-M60 are identified and are indicated in Table 4 in the KPI section below.

1.2.7 Local/regional/national/European media channels
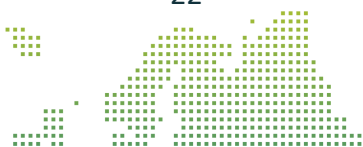
Local, regional, and national radio stations and TV broadcasts, as well as online media and podcasts, can have an important effect in raising awareness about the project and its results. Members of the SELINA consortium will therefore be urged to actively pursue and take advantage of any such opportunities that may arise.

Relevant target audiences: Local/regional/national stakeholders from the public and private sectors, NGOs, other EU projects and initiatives, the general public

In the first stage of the project, the dissemination of the SELINA news items primarily occurred through the partner's organisational websites, with a limited presence on online or local/regional/national/European media channels. SELINA was also featured in partner organisations' newsletters. According to reports from partners, so far, only one news article has been published in national media in Portugal, while 19 news items have been published on partner's organisational websites or newsletters. Thus, the KPI of ≥20 articles in local/regional/national media were achieved.

Between months M19-M36 SELINA continued to gain visibility through various communication channels. The presence of SELINA in local, regional, or national TV and media was marked, and there were a few notable mentions in local broadcasts and online media outlets in the Netherlands. Based on partner reports, the number of such published news items met and surpassed the KPI of ≥5 with 11 articles. SELINA's outreach efforts in this period demonstrate continued engagement with diverse audiences, including stakeholders from the public and private sectors, NGOs, other EU projects, and the general public.

The updated KPI values for M37-M60 are identified and are indicated in Table 4 in the KPI section below.

1.2.8 European Commission communication channels

The European Commission's own communication channels will also be utilised, including Success Stories, the Horizon and Research*eu magazines, and CORDIScovery podcasts.

Relevant target audiences: Policy-makers, stakeholders from the public and private sectors, NGOs, other EU projects and initiatives, the general public

1.2.9 Social Media

SELINA has 4 5 dedicated social media channels:

- Twitter/X
- LinkedIn
- Facebook
- YouTube
- Bluesky

Due to their wide reach and unparalleled ability to quickly and efficiently communicate information, social media will play an important role in raising awareness about the project and its outcomes, including via the promotion of activities related to any of the other communication channels and methods.

Importantly, social media allow for bilateral communication, which make them an indispensable tool when it comes to building relationships and engaging with stakeholders. SELINA Partners will be prompted to use both their personal and institutional social media channels to reach out to and engage with their networks, and to share and promote items from the SELINA dedicated channels. In an effort to foster relationships with other EU projects and highlight the benefits of EU-funded research, the SELINA channels will also be used to share and promote news items about other relevant EU projects.

To increase visibility, SELINA social media posts will include relevant hashtags (e.g., #EUresearch, #Biodiversity) and tags to European Commission accounts, such as @REA_research, @HorizonEU, @CORDIS_EU, @EU_Commission.

During the first phase of the project, two introductory social media campaigns will be carried out:

- **#SELINAFacts** | January 2023 (M7) – February 2023 (M8)
  Daily posts to introduce target audiences to key elements of the project

- **#SELINAFaces** | March 2023 (M9) – December 2023 (M18)
  Weekly posts to introduce target audiences to individual members of the SELINA Consortium

Relevant target audiences: Scientists, researchers, stakeholders from the private and public sectors, NGOs, other EU projects and initiatives, media and the general public

In M01-M18, the four SELINA social media accounts successfully contributed to raising awareness about the project and its results, and also to promoting content from other relevant projects and initiatives. As Twitter, now 'X', underwent a period of rebranding, there is a rising concern within the academic community about the platform's future communication credibility. SELINA will closely monitor the evolving landscape and user attitudes about 'X'. Should the ongoing trend of academics transitioning to alternative platforms continue, SELINA may explore the possibility of launching an additional social media communication channel, alongside 'X'.

The targets set for Twitter/X and LinkedIn followers for the first phase were successfully met and even exceeded, while the ones for Facebook stayed close but not yet met:

- Twitter/X - 553 followers (KPI ≥ 500)
- LinkedIn - 592 followers (KPI ≥ 500)
- Facebook - 173 followers (KPI ≥ 200)
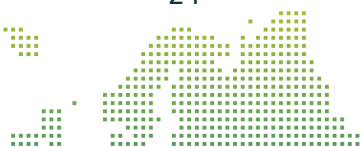
The lower results of SELINA on Facebook could be explained with the primary private use of the platform and the predominant business content and paid ads presence on users' feed. However, despite the lower-than-targeted number of followers, the publications on Facebook generated a decent reach level, surpassing 8,500.

