



Communication strategy and dissemination plan

Deliverable 11.3

28 May 2019

Iliyana Kuzmova
Pavel Stoev
Anna Sapundzhieva
Margarita Grudova

Pensoft Publishers

PoshBee

**Pan-european assessment, monitoring, and mitigation
of stressors on the health of bees**



Prepared under contract from the European Commission

Grant agreement No. 773921

EU Horizon 2020 Research and Innovation action

Project acronym: **PoshBee**
 Project full title: **Pan-european assessment, monitoring, and mitigation of stressors on the health of bee**
 Start of the project: June 2018
 Duration: 60 months
 Project coordinator: Professor Mark Brown
 Royal Holloway and Bedford New College www.poshbee.eu

Deliverable title: Communication strategy and dissemination plan
 Deliverable n°: 11.3
 Nature of the deliverable: DEC
 Dissemination level: Public

WP responsible: WP11
 Lead beneficiary: Pensoft Publishers

Citation: Kuzmova, I., Stoev, P., Sapundzhieva, A. & Grudova., M (2019). *Communication strategy and dissemination plan*. Deliverable D11.3 EU Horizon 2020 PoshBee Project, Grant agreement No. 773921.

Due date of deliverable: Month 12
 Actual submission date: Month 12

Deliverable status:

Version	Status	Date	Author(s)
1.0	Draft	20 May 2019	Iliyana Kuzmova, Pavel Stoev, Anna Sapundzhieva, Margarita Grudova Pensoft Publishers
2.0	Revision	24 May 2019	Simon G. Potts University of Reading
3.0	Final	28 May 2019	Iliyana Kuzmova, Pavel Stoev, Anna Sapundzhieva, Margarita Grudova Pensoft Publishers

The content of this deliverable does not necessarily reflect the official opinions of the European Commission or other institutions of the European Union.

Table of contents

Preface	5
Summary	5
1. Introduction – Why, Who, What, How and When?	6
2. Scope and objectives	6
3. Target groups and stakeholder integration	7
4. Main outputs to communicate	8
5. Communication methods and channels	9
6. Detailed social media strategy	10
7. Dissemination actors.....	12
7.1 Dissemination leader	12
7.2 Partners with active engagement in the dissemination process	12
7.3 Dissemination at all partners level.....	12
8. Timing and frequency of delivery	13
References	14

Preface

Communication and dissemination are key elements of PoshBee's planned measures to maximise project impact and ensure sustainable and long-term knowledge exchange. This Communication strategy and dissemination plan, has been developed during the starting phase of the project by the principal WP11 dissemination and outreach partners to ensure the clear definition of, and interactions between, objectives, target groups, message and implementation. This strategy is developed based on activities and findings within WP10 Knowledge Exchange and Impact Strategy, where a Report (D10.1 Report on the knowledge exchange and impact strategy for PoshBee) on the knowledge exchange and impact strategy has been prepared to define and categorize the main stakeholder groups within PoshBee.

Summary

Dissemination and communication play a vital role within PoshBee as a means of ensuring knowledge transfer and uptake of results at every stage during the project lifetime. The project's Communication strategy and dissemination plan have been developed during the starting phase of the project to define objectives, target groups, key messages and outline implementation. The main dissemination tools (website, press releases, newsletters, posters, brochures, social media, videos, meetings and workshops, scientific publications etc.) are listed in this strategy, where the relationship between tools and the different target groups is explained, alongside suggested indicators for actively monitoring of effectiveness.

The strategy represents a concise plan to guide the communication and dissemination efforts to target various audiences and convey clear, understandable, coordinated and effective messages, thus, raising awareness and maximising the benefits resulting from the PoshBee project. Indicative time schedule for implementation is provided.

1. Introduction – Why, Who, What, How and When?

Dissemination and communication efforts within PoshBee will branch out mainly in two directions, namely rising awareness and promoting consensus among stakeholders to contribute to reaching PoshBee goals and objectives, on the one hand, and popularisation and visibility to the wider public, on the other.

The Strategy will answer five main questions related to:

- 1) Scope and objectives (Why?)
- 2) Target groups and stakeholder integration (Who?)
- 3) Key outputs to communicate (What?)
- 4) Communication channels and methods (How?)
- 4) Timelines for delivering successful communication (When?)

In collaboration with the stakeholder identification and networking activities that are carried out in WP10 (see Deliverable 10.1 Report on the knowledge exchange and impact strategy for PoshBee) the strategy will target these main stakeholder groups in key sectors and define the most appropriate methods to tailor materials and communicate results to: (i) policy and decision-makers at the global, EU, and national/regional levels; (ii) local governments; (iii) environment managers and planners; (iv) NGO's; (v) farmers and beekeepers, (vi) citizens.

