



UPDATED COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN (CDEP) – VERSION 2.0

Deliverable number: D5.2

Agnes Zolyomi¹, Tibor Janosi-Mozes¹, Lindy Binder²

1. GreenFormation
2. Coventry University

* Corresponding author, email:

Agnes Zolyomi, agnes.zolyomi@greenformation.net

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List of abbreviations and acronyms used in this document

Acronym	Definition
AESOP	Association of the European Schools of Planning
CBD	Convention on Biological Diversity
CC BY	Creative Commons Attribution
CC BY-NC	Creative Commons Attribution-NonCommercial
CDEP	Communication, Dissemination and Exploitation Plan
COP	Conference of the Parties
COST Action	European Cooperation in Science and Technology
CU	Coventry University
DG AGRI	Directorate-General for Agriculture and Rural Development
DG CLIMA	Directorate-General for Climate Action
DG DEVCO	Directorate-General for International Partnerships
DG ENER	Directorate-General for Energy
DG ENV	Directorate-General for Environment
EG RTD	Directorate-General for Research and Innovation
DRIFT	Dutch Research Institute for Transitions
EEA	European Environmental Agency
EEB	European Environmental Bureau
EESC	European Economic and Social Committee
ELO	European Landowners' Organization
ESSRG	Environmental Social Science Research Group
EU	European Union



FAO	Food and Agriculture Organization of the United Nations
FEASTA	Foundation for the Economics of Sustainability
GF	GreenFormation
HEAL	Health and Environment Alliance
IASC	International Associations for the Study of the Commons
ICCA	Indigenous Peoples' and Community Conserved Areas and Territories
ICLEI	Local Governments for Sustainability
IEEP	Institute for European Environmental Policy
IFOAM	International Federation of Organic Agriculture Movements
IP	Intellectual Property
IPBES	Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services
IPCC	Intergovernmental Panel on Climate Change
IUCN	International Union for Conservation of Nature
JRC	Joint Research Centre (European Commission)
KCB	Knowledge Centre for Biodiversity
KPI	Key Performance Indicator
KTU	Kaunas University of Technology
MEP	Member of European Parliament
MLU	Martin Luther University Halle-Wittenberg
NGO	Non-Governmental Organisation
SDG	Sustainable Development Goal
TEHRA	The Environment and Human Rights Academy
TG	Target Group
TIESS	Transdisciplinary Institute for Environmental and Social Studies
UNDP	United Nations Development Programme



DAISY
LET'S TURN ON TRANSFORMATION

UNEP	United Nations Environment Programme
UFZ	Helmholtz Centre for Environmental Research
WP	Work Package
WR	Wageningen University and Research
WWF	World Wildlife Fund



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Background: About DAISY

DAISY - Digital, technological and Social innovation mixes enabling transformation for biodiversity and equity - will advance understanding of how specific mixes of interventions including social-technological innovations can be used to induce transformation for biodiversity and equity.

DAISY's main objectives

- To understand which socio-economic, political and behavioural processes, and their interrelationships shape and enable our personal, political and practical ability to respond to the biodiversity crisis and how they impact on transformative change.
- To collect existing tools, processes, interventions and innovations that are conducive to triggering transformative change with the understanding of what enables them to address biodiversity loss and social inequity.
- To create intervention mixes based on existing tools and innovations and apply them in practice to induce transformation in all three spheres (personal, political, practical) to support biodiversity and equity prioritisation in decision- and policymaking.

Our case studies to test innovations

Innovation mixes will be tested and assessed for effectiveness in five seed innovation intensive case studies, within the domains of agri-food, education, energy and urban and regional development.

Turning on transformation

DAISY will have a special emphasis on amplifying innovation through bridging activities, networking events, wide stakeholder engagement and collection, connection and distribution of innovation seeds to switch on transformation.

Executive Summary

The Communication, Dissemination and Exploitation Plan (CDEP) defines DAISY's overarching strategy for ensuring visibility, uptake and sustainable impact of project results. It identifies target groups, key messages, tools, activities, channels and responsible partners for effective engagement. The plan supports DAISY's transformative aims through continuous mapping, storytelling and multi-actor dialogue, and is monitored through the project's key performance indicators (KPIs).

This document represents an update of the CDEP, reflecting activities, achievements, and lessons learned during the project's first eighteen months. Since the launch of DAISY, the consortium has established the project's visual identity and communication infrastructure, strengthened collaboration with sister projects and policy actors, expanded outreach through events, workshops and social media, and further refined key narratives around transformative change, biodiversity, equity and innovation mixes.

The updated CDEP also captures emerging priorities and adaptive communication approaches developed in response to stakeholder engagement, policy developments and ongoing project activities. Particular emphasis has been placed on strengthening synergies with related Horizon Europe projects, amplifying storytelling and visual communication, and fostering broader societal dialogue on transformative change for biodiversity and sustainability.

A final version of the CDEP will be produced at the end of the project to consolidate DAISY's communication, dissemination and exploitation outcomes, including the uptake, legacy and long-term impact of project results.