An overall of three SELINA social media campaigns were launched in M01-M18. Two of them, #SELINApartners and #PreviousResearch, will continue in the subsequent phase of the project. These campaigns were preferred over #SELINAFaces to offer a more comprehensive portrayal of the SELINA consortium and its pertinent research. The third campaign, #SELINAFacts, unfolded as scheduled at the end of January 2023. The three campaigns along with the dynamic activities and initial project outcomes contributed content that resulted in successfully meeting the KPI for social media publications, reaching the following numbers:

- Twitter/X - 245 posts (KPI ≥ 100)
- LinkedIn - 149 posts (KPI ≥ 70)
- Facebook - 143 posts (KPI ≥ 50)

The updated KPI values for M19-M36 are indicated in Table 4 in the KPI section below.

To maintain engagement with the SELINA audience online and to increase the visibility of SELINA outcomes, several potential topics for future social media campaigns include:

- #DemonstrationProject
- #CommunityofPractice
- #ECRNinsights
- #SELINAresearch
- #SELINAsynergies
- #SeedsofChange
- #SELINAsuccessstories

These campaigns could be spread throughout the upcoming two phases (M19 - M36 and M37 - M60+) based on the outcomes of the project.

In M19–M36, SELINA's social media presence continued to play a key role in raising awareness of the project's progress and in promoting synergies with related initiatives.

All three of the original campaigns: #SELINApartners, #PreviousResearch, and #SELINAFacts were actively maintained and expanded during this period. The campaigns remained central to the project's communication strategy, offering engaging content on consortium members, scientific insights, and project developments. These efforts helped to sustain online engagement and to broaden the project's digital reach.

As the social media landscape continued to evolve, adjustments were necessary to ensure the project maintained its relevance and visibility. Following an internal consortium meeting and ongoing concerns within the academic community about Twitter/X, a decision was made in the Executive Board to phase out the use of this platform. SELINA officially transitioned to

Bluesky, where the newly launched profile attracted 61 followers in its initial phase, marking a promising start on the alternative platform.

Additionally, the **SELINA LinkedIn** presence underwent a major update. The original profile was discontinued, and a new LinkedIn page was launched. Within just two months, the new page attracted 265 followers, an encouraging sign of continued interest and engagement despite the transition.

On **Facebook**, activity has decreased over the second phase. While the platform still hosts legacy content, its limited reach and outdated interaction patterns have resulted in a gradual decline in priority for project communication activities.

Future campaigns such as #CommunityofPractice, #ECRNinsights, #SELINAresearch, #SELINAsynergies, #SeedsofChange, and #SELINAsuccessstories remain under consideration and will be strategically launched based on the evolving needs and outcomes of the project.

The updated KPI values for M37–M60 are presented in Table 4 in the KPI section below.

1.2.10 Workshops and other stakeholder events

Similarly to social media, workshops and other stakeholder events are indispensable methods of communication, due to the fact that they produce environments that foster and encourage two-way communication.

Considering that SELINA's success heavily relies on stakeholders' cooperation, workshops and other such events are at the heart of the project and an integral part of its activities. More specifically, the SELINA DoA outlines plans for 8 workshops, 3 project meetings, and a project conference. Furthermore, SELINA Partners are also expected to attend and participate in various events in order to raise awareness and to present their results at scientific events and conferences (e.g., ESP Conference). Importantly, SELINA will have a presence via an exhibition stand where conference attendees can become informed about the project, its objectives, and its eventual results.

Furthermore, SELINA partners VITO, FSD, and Pensoft will assist the other partners in the project to establish EU MS-level Communities of Practice (CoPs), where different stakeholders from the quadruple helix can exchange information and experiences with SELINA and each other. The idea behind CoPs is for participants to step back from everyday pressures in a supported environment to co-develop a new understanding of their challenges. Similarly to the other channels and methods outlined in this section, CoPs will be utilised for both communication and dissemination purposes, increasing awareness among stakeholders with regard to the SELINA project and its results. In addition, CoPs will enable stakeholders to identify enabling factors (seeds of change) and barriers to uptake within different member states, along with their specific needs for increasing uptake in different policy processes. To this end, a survey will be set up, and co-creation sessions and in-depth interviews will be organised within the CoP (depending on the needs) alongside exchanges across the different CoPs.

Finally, SELINA will hold quarterly ECR workshops: informal talks where ECRs will have access to more senior scientists, benefit from their expertise, and exchange knowledge and information with their peers. These will commence after the first 6 months of the project, which will be focussed on ECR recruitment. This topic is elaborated in section 4.2.11 Early Career Researchers Network (ECRN).

Relevant target audiences: Scientists, researchers, policy-makers, citizens, and other SELINA stakeholders from the public and private sectors

During M01-M18, SELINA organised three events to initiate discussions among its consortium and external stakeholders. The project's kick-off meeting took place in Hannover, Germany from 14-17 September 2022. It was a hybrid event bringing together the members of the entire consortium and thus meeting the KPI set for the number of participants. The two thematic workshops in Sofia (27-31 March 2023) and Madrid (2-5 October 2023) engaged around 100 participants each (including external stakeholders), meeting the KPI of ≥ 80 participants of which ≥ 10 external stakeholders.