The strategy represents a concise plan to guide the communication and dissemination efforts to target the various audiences and spread out clear, understandable, coordinated and effective messages, thus raising awareness and maximizing the benefits resulting from PoshBee.

This document outlines in detail the communication and dissemination activities, their motivation and implementation. The time schedule for their implementation is indicated in Annex 1.

2. Scope and objectives

The PoshBee Communication strategy and dissemination plan will be of foremost importance for the project's success. Its main objective is to identify and organize the dissemination activities in order to reach out to the widest possible range of stakeholders and to promote further exploitation of the project results.

To ensure that these aims are met professionally, effectively and in a timely manner the following ten basic principles are adopted as dissemination and communication backbone:

1. Open access to PoshBee results to the greatest extent possible, while considering intellectual property rights (IPR);
2. Multi-targeted dissemination of results, based on identifying all relevant target groups;
3. Tailored and targeted communication messages reflecting the needs of each target group;
4. Multivalent modes of dissemination based on traditional (scientific papers, leaflets, posters, fact sheets, policy briefs, press releases, newsletters) and innovative methods (online broadcasting, videos, infographics, blogs, open access journals, data publishing);

5. Extensive use of social networks (Twitter, Facebook, YouTube) and Web 2.0 technologies (semantic tagging);
6. Translating the scientific results, such as best practices, recommendations, fact sheets, policy briefs, etc. into comprehensive and more understandable forms, and when needed into national languages. The scientific language and the methods of dissemination will be adapted according to the needs and specifics (e.g., educational level, different background, different incentives) with the aim to reach various multi-language and multi-cultural target groups;
7. Widest integration of PoshBee results into existing international networks, professional organisations, large symposia, and NGO's;
8. Regular press releases and news announcements posted through the world's leading (Eurekalert.org) and EU-based (APIMONDIA, COLOSS, Science for Environment Policy newsletter, BISE, CORDIS Wire, Oppla etc.) distributors of science news;
9. Feedback from stakeholders used to improve the usability of results and facilitate the work of PoshBee;
10. Sustainability of PoshBee results by maintaining the website at least 5 years after expiration of the funding phase of the project and encouraging the open access publication of all project results including data, reports, methods, etc.

3. Target groups and stakeholder integration

The broad stakeholder groups within PoshBee, as identified by the stakeholder mapping exercise (D10.1), are **Beekeepers** (beekeeper associations/organisations), **Business** (private companies, industry, SMEs), **European Commission** (EC, DG's and agencies), **Farmers** (farmer associations/organisations), **Government** (national government agencies or ministries), **Media, NGO** (non-governmental organisation), **Public, Researchers** (university, government or private research organisation).

Within Deliverable 10.1 these groups were also mapped according to the level of interest and influence they have with regards to key outputs planned within PoshBee, see table below.

Table 1. Overview of knowledge exchange plans for Standardised protocols and the Bee Health Card. (Potts, et al. 2019)

PoshBee Output: "What"	Stakeholders: "Who"	Dissemination, communication and outreach: "How" and "When"
Standardised protocols	Priority Stakeholders ANSES, Agrochemical industry, EC, ECPA, EFSA, National ministries of agriculture, and Researchers	Task 11.2: Communication and dissemination strategy and the Exploitation Plans and
	Other Stakeholders COPA-COGECA, National farmer organisations, NGOs, Media, Pollination service suppliers, and Public	Task 11.3: Dissemination, communication and outreach

PoshBee Output: “What”	Stakeholders: “Who”	Dissemination, communication and outreach: “How” and “When”
Bee Health Card	Priority Stakeholders ANSES, Agrochemical industry, Businesses (e.g. Bee medicine suppliers, queen honeybee breeders), EC, EFSA, National beekeeping associations, Media, National farmer organisations, National ministries of agriculture, and National ministries for bee health	Task 11.2: Communication and dissemination strategy and the Exploitation Plans and
	Other Stakeholders Businesses (agri-food, Pollination service suppliers retailers), NGOs, Public, and Researchers	Task 11.3: Dissemination, communication and outreach

This document will build on the stakeholder mapping exercise results to develop specific actions of PoshBee’s communication strategy, namely define the right channels and timing to ensure maximum update and re-use of PoshBee results.

4. Main outputs to communicate

Table 2 from D10.1 summarises the key PoshBee outputs that will require targeted communication and dissemination efforts to ensure smooth knowledge exchange.

