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BCOMING

D&E&C PLAN

Project acronym: BCOMING

Project title: Biodiversity Conservation to Mitigate the risks of emerging infectious diseases

Call: HORIZON-CL6-2021-BIODIV-01

This project has received funding under the European Union's Horizon Europe research and innovation programme under grant agreement No 101059483.

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Project acronym:	BCOMING
Project title:	Biodiversity Conservation to Mitigate the risks of emerging infectious diseases
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Executive Summary

The aim of this deliverable is to report on the planned dissemination and exploitation strategy including communication activities and share and action plan for the dissemination and exploitation activities of the project results. The draft plan for the exploitation and dissemination of results has been proposed in the Grant Agreement and forms the basis for this detailed strategy and concrete actions to disseminate, exploit and protect the results generated within the project.

It is a "living" document, which will be updated during the project's implementation to actively address the needs of the project based on its interim results.

All partners will be actively engaged in dissemination and communication of the project messages and results.

BCOMING in short

Extract from the press release:

Human activity has reshaped natural habitats resulting on the biggest threat to biodiversity to date. Biodiversity destruction facilitates the transmission of zoonotic diseases, thus seeing all the changes our society has faced in the last couple of years due to the COVID-19 pandemic and envisioning the future challenges, BCOMING started as a post pandemic project that aims to limit the emergence of infectious diseases by means of biodiversity conservation strategies.

"During the pandemic a lot of emphasis has been put on controlling and responding to it, but now we have to put more emphasis on preparation and prevention of future pandemics."

Julien Cappelle, Project Coordinator (CIRAD)

BCOMING is a project launched on 1st August 2022, co-funded by Horizon Europe, the European Union's Research and Innovation funding programme, which intends to look at biodiversity conservation as a way of reducing the risks of infectious disease emergence by focusing on three tropical biodiversity hotspots.

Understanding the importance of preventing biodiversity loss in biodiversity hotspots is key to react to future pandemics, thus BCOMING will build on past international projects and join forces with the PREZODE initiative, to co-construct innovations with all stakeholders in these regions and implement biodiversity conservation and disease surveillance strategies in Europe as well as selected areas located in Southeast Asia, West Africa and the Caribbean.

The BCOMING project counts with a total EU contribution of 4.9 million euros and involves a strong multi-actor group of 14 partners including academics from biomedical, environmental, and social sciences, private companies, NGOs, local and international stakeholders from Europe, Asia and Africa who bring together the wide range of disciplines and expertise required to reach all the outcomes of the project within the next 4 years.

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List of Acronyms

AB	Advisory Board
CA	Consortium Agreement
CHaRL	Participatory learning process
D	Deliverable
DoA	Description of Action
EIDs	Emerging Infectious Diseases
GA	Grant Agreement
IPEB	IP and Exploitation Board
IPBES	Intergovernmental Platform on Biodiversity and Ecosystem Services
WP	Work Package

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Dissemination and Exploitation Strategy

The strategy for maximising impact is focusing right from the beginning on sustainable assets that will evolve from this project. They include among others:

- Standardised sampling strategy and **standardized analytical framework**, allowing to study the link between biodiversity and epidemic risk over a large range of ecosystems, at local, regional and global scales – biological samples in biobanks
- **Detection tool for antibody and pathogen screening**
- **Rapid, on-site detection tool** for detecting pathogens and genomic sequences
- **Digital risk mapping and forecasting tools**
- **Participatory decision-making framework** (OneHealth system-based approach) for surveillance of emerging zoonotic diseases, thus creating new **zoonotic disease surveillance systems**
- Co-creation process - an agent-based model - with local communities relying on digital and community-led innovations to create **innovative biodiversity conservation strategies**
- Qualitative and quantitative **data and datasets** linked to all above

During the project, additional assets may/will emerge. They will be evaluated by their value to contribute to the sustainability aspects after the project.