In addition to internally organised meetings, SELINA has been featured either with presentations or exhibition stands in various external events, including EU- and global-level events (the 4th ESP Europe Conference, COP25, the 52nd Annual Meeting of the Ecological Society of Germany, Austria, and Switzerland (GfÖ Annual Meeting 2023), the 4th ESP Latin America and Caribbean Conference), national level events (in Latvia, Italy, Croatia, Germany, Greece, Denmark, Bulgaria), as well as joint events with SELINA-relevant projects (BioValue, ADRIENNE+, and NatGuidES). Beyond dissemination efforts, this engagement has played a pivotal role in cultivating synergies between SELINA and other projects and initiatives. As a result of these efforts the KPI of ≥5 exhibition stands at scientific events and conferences has been successfully achieved, while also making a valuable contribution to the KPI associated with presentations at scientific events and conferences. To ensure a more realistic target for presentations at scientific conferences and events, the number for the second phase of the project is adjusted to ≥30 presentations.

During M19–M36, SELINA maintained a strong presence at both internal and external events, continuing to foster collaboration and increase visibility across scientific and policy-making communities. Internally, SELINA successfully organised three major workshops: the 3rd Thematic Workshop in Leiden, Netherlands (February 2024), the 4th Workshop in Trondheim, Norway (June 2024), and the 5th Workshop in the Azores Islands, Portugal (May 2025). Each of these events brought together a diverse group of consortium members and external stakeholders, sustaining the momentum and engagement built during the project's first phase. Participation numbers consistently met or exceeded the KPI of ≥80 participants, with at least ≥10 external stakeholders at each workshop.

In addition to the thematic workshops, SELINA advanced its internal collaboration through the organisation of multiple Communities of Practice (CoP) meetings. Between M19–M36, a total of 13 national CoP meetings were conducted: Bulgaria, Latvia, Italy, and Denmark held 2 meetings each; and one meeting each in Slovenia, Germany, Slovakia, Romania, Poland, and Croatia. Furthermore, a joint transnational CoP meeting involving Sweden, Latvia, and Norway was also held, demonstrating the value of cross-border knowledge exchange. These

meetings played a crucial role in strengthening local stakeholder engagement and facilitating the co-creation of knowledge within the SELINA framework. Importantly, the CoP activities are set to continue, ensuring sustained interaction with national and regional stakeholders throughout the remainder of the project.

Externally, SELINA was actively represented at several high-level international events, including the IPBES Workshop in Sofia, Bulgaria (March 2024), the 2024 World Biodiversity Forum in Davos, Switzerland (June 2024), the GfÖ Annual Meeting in Freising, Germany (September 2024), the ESP Conference in Wageningen, Netherlands (November 2024), COP19 in Cali, Colombia (November 2024), the ICCB 2025 (June 2025) and the 11th World ESP Conference (June 2025). These participations included presentations, exhibition stands, and networking activities, all of which contributed to exceeding the KPI of ≥5 exhibition stands and further supported progress toward the updated KPI of ≥32 scientific presentations for this phase.

These strategic engagements continued to serve not only SELINA's dissemination goals but also its ambition to build long-term synergies with other initiatives and projects across Europe and beyond.

1.2.11 Early Career Researchers Network (ECRN)

During the second SELINA thematic workshop in Madrid at the beginning of October 2023, the launch of the SELINA Early Career Researchers Network was announced. The network kicked off on 22 November 2023 with a one-hour webinar, with a second meeting in December gathering members of the network for pre-holiday catch-up meeting. Starting in November and commencing in M19-M36 and potentially by the end of the project, monthly webinars will be organised to support early career scientists, providing opportunities to learn from peers, engage with various experts and disciplines represented within SELINA, and foster both professional and personal relationships. Another benefit would be sharing experience and knowledge, and developing or enhancing personal and professional skills. The members of the network will also gain insight into broader scientific, policy and practical issues related to the project and beyond.

Following the network launch, there will be an increase from four Early Career Researcher workshops to 15 monthly meetings in the updated KPIs. The updated KPI values for M19-M36 will be indicated in Table 4 in the KPI section below.

During M19–M36, the SELINA Early Career Researchers Network (ECRN) continued to evolve as a dynamic platform for fostering collaboration, knowledge exchange, and skill development among early career scientists within the project. Following its official launch in November 2023, the network has successfully delivered on its commitment to host regular monthly webinars. To date, all updated KPIs for this period have been met, with 15 online meetings taking place, fulfilling the revised target of ≥15 workshops.

These sessions have provided valuable opportunities for participants to engage with peers, interact with experienced researchers from across SELINA, and explore interdisciplinary approaches relevant to the project. The ECRN has also offered a space for discussing broader

scientific, policy, and practical themes, enhancing both the professional and personal development of its members.

The network remains active and will continue to run in the coming months, supporting an inclusive and engaged community of early career researchers across the consortium. The updated KPI values for M37–M60 are presented in Table 4 in the KPI section below.