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1. Introduction

1.1 Purpose

This document provides a strategic roadmap for DAISY's communication, dissemination and exploitation activities, while also reflecting on the progress and achievements realised during the project's first eighteen months. It is designed to ensure coherent, targeted and effective outreach that amplifies DAISY's results, to strengthen stakeholder engagement, and to enhance the project's long-term impact and uptake.

1.2 Context and Relevance

Communication plays a central role in DAISY's mission to 'turn on transformation' by making knowledge actionable, accessible and emotionally resonant.

Transformation - especially one that prioritises biodiversity and equity - cannot be achieved through research outputs alone; it requires narratives that connect with diverse audiences, tools that empower actors at multiple levels, and engagement processes that stimulate reflection and change. In this context, the CDEP is not simply a mechanism for information sharing - it is an enabling framework that ensures DAISY's insights reach, inspire and activate the key groups that can affect systemic change.

By tailoring messages and formats to the needs of specific stakeholders, the CDEP facilitates the uptake of project outcomes in 'real-world' decision-making and everyday practices. It also supports the visibility of DAISY's work in key European and global policy processes, including those linked to IPBES, IPCC, the EU Biodiversity Strategy for 2030 and the Kunming-Montreal Global Biodiversity Framework. Through creative and inclusive communication, DAISY aims to amplify seeds of transformation and foster shared ownership of the pathways towards just and nature-positive futures.

This deliverable is part of Work Package (WP) 5 (Operationalising knowledge and amplifying transformative change through cooperation, engagement and communication), which focuses on outreach, network-building and impact amplification. The CDEP supports all DAISY tasks with importance of

communication, dissemination and outreach, while complementing the Bridging Action Plan (BAP) (Deliverable 5.5). The CDEP aims to align project outputs with key processes relevant for our target groups of policymakers, businesses, local communities, researchers and other biodiversity, social equity and transformation-relevant actors.

This update of the CDEP reflects communication and dissemination activities implemented during the initial eighteen months of the project, including participation in major policy and research events, collaboration with sister projects and transformative change networks, the development of DAISY's visual and narrative identity, and the expansion of outreach through workshops, storytelling, social media and stakeholder engagement activities. The updated document also incorporates lessons learned, emerging priorities, and adaptive communication approaches developed in response to stakeholder feedback and evolving policy contexts.

1.3 Scope and Objectives

The CDEP outlines specific approaches to reach, engage and activate different stakeholder groups, including policymakers, businesses, civil society organisations, researchers, educators and local communities. It presents DAISY's communication and dissemination tools, visual identity, channels, timing, key performance indicators (KPIs) and legacy considerations, and is designed as a living and adaptive framework that is regularly updated to respond to emerging needs, opportunities, policy developments and lessons learned throughout the project.

1.4 Structure of the Document

The document begins with an executive summary and an introduction to the updated CDEP's purpose and scope. It then discusses the communication strategy, including audience segmentation, key messages and dissemination tools. Following this, it presents the exploitation plan, monitoring framework and branding strategy, and concludes with next steps, while also reflecting on the already achieved outcomes and lessons learned.

1.5 Target Audience

The primary audience of this deliverable includes DAISY consortium members, European Commission officers, and stakeholders in the biodiversity, climate and socio-economic transformation domains. The broader public and media are also key audiences through adapted outreach.

2. Communication and Dissemination

2.1 Overview

DAISY's communication and dissemination strategy is rooted in principles of inclusivity, creativity and transformation. Its core objective is to ensure that the project's findings, tools, and recommendations are not only visible but also accessible, meaningful and actionable for a wide range of actors. This includes policymakers, businesses, civil society, local communities, educators and researchers. The strategy aims to build trust, foster understanding, and enable uptake of transformative pathways for biodiversity and equity.

Experiences from the first eighteen months of DAISY highlight that communicating complex research outputs to diverse stakeholder groups presents a series of well-recognised challenges (e.g., translating technical language into accessible and engaging content for a diverse audience, sustaining attention and participation over time, competing for visibility, addressing differing levels of awareness and interests, among stakeholders, highly scientific and traditional dissemination formats, need for more tailored, targeted and relationship-based approaches).

In response to these challenges, DAISY's updated CDEP is designed to do more than transmit knowledge: it seeks to engage and create dialogue, build partnerships, and support the cultivation of transformation champions across sectors and scales. DAISY's strategy emphasises the use of tailored messages, creative formats, visual storytelling and contextualised communication tools, to overcome barriers to understanding and engagement.

The CDEP also aims to amplify the visibility of DAISY's outcomes through dynamic purposeful networking, and alignment with ongoing European and international processes and debates. It supports the work of all DAISY Work Packages by

ensuring their results are communicated effectively and their impact is enhanced through cross-sectoral engagement. In doing so, the plan contributes directly to DAISY's overarching mission to 'turn on transformation' by fostering inclusive, systemic and sustainable change.

2.2 Target Groups

The CDEP distinguishes six core target groups (TGs): (1) Policymakers at global, European, national and local levels; (2) Businesses engaged in sustainability and biodiversity-related sectors; (3) Civil society actors, including NGOs and youth; (4) Researchers and science-policy actors; (5) Local communities in DAISY's case study areas and beyond; (6) Educational institutions and networks and (7) the general public ([Table 1](#)).