Table 2. Summary of the main expected outputs from PoshBee. (Potts, et al. 2019)

Output Type	Specific outputs
Knowledge	Chronic and sub-lethal effects of chemicals and combinations
	Effects of chemical x pathogen and chemical x nutrition
	Field level effects of stressors
Protocols for bee regulatory testing schemes	Testing chemicals on life-stages and castes/sexes of model species
	Ground nesting model for solitary bees
	Chemical x pathogen and chemical x nutrition interactions
	Field testing
Proteomics tools for health monitoring	‘Health card’ for bees to monitor stressors and impacts
	Proteomics database for wider use
Air sensor tool	Measuring atmospheric agrochemicals exposure inside and outside hives
Toolkits	Multi-media knowledge exchange to enhance tool uptake and use

Additionally, PoshBee will disseminate information about intermediate project outputs such as reports, scientific publications, field test methods and results and important project meetings.

5. Communication methods and channels

Various manners of communication and dissemination will be applied to reach different target groups. The main channels to be used by PoshBee are specified below, followed by a detailed specification and mapping of the use of each channel towards the different target groups outlined above.

1. Communication and dissemination channels created and maintained by PoshBee:

- Project website
- PoshBee 'Buzz' newsletter
- Promotional materials: brochures, posters, policy briefs, factsheets etc.
- Social networks
- Multimedia materials: videos, infographics, live broadcasts
- Press releases
- Events

2. External dissemination channels:

- Journals
- Mass Media
- Partnering projects' websites, social networks, events, newsletters

More information about these channels and their status is available in D11.1 Project branding.

Table 3: Mapping communication channels to stakeholders, outputs and verification of use

Dissemination tool	Target groups	Related outputs	Verification of use
Project website	Researchers, Beekeepers, Farmers, NGO, Media, Public	All outputs	Number of visits, number of requests, unique visitors and document downloads
Social networks and sharing platforms <ul style="list-style-type: none"> • Facebook • Twitter • YouTube 	Researchers, European Commission, Government, Beekeepers, Farmers, NGOs, Media, Public	All outputs	Number of posts; number of re-tweets (Twitter); number of followers, views and "likes"
Scientific publications	Researchers, NGOs	Knowledge, Protocols, Toolkits	List of publications
Presentations at scientific conferences	Researchers, Government, NGOs, European Commission	Knowledge, Protocols, Toolkits,	List of international or national conferences where the project results are presented
Poster, flyers, leaflets	Researchers, Government, NGOs,	Knowledge, Protocols, Toolkits	Number of downloads of electronic copies or

Dissemination tool	Target groups	Related outputs	Verification of use
	European Commission		handouts at conferences
Policy briefs	Government, NGOs, European Commission	Knowledge, Protocols, Toolkits, Health card, Air sensor	Number of downloads of electronic copies or handouts at conferences
Practice factsheets	Beekeepers, farmers, NGOs	Knowledge, Protocols, Toolkits, Health card, Air sensor	Number of downloads of electronic copies or handouts at conferences
Newsletter – PoshBee ‘Buzz’	Researchers, European Commission, Government, Beekeepers, Farmers, NGOs, Media, Public	All outputs	Number of successful deliveries, clicks, average per user engagement
External blogs, e-newsletters, websites	Researchers, European Commission, Government, Beekeepers, Farmers, NGOs, Media, Public	Knowledge, Protocols, Toolkits, Health card, Air sensor	Number of successfully placed content
Press releases and publications in newspapers and popular magazines	Researchers, European Commission, Government, Beekeepers, Farmers, NGOs, Media, Public	Knowledge, Protocols, Toolkits, Health card, Air sensor	Number of press releases issued; number of visits of particular press releases; list of publications
Multimedia materials: videos, infographics, live broadcasts	Researchers, European Commission, Government, Beekeepers, Farmers, NGOs, Media, Public	All outputs	List of multimedia items, engagement per item, where possible to measure

6. Detailed social media strategy

PoshBee will take full advantage of social media communication. A social media strategy has been designed to define clear and specific goals and outline a detailed and systematic plan of actions for social media use. An analysis of the project’s specificities and the functionalities and specifics of two main social networks (Twitter, Facebook) showed that each social network offers different benefits and can have a potential unique use within the PoshBee project (Table 4). The project already owns accounts in these networks and their current status is shown below:

- Twitter: 428 Followers; 144 Tweets
- Facebook: 114 Followers; 110 Likes
- YouTube: will be activated fully when the first project videos are available

As a result of the social media analysis and outline of social media to be used within the project, a social media strategy has been drafted. This aims to adapt the content and the features used within each social media taking account of target users and intended messages. A specific action plan has been outlined to increase membership and to generate content, as well as to strengthen the existing weak points within PoshBee's social media visibility.

Target Groups within each network:

- **Twitter:** all stakeholders, other initiatives, bloggers/media accounts, general public interested in the project themes.
- **Facebook:** all stakeholders, general public interested in the project themes.