1.2.12 Videos and animated films

Due to their ability to efficiently communicate information in a visually appealing way, videos and animated films will be used throughout the entire duration project. First, to introduce the project, its progress, the consortium partners and their work, and later on to present the project's outputs and provide guidance on their use.

Relevant target audiences: Scientists, researchers, policy-makers, NGOs, the general public and other SELINA stakeholders from the public and private sectors

To enhance awareness about SELINA, an introductory video was developed in the initial phase of the project, along with two highlight videos showcasing project accomplishments in 2022 and 2023. By December 2023, the introductory video gained around 190 views, the highlight video for 2022 gained 52 views and for 2023 - 49 views. Additionally, the launch of the Demonstration Projects was initiated with three interview videos featuring DPs leaders. These videos were recorded during SELINA workshops, capitalising on the engaging nature of face-to-face interactions and avoiding the somewhat impersonal online format. However, due to the non-participation of some DPs leads in the workshops, the recording sessions were organised for only three out of the 15 DPs. The video presentation of DPs will continue to evolve in the next phase of the project, reaching a total of 15 videos.

The total of six videos was not enough to achieve the goal of producing ≥ 10 videos for M01 - M18, which in turn creates an opportunity for catch-up in M19-M36, where abundant content is expected to be available to highlight the project's progress and outcomes. The forthcoming KPIs will be adjusted to align with these anticipated developments. Along with the DPs, potential video content could focus on showcasing the Communities of Practice. The updated KPI values for M19-M36 will be indicated in Table 4 in the KPI section below.

During M19–M36, SELINA significantly advanced its video-based communication efforts, resulting in the production of a total of 14 videos, effectively meeting and surpassing the updated KPI of ≥10 videos for this period. The introductory SELINA video continued to generate interest, accumulating over 200 views by the end of the reporting phase. The highlight video for 2024, released as a recap of the project's major achievements during the year, received 30 views shortly after publication.

The Demonstration Projects series interviews, expanded during this phase and has been particularly well-received, gaining positive feedback for its engaging content and accessible presentation of complex topics. These videos have proven to be an effective tool for bringing

visibility to individual DPs and highlighting their contributions to the broader objectives of SELINA.

The successful catch-up on the initial video production targets has not only improved overall outreach but also laid the groundwork for further visual storytelling in the final phase of the project.

Future video content may include insights from the Communities of Practice and highlight key cross-cutting achievements. The updated KPI values for M37–M60 are provided in Table 4 in the KPI section below.
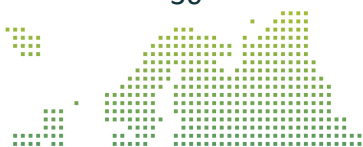
2. Plan for the Exploitation and Dissemination of Results (PEDR)

2.1 Objectives

Cooperative work and the systematic sharing of knowledge and tools as early and as widely as possible is at the heart of SELINA. As a result, all necessary measures will be taken to enable the scientific community, public and private decision-makers, and wider society to take full advantage of the work carried out under the project.

This includes the extensive dissemination of the project's results via open-access high-impact channels, as well as a focus on the usability and appropriateness of the tools and methodologies produced to ensure maximum exploitability and uptake by end-users.

2.2 Target audiences

The target audiences of the SELINA dissemination and exploitation activities match the target audiences outlined in section 6.14.2 of this document:

- Researchers and the science community
- Policy-makers
- Business and industry
- Civil society and the public.

However, as outlined in sections 7.15.3 and 7.24.2.2, the channels and methods outlined in the CP will be complemented by channels and methods that are more reach- and use-specific and which are better suited towards the nature of each SELINA Key Exploitable Results (KER).

2.3 Key Exploitable Results

Table 2: SELINA KER

KER and relevant SELINA Task	Description	Protection measure	Exploitation potential	Target audience	Status
Compendium of Guidance (CoG) (Task 10.4)	The CoG is a tool at the science-policy-business interface that translates the technical results into a format to be used by a broad suite of stakeholders	Open access	High	All stakeholder groups	CoG structure is currently developed and expected it first draft to be finalised in early autumn 2025 following SELINA's Framework

					for Integrated Assessments (FIEA).
Communities of Practice (CoP) for exchange of ideas and solutions (Task 2.1)	The CoP will engage relevant stakeholders on different levels (EU, national, regional) and provide support to the members to find new pathways towards transformative change	Free participation on invitation	High	All stakeholder groups	CoPs established in 24 EU member states, including initiations in Norway, Switzerland and Austria.
Hands-on tools for transition processes (Tasks 2.2, 2.3)	A suite of hands-on tools (e.g., surveys, MIRO board templates, workshop formats) supporting CoP activities.	Open access available documents	High	Researchers, process facilitators	Ongoing
Pilot studies to map and assess ecosystem condition (Tasks 3.2, 3.3, 3.4)	7 EU pilot studies for different ecosystem types to support the EU methodology to assess ecosystem condition and contribute to EU policy (i.e., Nature restoration law)	Open access available documents	High	Policy-makers, researchers, private users	In progress: defining a minimum set of ecosystem condition indicators for each ecosystem type (D3.2) , and developing a framework to establish reference levels and rescale ecosystem condition variables (D3.3).
ToR template for ES models contracting (Task 4.3)	Guidance on ES models including criteria for screening and Terms of Reference (ToR) templates for ES models contracting	Open access	High	Public agency and business end-users	Ongoing work on ToR templates (cD4.3), including a tool for Compendium of Guidance
Pilot natural capital accounts based on SEEA EA (Tasks 5.1-5.3)	Pilot accounts developed at 3 test sites and 2 DPs, connecting accounts developed with innovative approaches to users	Open access	High	Researchers, accountants, users	Pilot accounts for testing integration of negative externalities and ecosystem disservices with ecosystem accounting compiled in 2 test sites (D5.5)