Table 1: DAISY's CDEP Target Groups

Target Group Code	Description
TG1: Policymakers	European Commission (e.g., DG ENV, DG CLIMA, DG AGRI, DG ENER, DG DEVCO, DG RTD, EEA, JRC, KCB), MEPs and their staff, Member State ministries, Committees (EESC), and secretariats and experts of IPBES, IPCC, CBD, UNEP, UNDP.
TG2: Businesses	Businesses involved in case studies and innovations, Natural Capital organisations, World Business Council for Sustainable Development (WBCSD), Green Economy Coalition, EU Business@Biodiversity Platform.
TG3: Civil society including youth organisations	(a) Conservation NGOs (e.g., BirdLife, CANEurope, ClientEarth, EEB, Friends of the Earth, IUCN, WWF, ICCA Consortium, GreenPeace, Rare); (b) Social NGOs working with communities and on equity and SDGs (e.g., Climate Justice Alliance, FEASTA, IASC, SDG Watch, Wellbeing Economy Alliance); (c) Sectoral and climate-health groups (e.g., Slow Food Movement, ELO, IFOAM, Energy Cities, ICLEI, HEAL); (d) Youth movements and organisations (e.g., European Youth Forum, Youth and Environment Europe, Fridays for Future).
TG4: Science-policy interfaces, scientific	Representatives of nature, behaviour and social sciences, authors of IPBES/IPCC reports, science-policy platforms (e.g., BioAgora, Eklipse, NetworkNature), think tanks (e.g., DRIFT,

community, transformation networks and think tanks	IEEP), researchers from related Horizon Europe projects and transformation/innovation networks.
TG5: Local communities	Communities involved in DAISY case studies and others reached through ICLEI, C40 Cities Climate Leadership Group, Global Covenant of Mayors, and Energy Cities.
TG6: Education networks and educators	Schools and educational institutions, higher education networks (e.g., AESOP, Copernicus Alliance, Inter-University Sustainable Development Research Programme, TEHRA).
TG7: General public	Interested individuals, citizens, and non-specialist audiences not directly involved in biodiversity or equity issues but impacted by or curious about environmental and societal transformation (e.g. media consumers, followers of science communication platforms, and those reached through outreach efforts such as press releases, podcasts, infographics, public events, and social media campaigns.

2.3 Key Messages

Central to DAISY's outreach are messages that communicate the urgency of biodiversity and equity-focused transformation. Key messages include: 'Biodiversity and equity must be central to transformation', 'Change is context-dependent and requires a mix of innovations', and 'DAISY offers co-created, actionable pathways for real-world change'. These messages are adapted to each audience and channel.

2.4 Tools and Channels

To operationalise communication, a wide range of tools are employed. These include an interactive website (<https://mydaisy.eu/>), social media ([LinkedIn](#), [Bluesky](#)), channels of DAISY partners, newsletters, visual materials (infographics), deliverable briefs and media engagement. All communication adheres to a coherent branding identity, ensuring consistency and visibility.

2.5 Monitoring and KPIs

The effectiveness of communication and dissemination is monitored through KPIs ([Table 2](#)) including website traffic, social media metrics, newsletter subscriptions, media reach and attendance at events. A bi-annual review of activities informs necessary adjustments and updates to the plan.

Table 2: Key target groups (TGs) with communication tools and their relevant KPIs

Tools	TG1	TG2	TG3	TG4	TG5	TG6	TG7	KPI	Overall Target	Mid-term
Website	x	x	x	x	x	x	x	No. of visitors	5,000	2,400
Newsletter	x	x	x	x	x	x	x	No. of subscribers	200	78
Social media	x	x	x	x	x	x	x	No. of followers	1,000	379
								No. of posts	700	254
Infographics	x	x	x	x		x	x	No. of infographics	5	2
								No. of target group reached	500	200
Press release	x		x	x	x		x	No. of press releases sent	5	2
Non-scientific articles (e.g. The Conversation), radio and TV interviews	x	x	x	x	x	x	x	No. of articles	30	5
								No. of radio interviews/podcasts	5	0
								No. of TV interviews	2	0
								No. of people reached	50K	2500
Scientific publication				x				No. of publications	5	3 (in press)
Workshops and amplification events with stakeholders	x		x	x	x		x	No. of workshops organised	39	15
								No. of participants	200	260
Consultations	x		x					No. of consultations	10	4



Joint actions with other EU projects (joint event, communication)	x	x	x	x			x	No. of actions	10	10
Presentations at scientific conferences and policy events				x				No. of presentations	5	16
Public deliverables	x	x	x	x		x		No. of deliverables	24	17
Deliverable briefs (creative short version of the main messages)	x	x	x	x	x	x	x	No. of briefs	10	3
Online training	x	x	x		x		x	No. of online trainings	1	0
								No. of target group participants	500	0
Advisory and influencer board member	x	x	x	x	x	x		No. of AIB members per group	At least 1	8 AB members (from each TG)

2.6 Communication and Dissemination Plan (Months 1–18)

During the first year of the DAISY project, communication and dissemination activities ([Table 3](#)) focused on laying the foundation for visibility, engagement and impact. The aim was to introduce DAISY's core concepts, highlight early deliverables and activate stakeholder interest across target groups. Communication in this phase emphasised DAISY's contribution to key processes and key events, and emerging results. Outputs were disseminated using a mix of online tools, stakeholder events, media outreach and visual storytelling formats. Relevant

deliverables to target groups were synthesised and disseminated through online channels to reach their most relevant audiences.