Getting the message across for each network:

- **Twitter:** RSS feeds of the website news; stakeholders can contribute with short, to the point, messages using suitable hashtags (#) and connecting to the right accounts (@), following the right initiatives and using lists for re-tweeting.
- **Facebook:** RSS feeds of the website news; creating events; relevant posts, images, videos, and albums can be uploaded from meetings and conferences.

Table 4: Comparison of the pros and cons of two social media networks for use in Poshbee

	Specifications	Impact within PoshBee
Twitter	<p>Pros: Short, fast, easy communication; popular and with high number of users; Twitter lists - easy way to follow news and interact; Event back-channelling</p> <p>Cons: Rather limited in space and media sharing; Tweets have a short searchability lifetime</p>	<p>-Generate interest and share on-going news and activities through posts/tweets</p> <p>-Twitter lists: build a community around the project and get relevant news</p> <p>-Conference live stream/post-conference review</p> <p>-Personal messages: Twitter email version</p>
Facebook	<p>Pros: Useful for sharing media (pictures, videos); High number of users; Create events and invite users; Community-like feel</p> <p>Cons: Less professional and used mainly for personal social activities</p>	<p>-Generate interest and share on-going news and activities through posts</p> <p>-Share relevant multimedia (in posts, or as separate albums)</p> <p>-Events creation and promotion: strengthening the sense of community around the project</p> <p>-Create groups to share group messages</p> <p>-Insights: provide useful analytics for the development of the page</p>

7. Dissemination actors

Within the consortium of partners, WP11 will take the responsibility for coordinating communication and dissemination activities and report the results to the PoshBee coordination team. All partners are expected to take part in the dissemination activities and actively contribute to popularise the project and its outcomes.

7.1 Dissemination leader

Pensoft as the leader of WP11 will be leading dissemination efforts during the lifetime of PoshBee. As the dissemination leader Pensoft will be expected to:

1. Coordinate and monitor all dissemination activities.
2. Organize dissemination activities on all project levels.
3. Encourage partners to initiate and to participate.
4. Reach out and establish working contacts with relevant activities.
5. Ensure regular quality content for the various dissemination channels within this strategy.

7.2 Partners with active engagement in the dissemination process

While all partners will contribute to project dissemination, several institution will have a larger role within WP11 and the preparation and execution of various aspects of this Communication strategy and dissemination plan.

- As a leader of WP10, the University of Reading will be heavily involved in the development of targeted and relevant content for PoshBee's policy briefs.
- The University of Bern will assist the communication leader by serving as a liaison between the project and the COLOSS network to reach out to more than 900 scientists from over 90 countries worldwide.
- The University of Mons will be responsible for training and will thus support the communication leader in the development of tailored training materials and social media campaigns concerning these activities.
- The coordinator – Royal Holloway and Bedford New College – will play a large role in overseeing all major communication outputs.

7.3 Dissemination at all partners level

To ensure the broadest impact and highest level of dissemination, all partners will be actively engaged in the dissemination process by:

1. Use of their own personal and/or institutional networks and websites to promote the project.
2. Take advantage of relevant conferences to present the project results and distribute dissemination materials. For this purpose, person months were allocated to all partners according to the dissemination effort to be done.
3. Providing content to the dissemination team. Dissemination activities will be reported through a specifically designed feature of the project's Internal Communication Platform (ICP).

The communication within the project consortium will be in English. However, most partners will be communicating to local stakeholders and disseminating project results and conclusions in their native

languages. They will be encouraged to produce their own language versions of flyers, newsletters, fact sheets and popular summaries of project results.

8. Timing and frequency of delivery

The following plan outlines baseline activities and frequencies:

Brochure and poster- every time substantial new results come out, the project will develop an updated version of the project flyer and poster.

Press releases – roughly 1 press release per year (this number is a subject to change in accordance with the necessities of the project).

- Press pack –updated each year to include new information and multimedia materials as they come.
- Electronic newsletter - 1 every year
- News and Events on the website: minimum 1 per month
- Social networks activity: minimum 2 posts per week
- Attendance at conferences: minimum 5 per year
- Publications in relevant media – minimum 2 per year

More information on the different promotional materials and PR practices and timings is also available in D11.1 Branding products, promotional materials, website, social network profiles, project communication platform, and online libraries.

References

Potts S.G., Breeze T., Cini E., Senapathi D. (2019). *Report on the knowledge exchange and impact strategy for PoshBee*. Deliverable D10.1 EU Horizon 2020 PoshBee Project, Grant agreement No. 773921.

Sapundzhieva, A., Kuzmova, I. & Stoev, P. (2018). *Branding products, promotional materials, website, social network profiles, project communication platform, and online libraries*. Deliverable D11.1 EU Horizon 2020 PoshBee Project, Grant agreement No. 773921.