					Pilot accounts for testing enhancement of ecosystem accounts with satellite data compiled in two test sites (D5.2) Monetary accounts for testing implications of different valuation approaches compiled in four test sites and two DPs
Reports and datasets demonstrating paths for evidence-based decisions (Tasks 8.4, 8.5, 9.4)	15 DPs will be developed to demonstrate how BD, ecosystem and ES information can be up-taken and up-scaled in key public and private decisions	Open access	High	Policy-makers, private sector managers	In progress; Analysis of the decision windows of 7 public DPs and how ES-related information is being incorporated to advance evidence-based decision-making
Ecosystem Assessment Explorer (EASE) (Task 6.6)	Operational online methods database including various search criteria and an ecosystem typologies database, including crosswalks among them.	Open access	High	All stakeholder groups with focus on researchers	Deliverable 6.2 submitted (10/2024); In progress: Develop forms for user input, Testing, link to ESVD
Framework for Integrated Ecosystem Assessment (FIEA) (Task 6.4)	6 steps Framework for comprehensive assessments, methods selection and stakeholder engagement	Open access	High		Create final FIEA version 2.0 Ongoing: Implementation of FIEA in SELINA DPs (Deliverables D8.3, D8.4 and D9.3) FIEA as base for SELINA CoG (D10.4)

2.3.1. Exploitation pathway

The current exploitation pathways for SELINA have centred around the Demonstration Projects (DP) and the Communities of Practice (CoP). These impact initiatives have been actively developed and disseminated across a range of communication channels, including the project's official website and various social media platforms. These channels have enabled broader visibility and engagement with key audiences, helping to highlight SELINA's progress and relevance in real-world contexts.

While the exploitation pathways are still in the process of development, the project's transition into its second phase marks a pivotal moment for further advancement. This next stage will be driven by results emerging from key project components, including the Framework for Integrated Ecosystem Assessment (FIEA), the Compendium of Guidance (CoG), and the Ecosystem Assessment Explorer (EASE). With these outputs now reaching a more mature stage, SELINA will enter a period of increased distribution and uptake of its tools and findings, both within the consortium and among broader stakeholder groups.

To facilitate this dissemination, a variety of targeted activities will be undertaken, including workshops, meetings, presentations, seminars, science-policy society dialogues, and participation in relevant conferences. The second phase of the project provides sufficient time and opportunity to implement these plans effectively.

In addition, SELINA has now established a presence on Zenodo, where all relevant publications, reports, and datasets are being made openly accessible. This platform supports evidence-based decision-making and ensures that SELINA's outputs remain available and impactful beyond the lifetime of the project, securing its long-term legacy. As SELINA enters its second half, a consideration will be given to making all public Deliverables of the project available within the SELINA Zenodo community as well as on the website. This step will serve to enhance transparency and accessibility of results, allowing a wider audience to engage with the project's documented progress and outcomes.

2.4 Channels and methods

In addition to the communication channels and methods outlined in section 4.1.41.2.2 of this document, which in certain cases can also be used for dissemination and exploitation, the following elements will also be incorporated:

2.4.1 Factsheets and infographics

To help stakeholders better understand the results generated by the project, SELINA will create topic-specific factsheets and infographics with all essential information presented in an accessible, easily-digestible and visually appealing manner, including graphs, charts, and diagrams.

Relevant target audiences: Policy-makers, public and private decision-makers, media, the general public
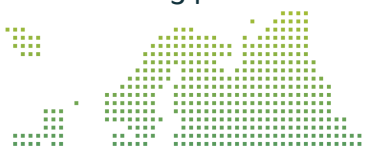
In the initial phase of the project, the creation of graphics to present each WP within SELINA with its main objectives commenced. Graphics for three of the work packages have been finalised and thus covered and even exceeded the KPI set for M01-M18. The process will continue in the next phase as well. Additional potential topics for factsheets and infographics could be:

- digital factsheets about the Demonstration Projects;
- 'success stories' to demonstrate the positive impact of SELINA;
- interactive maps based for example on the work of the Test Sites and the DPs and showing areas of interest (e.g. biodiversity hotspots, ES hotspots, areas in need of conservation, etc.).