Table 3: Key target groups (TGs) with communication tools and their relevant KPIs

Deliverable	Due (Month)	Lead Partner	Key Messages & Potential tools	Target Audiences
D1.1 Report on key economic trajectories	Month 6	GF	Infographic, blog post, policy snippet and deliverable brief	TG1, TG3, TG4
D1.2 Report on transformative policy dynamics	Month 12	UFZ	Policy brief, blog post, policy snippet, deliverable brief	TG1, TG4
D1.3 Report on the societal and behavioural dimensions of innovations	Month 6	CU	Popular article, blog post, deliverable brief	TG1, TG3, TG4
D1.4 Transformative Diagnostic Tool (TRD2)	Month 8	MLU	Interactive tool launched, press release, blog post, promotion through online transformative seminar events	TG2, TG3, TG4

D2.1 Lists of innovations with key trends and issues	Month 6	KTU	Infographic carousel, blog post	TG2, TG4, TG6
D2.2 Expert assessment of innovations	Month 10	CU	Expert webinar, podcast episode, social media thread	TG2, TG4
D4.1 Report on local case study experience workshops	Month 12	CU	Visual case story highlights, snippets shared with local partners, community post	TG3, TG5
D5.10 Policy Brief	Month 12	TIESS	Branded policy brief PDF, press release, blog post	TG1, TG4
D5.5 Bridging Action Plan (BAP)	Month 12	GF	Cross-project newsletter feature, blog post	TG1, TG2, TG4
D2.3 Innovation cases profiles	Month 13	TIESS	Deliverable brief, blog post	TG2, TG4
D3.1 TIM framework	Month 15	CU	Deliverable brief, blog post	TG2, TG4
Project website	Continuous	GF	Regular updates of transformation	All TGs

			relevant news and events	
Social media	Continuous	GF	Regular updates of transformation relevant news and events	All TGs
Newsletter	M10, M16	GF and CU	Featuring information on transformation relevant news and events	All TGs
Project leaflet, posters and banner	Continuous	GF, all partners	Featuring the project, calling for participation	TG1-5

3. Exploitation Strategy

The exploitation strategy ensures DAISY's knowledge and tools are usable beyond the project lifetime. Key exploitable outputs include DAISY's public deliverables, scientific articles, communication outputs (e.g. infographics) and databases of the website. All of these are made accessible through DAISY's website and open science platforms (e.g., Zenodo and integrated into policy, education and community resources).

To ensure legacy and uptake, DAISY utilises Search Engine Optimisation (SEO), adaptable formats, and will use multilingual summaries (concerning the case studies' outputs). Outputs are also distributed through sister projects, social media and the website, and are further planned to be shared through other platforms (e.g., the Horizon Results Booster, the Horizon Results Platform, and aligned initiatives such as Oppla, Eklipse, and the Science Service). Further platforms and initiatives are being identified and mapped through the Bridging Action Plan, helping to ensure DAISY's outputs extend beyond the usual biodiversity audiences and connect with a broader spectrum of actors.

4. Responsibilities and Timeline

The responsibility for implementing the CDEP lies with WP5, led by GreenFormation (communication and coordination). All partners contribute content, support dissemination, and co-organise events and storytelling outputs aligned with their work packages and expertise. A timeline of deliverables and major updates ensures accountability and continuous improvement. All partners are invited to provide up-to-date communication and dissemination input (at least biannually) into an online excel table on CDEP-relevant information aligned to the reporting obligations under the project's EU Funding and Tender's portal. The WP5 lead regularly communicates WP5-relevant news and tasks to the consortium through the WP and Task Leads meetings and via emails. In addition, regular bilateral check-ins with WP and Task Leads are scheduled to ensure seamless information flow between work packages and WP5. DAISY's Advisory Board is also updated and informed about the key communication and dissemination measures. These touchpoints not only support visibility of emerging outputs but also ensure DAISY's impacts are captured and reported effectively.

The CDEP has been updated every six months, with deliverable updates in M18 and M36. Major outputs include the website (M6), BAP updates (M12 and M24), policy synthesis products (M32), and collaborative publications and outreach events across the project's lifespan.

5. Monitoring and Evaluation

DAISY's communication success has been evaluated using a set of quantitative and qualitative indicators. These include website visitor analytics, social media engagement statistics, the number of publications, citations, downloads, stakeholder feedback, and event participation. KPIs in [Table 2](#) are extended and reviewed biannually, and monitoring is aligned with project reporting cycles and internal evaluations.