Target audience

- Representatives of wildlife associations, farmers, hunters, consumers of wildlife, value chain stakeholders (retailers).
- EC and its agencies, international bodies and government representatives.
- National authorities planning surveillance of zoonotic diseases Agents responsible of designing surveillance strategies.
- Local, regional and national governments, policymakers (veterinary, public health, environment) and technical staff in the 4 countries.
- Citizens and community groups to co-construct local implementation.
- Local, regional, national and international NGOs and CSOs
- Academia: Researchers working on the surveillance of emerging zoonotic diseases. Scientists in social sciences, climate change adaptation, biodiversity, landscape planning & economics.
- Other projects, initiatives and networks.

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Dissemination phases

The plan for the dissemination and exploitation (including communication) of the BCOMING project's results will consist of four different phases:

I. Building (M1-M18) ensures proper awareness-raising and initial engagement of the relevant stakeholders; helps create a strong network in the local communities to prepare the co-creation process; and establishes synergies with other running projects, initiatives, biodiversity networks and associations, as well as specific platforms and EU agencies with the aim of involving them during project implementation.

- Target groups: all relevant stakeholders
- Channels and tools: social media, YouTube, website, environmental journals, local community gatherings, direct e-mails, distribution of BCOMING success stories, joint social media campaigns in several languages, general articles and advertisements, news spread through newsletters/blog posts, etc.

II. Piloting (M6-30) is expected to already provide the first results, such as the sampling strategy and analytical framework, at an early stage of the project. Also, WP7 will have preliminary information on the ABM model. The information, mobilisation and presentation of biodiversity value chain actors will take place via the BCOMING Project's website. State-of-the-art communication processes and channels will be leveraged to reach not only the scientific community, but also private market actors and public authorities and policymakers. The focus is on engaging the stakeholders in specific actions and campaigns, continue communication and storytelling on and for biodiversity conservation actors, spread and **promote specific actions/results** (sampling strategy, detection tools, surveillance systems and conservation strategies) to specific audiences (specific value chain members, wildlife associations, relevant local and national public authorities, EU-level/global biodiversity networks, projects and umbrella organisations), and **follow the journey** of the participatory process implemented in WP5 with tailored and regularly updated communication tools (stories in blogs, podcast interviews, videos, infographics, general as well as scientific articles, etc.). The collaboration with general press/media (see also 3.2 outreach) will be based on communicating **simple and positive messages to the wide public** on how EU funding is being used to prevent another pandemic, and how the research work can support development of vaccines.

- Target groups: Representatives of wildlife associations; farmers; consumers of wildlife; value chain stakeholders (retailers); EC and its agencies; international bodies and government representatives; national authorities planning surveillance of zoonotic diseases; agents responsible of designing surveillance strategies; local, regional and national governments, policymakers and technical staff in the 3 pilot countries and associated multi-actors (workshops 2-3); citizens and community groups co-constructing shared visions (workshops 1-3); researchers working on the surveillance of emerging zoonotic diseases; and scientists in social science, climate change adaptation, biodiversity, landscape planning, and economics disciplines (workshops 2-3).
- Channels and tools: disseminate information about the workshops, surveys, interviews, etc. and stories (best practices) through websites, social media; partners' communication channels (websites, newsletters, blogs, e-mail lists, magazines, etc.), relevant electronic scientific media

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as well as general media and printed press, biodiversity events, joint campaigns with Prezode/MOOD/VEO/Knowledge Centre for Biodiversity and similar projects and initiatives.

III. Using (M36-48) phase already attaches a specific focus to the actual use of the results inside and outside the group of organisations already reached. The main aims are the uptake of the results; are to support evidence-based decision-making; encourage local communities to apply the developed tools, create strategies and a decision-making framework; encourage international biodiversity NGOs to apply results outside the project sites; and to sign collaboration agreements for actions after the end of the project.