The updated KPI values for M19-M36 are indicated in Table 4 in the KPI section below.

During the M19–M36 period, the remaining eight WP graphics were developed, completing the visual representation of all eleven WPs within SELINA. In addition, a total of 29 Country factsheets were created, providing concise, targeted insights into the CoPs' focus areas and activities. Furthermore, 6 more DP factsheets were developed to highlight SELINA's practical applications and impact.

The KPIs for the upcoming period (M37–M60) are outlined in Table 4 in the KPI section below.

2.4.2 Policy briefs

Via easy-to-navigate policy briefs, SELINA will contribute to the development of concrete policy targets and indicators to support the EU BD Strategy 2030 and the Green Deal implementation in all EU MS. The consortium will decide on how the projects results can contribute to sustainable implementation of the Nature Restoration Regulation (NRR).

Relevant target audiences: Policy-makers

2.4.3 External dissemination and exploitation tools including EC tools

To maximise the impact of SELINA's outcomes, the Project will take advantage of European Commission tools such as the Horizon Results Platform (HRP) and the Horizon Results Booster (HRB), the EC platform Open Research Europe, as well as high-impact journals, such as PLOS One, Nature Sustainability, and One Ecosystem.

Relevant target audiences: Researchers and the scientific community, other EU projects and initiatives

In M19-M32, results from the project will be disseminated through the Horizon Results platform.

In M37–M60, the dissemination of project results will continue through the Horizon Results Platform, with a focus on maximising visibility and accessibility of key outcomes.

2.4.4 Synergies

SELINA will engage with national focal points for Intergovernmental Science-Policy Platforms, Panels, and Instruments (IPBES, IPCC, CBD), establish links with BD-and ES-related platforms (BISE, WISE, FISE, Capitals Coalition, OPPLA), and engage with the EU Knowledge Centre for Biodiversity (KCBD).

Furthermore, SELINA partners have strong links to many relevant international and national projects. Their past and current involvement in such projects will guarantee an exchange of expertise and results. It is also a strong base upon which SELINA can build further synergies, with a special focus on Horizon Europe Cluster 6 projects on BD and ES.

Importantly, synergies will allow for SELINA to benefit from communities already established by other projects as well as lead to the exploitation of their social media channels and other methods of cross-sharing information.

Table 3: Selection of EC-funded research projects in which SELINA partners are either participating, have participated or are in the Advisory Board

Acronym	Project topic	Specific subjects of exchange
AlpES	Alpine ES	
AQUACROSS	Aquatic BD and ES	
BEST	Voluntary scheme for BD and ES in Territories of European Overseas	
BD Partnership	Former ERA net on Biodiversity	
ECO KARST	ES of karst protected areas – driving force of local sustainable development	
EKLIPSE	Knowledge and Learning on BD and ES	
ESMERALDA	ES mapping and assessment for policy and decision making	
EU BON	Biodiversity Observation Network	Indicators for ecosystem condition measurement, valuation
EuropaBon	Integrating data on Biodiversity to support policy	Data on biodiversity for ecosystem condition
GoGreenRoutes	Fostering health and wellbeing through nature-based solutions	

KIP INCA	Knowledge Innovation Platform for NCA	New methods to develop natural capital accounts
MaCoBios	Marine Coastal Ecosystems Biodiversity and Services in a Changing World	
MAES Working Group	Mapping and Assessment of Ecosystems and their Services (and future Expert Group on Monitoring and Assessment)	
MAIA	Mapping and assessment for integrated ecosystem accounting	Exchange of methods, experiences, needs for ecosystem services accounts
MOVE, MOVE-ON	MAES implementation in EU overseas regions	
OpenNESS	Operationalisation of natural capital and ecosystem services	Different economic and social methods to value ecosystem services
OPERAs RESONATE	Ecosystem Science for Policy and Practice Resilient forest value chains through natural and socio-economic responses	
RECARE	Preventing and remediating degradation of soils in Europe through land care	
Soil Mission Support	R & I on soils and land management	
We Value Nature	Making valuing nature the new normal for businesses across Europe	

Relevant target audiences: Intergovernmental Science-Policy platforms, panels, and instruments, BD-and ES-related platforms, other EU projects

To extend SELINAs reach beyond the consortium of partners, throughout M01-M18 the project engaged in collaborative activities with relevant projects. Acknowledging the established partnerships and aiming to highlight the diversity of the community dedicated to biodiversity, ecosystem services, and natural capital, a 'Synergies' tab was created and integrated into the SELINA website. By the end of M18, the dedicated section already lists five projects, and SELINA is actively engaged in communication with several others to explore potential collaboration opportunities and to reach the KPI of >10 projects contacted. These collaborative efforts are set to continue in the next project phase, with a focus on populating the established synergies list with more projects. The collaboration activities would encompass networking, joint workshops, knowledge exchange, and the development and adoption of best practices.