6. Branding and Visual Identity

DAISY's visual identity is designed to reflect its mission of inclusive transformation. Developed by GF, it includes a logo, colour palette, font sets, and templates for presentations, deliverables and newsletters. Visuals emphasise creativity, accessibility and equity. All outputs, including infographics, policy and deliverable briefs, maintain this identity to ensure coherence and recognisability.



Figure 1: DAISY brochure

7. Collaboration and Synergies

Building on the PLANET4B synergies strategy, DAISY actively collaborates with key Horizon Europe projects such as [BIOTraCes](#), [BIOTRAILS](#), [RESPIN](#) and [BioAgora](#), and connects with wider initiatives including IPBES Transformative Change experts, Degrowth and post-growth networks, and transformation-focused COST Actions. These collaborations are designed to amplify DAISY's impact by aligning policy messages, sharing knowledge and co-creating outputs that extend beyond the usual biodiversity community.

Through WP5, DAISY contributes to the Horizon Europe Transformative Change Cluster by engaging in the co-development of joint events, policy messages, shared dissemination materials, and scientific and non-scientific publications. A key output is the creation of an online one-stop-shop platform (M36) that showcases the results, tools, and 'transformative seeds' emerging from across the cluster and

beyond. This platform also draws on DAISY's own 'seed bank' of win-win solutions and pathways for transformative change.

In this spirit of cooperation, DAISY connects researchers, policymakers and practitioners, working on biodiversity, climate, agriculture, energy, equity and innovation, by mapping synergies and co-creating outputs with related projects and networks. These include Biodiversa+ Transformative Change projects, NATALIE, OneSTOP, Transformers, Eklipse and policy-facing communities such as IPBES, IPCC, and the Society for Social Studies of Science.

Key bridging activities include:

- Organising regular meetings of the Transformative Change Cluster to coordinate joint messages and outputs
- Attending and contributing to diverse events such as EU Green Week, FAO meetings, CBD COPs, and sectoral or grassroots gatherings including Degrowth and the Transformations Community conferences
- Hosting bilateral meetings to align strategic priorities with actors beyond biodiversity sectors, such as urban transformation, food systems, or climate-health nexuses
- Mapping upcoming events, input needs and engagement windows to ensure DAISY's results are timely and policy-relevant
- Leveraging the expertise of the project's Advisory and Influencers Board to steer cooperation and amplify impact

DAISY's BAP (D5.5 and D5.6) outlines this collaborative ecosystem and is updated throughout the project. It also supports the joint Horizon Europe deliverable on shared policy feedback (D5.11). Importantly, DAISY seeks synergies not only within the biodiversity domain, but also across broader social, scientific and policy landscapes, aiming to make transformation for nature and people a shared and tangible goal.

To date, DAISY has presented, for instance, at the IPBES Stakeholder Day in the UK, the CAPS Online Conference on Participatory Science, the Earth4All Marketplace, the Future Earth Conference, and the British Sociological Association conference, and presented its policy briefs at a CBD event in Rome.

DAISY has also collaborated with eight sister projects to organise a Transformative Change Cluster meeting in Brussels in June 2026, while hosting joint webinars with PLANET4B, publishing a joint newsletter with GoDigiBioS, cooperating with ACT Biodiversa+ Transformative Change projects to host outputs on the DAISY MOOC, and co-organising a conference session with NATALIE on Nature-based Solutions (NbS).

8. Online Presence and Engagement Channels

DAISY's online presence is central to its visibility and outreach. The project website and social media channels form a dynamic and engaging ecosystem for sharing insights, building networks and inviting participation. These platforms provide access to updates, outputs, resources and interactive opportunities, and are continuously curated with content developed by the consortium.

The official project website (<https://mydaisy.eu>) serves as the primary hub for information on DAISY's objectives, work packages, case studies, deliverables, news and events. It includes interactive features and host open-access resources, briefs, infographics and links to project outcomes and partners. A QR code that links directly to the DAISY website makes engagement as easy as possible (featured on DAISY communication outputs such as leaflets, posters and banner).

The project maintains an active presence on [LinkedIn](#). This channel targets professionals, researchers, policymakers, and partners to share key developments, media, deliverables and events. To further engage with diverse and decentralised audiences, DAISY uses [Bluesky](#) as a complementary platform for storytelling, community interaction, and visibility among digital-first networks and transformation advocates. DAISY favours BlueSky over alternative platforms as its decentralised nature, which offers users greater control over their feeds and moderation, aligning with DAISY's values.