- Target groups: wildlife authorities; retailers; biodiversity networks; relevant public authorities; representatives of biodiversity conservation initiatives and local communities; relevant African (e.g. *Gulf Of Guinea Biodiversity Center, Entreprise Agricole et Protection de l'Environnement (EAPE), Guinean Organization for Environmental Protection, AFRICAM),* Asian (*e.g. in Cambodia: Forestry Administration (FA), Department of Environment (DoE), Angkor Centre for Conservation of Biodiversity, Convention on International Trade in Endangered Species, National Animal Health and Production Research Institute, Nature Protection and Conservation Administration, Wildlife Rapid Rescue Team, General Department of Administration of Nature Conservation and Protection*), Latin-American (e.g. *Caribaea Initiative, Caribbean Conservation Association, France Nature Environment Guadeloupe*), and international and European (e.g. *Climate Action Network Europe, Friends of the Earth Europe, International Friends of Nature , European Environmental Bureau, European Environment Agency*) and biodiversity NGOs.
- For the further use of results, BCOMING will also get in contact with pharmaceutical companies and vaccine manufacturing labs as the discovery of new viruses can help their work.
- Channels and tools: One-to-one meetings, calls and discussions, joint workshops and events, webinars, policy advocacy meetings, and joint campaigns with other projects.

IV. Stabilisation after the end of the project ***(M48-M60)*** depends on the outcome of the exploitation actions and final planning. The assets will be prepared for scientific and technological advancement as well as market deployment. Material and Data Transfer Agreements and action plans will be developed that will define the conditions under which sampling and/or data will be further disseminated and exploited. CIRAD will manage the collaboration between BCOMING and other projects like Prezode, MOOD and the Knowledge Centre for Biodiversity to fully use the potential benefits deriving from data integration. Special presentations will be made for CEDEAO, RP-PCP, OIE, WHO and Guinea Forestiere among others. Market research conclusions and business planning will be followed to integrate the detection tool into the business portfolio of NM. MERFI, FFI and IDE will replicate the participatory framework and ABM model in other wildlife areas. FFI will seek funding to roll-out conservation actions in Guinea and Liberia, and in additional Southeast Asian cave systems. In Guinea Forestiere, this roll-out will be discussed and implemented under a Guinea Forestiere Steering Committee that will be established under the AFD Adapt'Action/FFEM Project to develop a regional sustainable forest management strategy. The analytical framework and sampling will be applied by BCOMING scientists in future fieldwork. Prezode initiative synergies with BCOMING will be exploited.

- Target groups: all relevant stakeholders

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- Channels and tools: joint actions agreed in collaboration agreements; information spread through existing and new projects; dissemination platforms at the EU and global level, etc.

We will target a different audience for each phase of the project, and tailor our dissemination/communication objectives, channels and tools accordingly. All target groups will be in a continuous loop of communication and regularly receive the results from the *Building* phase. The first important project Task will be to identify the key stakeholders, and then make a priority list for specific and tailored DEC messages and actions.

Stakeholder and networks

The main objective of engaging with stakeholders and networks at national, European and, international level is to maximise the potential impact on biodiversity, collect epidemiological data, prevent the outbreak of new pandemics and inform the local communities in the respective regions.

Even if there is a European focus for BCOMING, the project has the capacity and expertise to address the challenges in regions out of the European territory (Guinea, Cambodia), involve and exchange best practices and knowledge with local authorities, societal networks and citizens.

BCOMING will follow several online/offline methods to achieve stakeholder and citizen engagement. Below is the list of stakeholders and networks with which BCOMING aims to collaborate. Collaboration with key stakeholder organisation will be also enabled by the formulation of the Advisory Board.