The updated KPI values for M19-M36 will be indicated in Table 4 in the KPI section below.

To further advance SELINA's outreach beyond its consortium of partners within the M19-M36 period, the project continued its strategic engagement with relevant European initiatives.

Building on the foundations laid in the first phase, SELINA has actively sought collaboration with other EU-funded projects, reinforcing its commitment to a broader, interconnected community focused on biodiversity, ecosystem services, and natural capital (see also D1.3 Chapter 4.4).

Throughout this period, SELINA participated in a number of high-profile international events. These included joint engagement with the REST-COAST and SpongeBoost projects during the 5th ESP Europe Conference in November 2024, the European Congress of Conservation Biology (ECCB) in Bologna, the SERE24 conference in Estonia, and at the GfÖ Annual Meeting 2024 in Freising, Germany. In July 2024, representatives from SELINA and the BioValue project held a collaborative meeting at the University of Trento. SELINA was also presented at the Transformative Change for Biodiversity Cluster Workshop in June 2025 with a focus on the "Seeds of Transformative Change". Additionally, on a national level, the 2nd meeting of the Bulgarian Community of Practice (CoP BG) provided a platform for collaborative dialogue with several projects, including IPBES, COOP4CBD, BioAgora, and RESPIN. This event highlighted the potential for cross-project exchange and mutual reinforcement of project objectives.

SELINA also attended several other collaborative events, helping to achieve and complete the set KPIs related to synergies and partnerships.

The updated KPI values for M19–M36 are provided in Table 4 in the KPI section below.

2.4.5 Virtual dialogues

SELINA Partner UNEP-WCMC will lead four annual Science-Policy-Business-Society Dialogues (Task 10.3), presenting and discussing the content and use of the SELINA CoG by different end-users. Representatives from science, policy, business, and society from across Europe who have not been involved in the development of the CoG will come together to discuss and exchange experiences with application of findings or use of the various tools, indicators, and models around a set of topics. According to SELINA's DoA, one virtual dialogue per year will be held or more when notable advancements, lessons, and recommendations emerge from the SELINA Work Packages. The dialogues will be hosted on Zoom and facilitated by UNEP-WCMC.

To support the dissemination of the virtual dialogues, the efforts of several groups will be utilised:
- SELINA's consortium partners along with their extensive network of ecosystem service practitioners and public and private sector stakeholders
- The Communities of Practices developed in each Member State
- A number of existing established platforms, such as the European Commission, the Ecosystem Service Partnership (ESP), etc.

Relevant target audiences: Government representatives, ecosystem service practitioners, SELINA Communities of Practice (CoPs) members including public and private sector decision-makers at the national and sub-national levels, NGOs and civil society groups.

Suggested topics to be covered in the dialogue series: UNEP-WCMC identified the following potential ideas for topics to be covered in the virtual science-policy-society dialogue series in the next two phases of the project - M19-M36 and M37-M60+:

1. Seeds of transformative change and Communities of Practice
2. Advancing ecosystem service approaches for better decision making
3. Integrated approaches for mapping and assessing ecosystem services
4. Supporting evidence-based public and private-sector decision making
5. The SELINA Compendium of Guidance

2.4.6 Scientific publications

In general, and as stated in the DoA and DMP, SELINA will adopt a fully open-access policy and publish scientific publications in high-impact journals, such as PLOS One, Nature Sustainability or Ecology & Society, as well as the EC platform Open Research Europe. Topic collections on application-oriented BD and ES science will be published in the innovative open access journal One Ecosystem.

As outlined in the DoA, the project includes a dedicated milestone (MS26) for the completion of a topical collection in the One Ecosystem journal, scheduled for finalisation by month 48 (M48). This collection will highlight application-oriented research on biodiversity and ecosystem services generated within SELINA, thereby contributing to the project's scientific impact and visibility.

During the second reporting period, SELINA has already produced 3 scientific publications, published in peer-reviewed journals such as One Ecosystem, ScienceDirect, Landscape Online, and others. These publications reflect the project's commitment to high-quality, policy-relevant research outputs. The articles are linked to SELINA's Zenodo community and have also been made accessible via the website, ensuring open access, transparency, and wider dissemination of knowledge.

3. Key Communication, Dissemination and Exploitation Actors

As leaders of WP7, Pensoft is the key actor when it comes to SELINA communication, dissemination, and exploitation activities. More specifically, Pensoft will be in charge of:

- Developing content for the SELINA website, newsletter and social media channels
- Developing all SELINA printed materials, fact sheets, infographics and video content
- Writing and publishing press releases and news items
- Initiating Partners' participation in communication, dissemination, and exploitation activities
- Monitoring the efficiency and impact of the project's communication, dissemination, and exploitation activities

Importantly, for the successful implementation of the CP and PEDR, the contribution of all Partners is essential. As previously mentioned, Partners shall take full advantage of their personal and institutional networks, connect with other EU projects, actively participate in conferences and other relevant events, and promote the project and its results via local, regional and national media channels when possible.