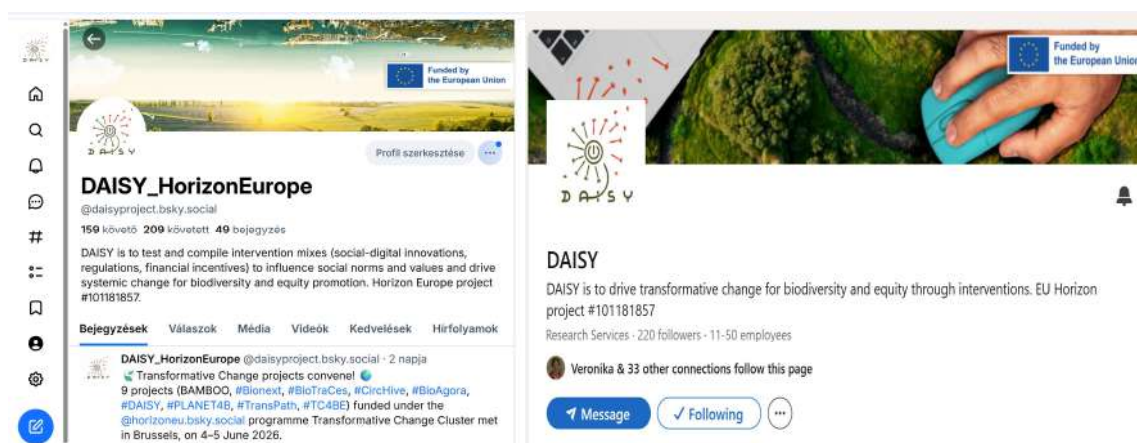


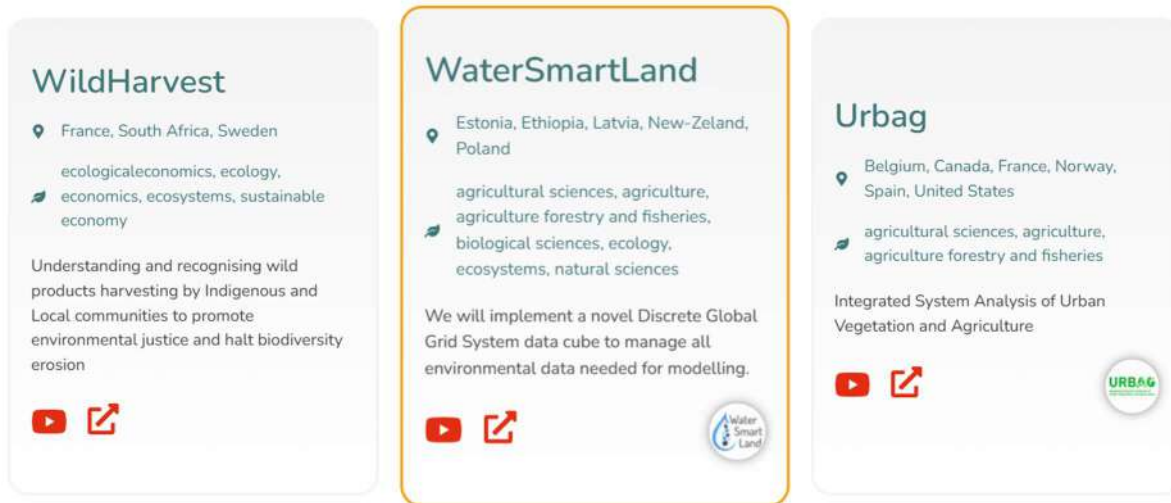
Figure 2: DAISY's social media

All materials shared through these platforms adhere to the visual identity developed under T5.1 and are aligned with the communication strategy presented in this deliverable. A bi-directional link between website and social media enhance discoverability and promote cross-platform engagement.

8.1 Online Presence and Engagement (Months 1–18)

Since the initial publication of the CDEP, DAISY's online presence and engagement activities have continued to develop across several fronts.

Transformative change projects database. The mydaisy.eu website hosts a growing, curated database of transformative change projects, that is continuously updated with new content and expanded project entries. Work is underway on an enhanced visualisation layer designed to make the database more accessible and meaningful for non-specialist audiences – enabling users to explore, compare, and draw inspiration from transformation initiatives in an intuitive and engaging format.



PROJECT NAME	COUNTRY / STAFF
 ActSustainably "Enabling Transformative Governance through Transboundary Conservation and Collaborative Learning"	Norway Poland Romania Slovakia South Africa Norwegian Institute for Environmental Studies
ActSustainably "Enabling Transformative Actions to Leverage Sustainability of European Grasslands"	Austria Denmark Germany Hungary Switzerland BOKU University
AFRIFOR "Balancing Africa's forests and poverty"	Norway Norwegian University of Life Sciences

- All countries —
- Argentina
- Australia
- Austria
- Belgium
- Brazil**
- Bulgaria
- Cameroon
- Canada
- Chile
- China
- Colombia
- Switzerland
- Costa Rica
- Côte d'Ivoire
- Cyprus
- Czech Republic
- Denmark

Figure 3: DAISY's transformative projects database

TRD2 integration into the project database. As an additional development, DAISY's Transformative Diagnostic Tool (TRD2), developed in WP1 (D1.4), was redesigned to a more user-friendly interface. This integration allows visitors to understand how the submitted innovations perform across the three core dimensions of transformation, equity, and biodiversity now and in the potential future.