Name of AB member	Organisation	LinkedIn
Sophie von Dobschuetz	WHO	https://www.linkedin.com/in/sophie-von-dobschuetz-ba693822/
Philippe Chardonnet	IUCN	https://www.researchgate.net/profile/Philippe-Chardonnet
Ismaila Seck	FAO	https://www.researchgate.net/profile/Ismaila-Seck
André Furco	WOAH	https://www.linkedin.com/in/andre-furco-54090378/
Christine Estreguil	KCBD	https://www.linkedin.com/in/christine-estreguil-5ba3673b/
Serge Morand	CNRS	https://www.linkedin.com/in/serge-morand-17150a1a/
Hélène Soubelet	Biodiversa+	https://www.linkedin.com/in/h%C3%A9l%C3%A8ne-soubelet-91248441/recent-activity/posts/

There are three key initiatives BCOMING will collaborate with:

- BEPREB – sister project
- Knowledge Centre for Biodiversity - KCBD
- Biodiversa+ partnership

The BEPREP (Identification of best practices for biodiversity recovery and public health interventions to prevent future epidemics and pandemics) aims to prevent future pandemics by studying and identifying best practices for biodiversity recovery and public health interventions that mitigate disease risk.

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- BCOMING has initiated an online call on the 24th of October 2022 and together with BEPREP's project coordinator, Fraucke Ecke, the projects introduced their key research objectives and identified future collaboration pathways.

The European Biodiversity Partnership (**Biodiversa+**) will coordinate research programmes between EU and its Member States and Associated Countries, mobilising environmental authorities as key partners for implementing biodiversity research and innovation, along with ministries of research, funding organisations, and environmental protection agencies (74 organisations from 37 countries). https://www.biodiversa.org/

The Knowledge Centre for Biodiversity (**KCBD**) is a European Commission initiative established in close cooperation with the European Environment Agency in 2020 with the aim of improving knowledge management for policymaking on biodiversity. The KCBD is responsible for:

- Developing tools that support the implementation of the EU Biodiversity Strategy, including its global dimension.
- Identifying, filtering and structuring relevant information and making it accessible bringing together researchers, policy-makers, NGOs, industry and citizens.
- Analysing, synthesising available evidence and communicating it in a transparent, tailored and concise manner.

The International Union for Conservation of Nature (**IUCN**) is a membership Union composed of both government and civil society organisations. It provides public, private and non-governmental organisations with knowledge and tools that can enable human progress, economic development and nature conservation to take place together.It harnesses the experience, resources and reach of 1,300 member organisations and the input of approximately 16,000 experts. IUCN is considered by many as one of the global authorities on the status of the natural world and the measures needed to safeguard it. The ability to convene diverse stakeholders and provide the latest science, objective recommendations and on-the-ground expertise drives IUCN's mission of informing and empowering conservation efforts worldwide. They provide a forum in which governments, NGOs, scientists, businesses, local communities, indigenous peoples groups, faith based organisations and others can work together to forge and implement solutions to environmental challenges.

Governmental institutions (national/European), networks and NGOs

Governmental institutions (national/EU)	Link
European Environment Agency	European Environment Agency's home page — European Environment Agency (europa.eu)
DG Environment	Environment (europa.eu)
Joint Research Center	Joint Research Centre (europa.eu)
DG Health and Food Safety	Health and Food Safety (europa.eu)
Biodiversa	Biodiversa +
Knowledge Center for Biodiversity	Biodiversity (europa.eu)
IUCN	https://www.iucn.org/
The Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES)	https://ipbes.net/about
Global Biodiversity Information Facility (GBIF)	https://www.gbif.org/