Pensoft will periodically distribute forms to collect information on each Partner's communication, dissemination, and exploitation activities.

4. Key Performance Indicators (KPI)

The SELINA consortium has identified the following KPIs as helpful in assessing the project's communication, dissemination, and exploitation activities. With each update of the CP and PEDR, the below-listed KPIs will be re-evaluated and supplemented as necessary, as they are bound to change as results and other outputs are generated

Table 4: SELINA KPIs

Channel/method	KPI (M01-18)	KPI (M19-36)	KPI (M37-M60)
SELINA website	≥ 5,000 visits ≥ 120 sec session duration ≥ 40 countries geographical distribution ≥ 18 news items	≥ 10,000 visits ≥ 170 sec session duration ≥ 100 countries geographical distribution ≥ 36 news items	≥ 10,000 website visits ≥ 170 sec session duration ≥ 100 countries geographical distribution ≥ 42 news items
Social media posts (Twitter, LinkedIn, Facebook)	≥ 100 posts on Twitter / ≥ 500 followers ≥ 70 posts on LinkedIn / ≥ 500 connections ≥ 50 posts on Facebook / ≥ 200 followers	≥ 250 posts on Twitter / ≥ 250 new followers ≥ 150 posts on LinkedIn / ≥ 250 new connections ≥ 70 posts on Facebook / ≥ 100 new followers	≥ 150 posts on Bluesky / ≥ 100 new followers ≥ 150 posts on LinkedIn / ≥ 250 new connections ≥ 70 posts on Facebook / ≥ 100 new followers
Animated films and videos	≥ 10	≥ 10	≥ 10
Infographics and country/topic factsheets	≥ 2	≥ 9	≥ 10

Press releases	3 press releases ≥ 1500 views on EurekAlert! ≥ 1500 hits on AlphaGalileo	5 press releases ≥ 1500 views on EurekAlert! ≥ 1500 hits on AlphaGalileo	5 press releases ≥ 300 hits on EurekAlert! ≥ 1500 hits on AlphaGalileo
Policy briefs ~~and country/topic factsheets~~	N/A for this stage of the project	N/A for this stage of the project	≥ 200 copies distributed at high level events; ≥ 1000 website downloads;
Brochures, posters, stickers and roll-up banners	≥ 1000 brochures distributed ≥ 5 posters displayed ≥ 2 roll-up banners	≥ 1000 brochures distributed ≥ 5 posters displayed ≥ 2 roll-up banners	≥ 1000 brochures distributed ≥ 5 posters displayed ≥ 2 roll-up banners
Electronic newsletter	4 newsletters ≥ 200 subscribers	5 newsletters ≥ 200 new subscribers	6 newsletters ≥ 200 new subscribers
Presentations at scientific events and conferences (e.g., ESP Conferences)	≥ 50 presentations	≥ 30 presentations	≥ 30 presentations
Exhibition stands at scientific events and conferences	≥ 5	≥ 5	≥ 5
SELINA dedicated meetings and workshops with relevant decision-makers	1 Project Meeting / ≥ 150 attendees 2 Workshops / ≥ 10 external stakeholders; ≥ 80 attendees	1 Project Meeting / ≥ 150 attendees 3 Workshops / ≥ 10 external stakeholders; ≥ 80 attendees	1 Project Meeting / ≥ 150 attendees 4 Workshops / ≥ 10 external stakeholders; ≥ 80 attendees
Virtual dialogues	N/A for this stage of the project	1 per year	1 per year
Articles in local/regional/national media	≥ 20	≥ 5	≥ 5
Scientific publications	N/A for this stage of the project	≥ 5	≥ 8
Exchange with other relevant projects (see Table 3)	> 10 contacted to explore synergies	> 20 new projects contacted to explore synergies ≥ 10 established synergies	> 10 new projects contacted to explore synergies ≥ 5 established synergies

EC tools and platforms	N/A for this stage of the project	2 entries in EC tool/platform	2 entries in EC tool/platform
ECR workshops	≥ 4	≥ 15	≥ 10
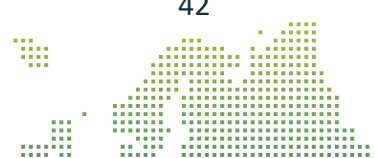
Conclusions

The second reporting period, M19-M36, has been a successful phase for SELINA in terms of communication, dissemination, and exploitation of results. All KPIs set for this period were met or exceeded, reflecting strong engagement across the consortium and a consistent effort to promote the project's objectives, findings, and activities to a wide range of audiences.

Looking ahead, SELINA is well-positioned to further increase the visibility and impact of its outputs through European Commission platforms such as the Horizon Results Platform, Horizon Results Booster, and Open Research Europe, as well as through high-impact journals.

These efforts, together with ongoing dissemination and stakeholder engagement, underline the project's commitment to ensuring that SELINA's results are accessible, relevant, and impactful across policy, practice, and scientific communities.

Acknowledgements

https://project-selina.eu/