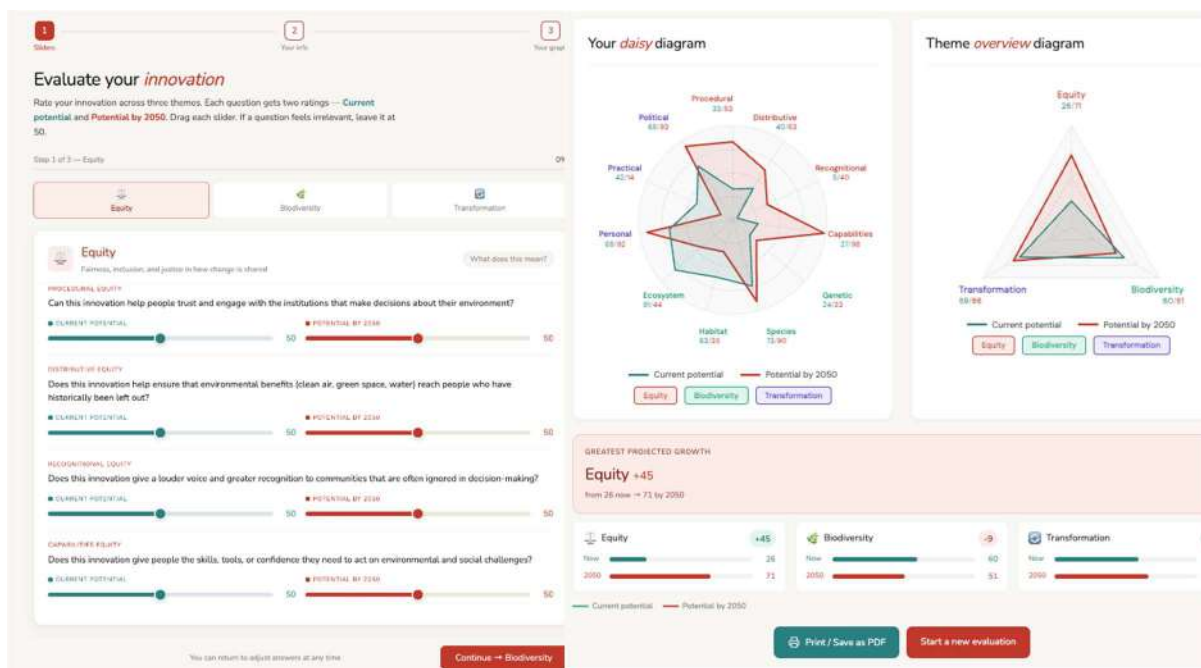


Figure 4: The TRD2 interface and visualisation

Social media. DAISY maintains an active and consistent presence on both LinkedIn and Bluesky, sharing content related to DAISY's own outputs and deliverables alongside broader transformation-relevant topics along with biodiversity, equity and socio-technological innovation. The strategy emphasises sustained engagement over time through regular interaction with followers, partner networks, and the wider transformative change community, in line with DAISY's values of openness and dialogue.

Newsletter. Two complementary newsletter streams are now operational. In collaboration with GoDigiBios project, DAISY co-launched a joint newsletter to strengthen mutual synergies and reach shared audiences across the Horizon Europe Transformative Change Cluster. In parallel, mydaisy.eu has launched its own dedicated newsletter system, hosted directly on the project website. The system is built on The Newsletter Plugin, a free, open-source native solution that operates entirely within the project's own infrastructure – meaning subscriber data remains securely stored on DAISY's own servers, with no dependency on third-party data processors. The plugin provides a fully integrated subscription form on the website, subscriber list management, and newsletter composition and distribution tools, all

compliant with GDPR requirements. This self-hosted approach ensures both data security and long-term sustainability of the newsletter function beyond the project's lifetime.

9. Intellectual Property (IP) Management and Open Access

DAISY's approach to Intellectual Property (IP) management is rooted in the principles of transparency, accessibility, and responsible innovation. Drawing inspiration from the PLANET4B project's strategy, DAISY emphasises the importance of balancing the protection of innovative outputs with the broad dissemination of knowledge to maximise societal impact.

9.1 Guiding Principles

In line with Horizon Europe requirements, DAISY commits to making its research outputs openly accessible, adhering to the FAIR principles (Findable, Accessible, Interoperable, Reusable). This commitment ensures that scientific publications, data sets and other relevant materials are available to stakeholders, fostering collaboration and facilitating further research and innovation.

At the same time, DAISY recognises the need to identify and protect valuable IP assets that may arise during the project. These assets ensure they can be effectively utilised, scaled, or transferred post-project, aligning with the project's goals of promoting biodiversity and equity.

9.2 Ownership and Use of Results

Each DAISY partner retains ownership of the results they generate, unless otherwise agreed upon. For jointly developed results, ownership and usage rights are determined based on agreements established within the consortium. Access rights to these results will be granted to consortium members as necessary for the implementation of the project and for further research activities.

To facilitate broader dissemination, DAISY utilises open-access repositories such as Zenodo and OpenAIRE. Publications and materials are released under appropriate

Creative Commons licenses (e.g., CC BY or CC BY-NC), ensuring they can be freely accessed and reused, provided proper attribution is given.

9.3 Horizon Results and Exploitation Support

DAISY aims to use support services offered by the European Commission, such as the Horizon Results Platform and the Horizon Results Booster, to enhance the visibility and exploitation potential of its results. These platforms will aid in clustering outputs with related projects, identifying potential users, and exploring avenues for scaling and application beyond the project's duration.