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French Ministry of Health	Ministère de la Santé et de la Prévention (solidarites-sante.gouv.fr)
French Ministry of Environment	Accueil | Ministères Écologie Énergie Territoires (ecologie.gouv.fr)
Ministry of Health - Guinea	https://portail.sante.gov.gn/
Ministry of Health - Cambodia	Ministry of Health – Ministry of Health (moh.gov.kh)
Ministry of Environment – Cambodia	ទំព័រដើម | ក្រសួងបរិស្ថាន (moe.gov.kh)
Delegation of the EU to the Kingdom of Cambodia	Cambodia | EEAS Website (europa.eu)
Delegation of the EU to Guinea	Guinea | EEAS Website (europa.eu)
World Health Organisation	One health (who.int)
World Animal Organisation	Home - WOAH - World Organisation for Animal Health
Prezode	PREZODE - Home page
Peer	Home (PEER)
GEO BON	GEO BON – The Group on Earth Observations Biodiversity Observation Network
Life Watch	LifeWatch ERIC
Future Earth	Home | Future Earth
ECA - IPBES	Pan-European network on IPBES : About us (eca-ipbesnetwork.org)
Angkor Centre for Conservation of Biodiversity	HOME (gulfofguineabiodiversity.org)
Caribaea Initiative	Caribaea Initiative - Protecting the exceptional natural heritage of the insular Caribbean
Caribbean Conservation Association	Caribbean Conservation.org
Climate Action Network Europe	Home - CAN Europe
Friends of the Earth Europe	https://foe.org/
European Environment Bureau	EEB - The European Environmental Bureau
Biodiversity Information System for Europe	BISE - Biodiversity Information System for Europe (europa.eu)
Guinea Ecologie	ACCUEIL | guineeecologie.net
Gret Guinee	Gret
Naturalis	Naturalis Biodiversity Center | Museum and research in Leiden
South African National Biodiversity Institute	Home - SANBI
Think Nature	www.think-nature.eu
Network for Evaluation of One Health	Network for Evaluation of One Health | NEOH (onehealthglobal.net)
OPPLA	Natural capital • Ecosystem services • Nature-based solutions | Oppla
…	

Other projects and initiatives

BCOMING will multiply its outreach through joint dissemination efforts with other projects and initiatives, resulting in joint social media campaigns, joint events, participation at each other's events, joint publications and knowledge exchange.

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BCOMING aims to create deep and impactful collaborations with the following new EU-funded projects:

IDalert

Past and recent health crises, including the COVID-19 pandemic, have shown there is a need for stronger and more inclusive preparedness and responsiveness to epidemic-prone pathogens at the EU and global level. IDAlert aims to tackle this challenge by developing a range of decision-support tools and systems to enable decision-makers to act on time with improved responses.

CLIMOS project

CLIMOS (Climate Monitoring and Decision Support Framework for Sand Fly-borne Diseases Detection and Mitigation with COst-benefit and Climate-policy MeasureS) aims to assist mitigation of climate – and climate change-induced emergence, transmission and spread of vector-borne and zoonotic pathogens based on Eco-health and One Health approaches.

BIO-AGORA

BioAgora is a collaborative European project funded by the Horizon Europe programme. It aims to connect research results on biodiversity to the needs of policy making in a targeted dialogue between scientists, other knowledge holders and policy actors.

SELINA project

SELINA will provide guidance for evidence-based decision-making that supports the protection, restoration, and sustainable use of our environment. Through a collaboration of experts from 50 partner organisations, SELINA will set new standards for international cooperation to promote Ecosystem Services (ES) and Biodiversity (BD) conservation and enhance Ecosystem Conditions (EC).

Other already running projects will be reached out: EKLIPSE, H2020 MOOD (MOnitoring Outbreaks for Disease surveillance in a data science context), BIODIV-AFREID (Biodiversity changes in African Forests and Emerging Infectious Diseases: should we worry?), INSULA-project, DiMoC (Diversity components in mosquito-borne diseases in face of climate change), BIORodDIS (Managing BIOdiversity in forests and urban green spaces: Dilution and amplifcation effects on RODent microbiomes and rodent-borne DISeases), Go Green Routes, Dr FOREST and COMPARE.

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Dissemination actions

The dissemination and communication can be supported by the Horizon Results Booster, while key relevant results will be disseminated through the Innovation Radar initiative.