Prior to the public release of significant results, an internal review is conducted to assess IP considerations, ensuring dissemination aligns with both open-access commitments and protection of valuable assets.

9.4 Risks and Mitigation

Potential risks related to IP management include:

- Unintentional disclosure of sensitive information
- Misuse or misattribution of project outputs
- Conflicts over ownership or usage rights

To mitigate these risks, DAISY implements:

- Clear guidelines and training for consortium members on IP management
- Robust internal review processes for publications and disseminated materials
- Transparent documentation of ownership and licensing agreements
- Regular communication among partners to address IP-related concerns promptly

DAISY's IP management strategy is designed to support the project's overarching goals of promoting biodiversity and equity through open and responsible dissemination of knowledge. By balancing the protection of innovative outputs with

commitments to open access, DAISY aims to ensure that its results are widely accessible, fostering collaboration and maximising impact across diverse stakeholder groups.

10. Lessons learnt and upcoming priorities

The first eighteen months of DAISY highlighted both the opportunities and challenges of communicating transformative biodiversity research across diverse audiences and sectors. Unsurprisingly, one key lesson has been that highly scientific and technical outputs alone rarely generate broader societal engagement or policy interest. While scientific excellence remains essential, effective communication requires translating complex findings into accessible, relevant, and emotionally resonant narratives tailored to different target groups.

Experiences during the first reporting period have also shown that communication and dissemination activities are most effective when they minimise the administrative and communication burden on scientific partners. Researchers often operate under significant time constraints and institutional pressures prioritising scientific outputs, limiting their capacity for outreach activities. As a result, DAISY has increasingly shifted towards communication approaches that rely more on dedicated communication support, creative synthesis materials, visual storytelling, and targeted extraction of key insights from scientific outputs rather than expecting extensive communication production from researchers.

Another important lesson concerns stakeholder engagement. Broad dissemination approaches proved significantly less effective than direct, targeted and relationship-based engagement. Meaningful uptake of DAISY outputs has thus far depended strongly on networks (e.g., transformative change cluster), bilateral consultations, tailored outreach, co-creative exchanges, and sustained interaction with specific communities, policymakers, and practitioners, especially concerning the case studies. Building trust and relevance has been found to be particularly important when engaging actors outside biodiversity-specific communities.

Experiences from the first eighteen months also reinforce the importance of dynamic online content, and collaboration with sister projects and wider transformative change networks. Joint events, cross-project communication

activities, and creative formats such as infographics, webinars and storytelling-based communication, significantly increased visibility and stakeholder interest.

Building on these lessons, DAISY's upcoming priorities for Months 19–36 will focus on:

- strengthening targeted stakeholder engagement and bilateral outreach;
- increasing the accessibility and practical relevance of project outputs;
- expanding storytelling and visual communication approaches;
- further professionalising communication support and reducing communication burdens on scientific partners;
- scaling up synergies with Horizon Europe projects, policy actors, and transformative change networks;
- enhancing the uptake and long-term exploitation of DAISY tools, MOOCs, databases, and policy outputs;
- and supporting sustained communities of practice and transformation champions beyond the project lifetime.

These priorities will help ensure that DAISY's communication and dissemination activities continue to evolve from knowledge sharing towards enabling real-world transformative action for biodiversity and equity.

To operationalise these priorities, DAISY will increasingly focus on targeted stakeholder engagement and tailored communication formats. This will include more bilateral consultations with policymakers and practitioners, concise and visually engaging communication materials, thematic campaigns linked to ongoing policy processes, and stronger use of storytelling and social media content.

Communication efforts will also rely more on dedicated synthesis and communication support to translate scientific findings into accessible outputs, reducing the communication burden on scientific partners while ensuring wider visibility and uptake of project results. Greater emphasis will also be placed on cross-project collaboration, joint dissemination activities, and fostering long-term communities of practice and transformation champions beyond the project's duration. These adaptive approaches will support the continued implementation of

the communication, dissemination, engagement, and exploitation measures foreseen under WP5 and related deliverables, while allowing DAISY to respond flexibly to emerging opportunities, stakeholder needs and evolving policy contexts, during the remainder of the project.

11. Conclusion and Next Steps

This Communication, Dissemination and Exploitation Plan provides a comprehensive and flexible framework to support DAISY's outreach and impact. By tailoring tools and messages to target audiences, supporting co-creation and cross-project collaboration, and committing to consistent updates and monitoring, DAISY will ensure wide uptake and transformative visibility of its findings.

The project website was successfully launched and dissemination activities have been underway since the project's inception. The first and second KPI review, conducted at M12 and M18 informed this updated version of the CDEP. The next scheduled update is due at M24, with the final deliverable including main results and lessons learnt at M36.

Statement on data availability

The deliverable will be made available at the project's website and Zenodo before the end of the DAISY project in January 2027. The findings are accessible to all project members through the internal data repository on SharePoint. There is no additional raw data to be reported.

Statement on ethics

This document is based exclusively on publicly available online sources. No personal data were collected, and no ethical concerns arise from the research. The authors declare no conflicts of interest.