Timeline	Actions
M1-M12	Build up collaboration with other projects, initiatives and networks. Participate in joint calls between coordinators and partners leading dissemination Plan joint campaigns, joint event attendance or organisation Inform the European Commission on these plans through the project officers
M6-M30	Organisation and promotion of workshops across the biodiversity value chains presenting the methodology, engage actors into the CHaRL process Follow closely WP5 actions (survey, workshops, models) – ensure better understanding through stories in blogs, podcast interviews, videos, infographics, general as well as scientific articles Set up collaboration with BEPREP, KBCD and Biodiversa+
M12-M48	Implement joint campaigns and events with other projects and initiatives on specific results (that show complementarities or synergies). Support evidence-based decision-making through engagement of local, regional and national policymakers introducing them the results on face-to-face meetings. Encourage local communities to apply the developed tools, strategies and decision-making framework through local interactions and local press. Encourage international biodiversity NGOs to apply results outside the project sites with the help of the Advisory Board (AB) members. Organise webinars and workshops to specific scientific groups on BCOMING results. Utilizing EC support services, like the Horizon Results Booster, Innovation Radar, etc.
M24-M48	Ensure wider uptake of the results through collaboration agreements for after the end of the project actions Market research implemented for the detection tool
M48-M60	Material and Data Transfer Agreements and action plans will be developed that will define the conditions under which sampling and/or data will be further disseminated and exploited. Replicate the participatory framework and ABM model in other wildlife areas. The analytical framework and sampling will be applied in future field work. Prezode initiative synergies with BCOMING will be fully exploited.

KPIs

- Minimum of 10,000 unique website visitors; 1,000 social media followers; Minimum 10 appearances in national, regional or international TV/radio/newspapers;
- 15+ events; 10+ publications in international journals and conferences;
- Minimum 4 data exchange agreements; 8 collaboration agreements including with the Knowledge Centre for Biodiversity, Biodiversity Partnership and Prezode; and 4 joint campaigns;
- 10+ discussions and presentations in Europe and 5+ in tropical hotspot areas. 5+ attendances in events addressing tropical hotspot development; and
- 5+ appearances in local newspapers, magazines; 5+ joint social media campaigns with local NGOs; and collaboration with local leaders and influencers.

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Open science practices

Open Science practices, research data and output management

BCOMING partners are organisations committed to open science. One Health-related science will be further boosted by BCOMING through open sharing of research data, methodologies, protocols and research collaborations with other projects and initiatives to prevent and combat potential new pandemics.

BCOMING partners have implemented good practices in terms of open access, data management (e.g. in MOOD and COMBAT Projects) that will also be applied in BCOMING. Key Research Data Alliance recommendations will be followed.[1] The ethical framework will be fully in line with data management and open science practices ensuring interoperability, easy re-use and replicability.

OS Practice	Adoption and implementation in BCOMING
Open access	Green or preferably gold open access will be provided to scientific publications with deposited metadata. Open access will be ensured to research data, genomic sequences, the ABM model, integrated risk assessment strategies, algorithms, and participatory workflows.
Early and open sharing of research	Regarding scientific publications and open datasets, early and open sharing will be achieved via the (i) pre-registration at OSF, sharing time-stamped, read-only versions of publications, and (ii) upload of open datasets to trusted repositories (see below). Publishers' policies will have to be considered - Journals that BCOMING will target include: *Emerging Infectious Diseases*, *Eco Health*, *One Health*, *Futures*, *Journal of Environmental Management*, etc.
Open peer review	BCOMING will consider using Open Research Europe (ORE) for some publications.
Co-creation	The participatory approach is a key aspect in BCOMING's overall methodology. Actions will be implemented together with all relevant knowledge actors including citizens, civil society and end users not only in implementation and validation, but also in the co-creation of R&I agendas and contents. Written agreements on information, knowledge and data exchange will be signed with the Knowledge Centre for Biodiversity, and other projects, e.g. those financed under 2021-BIODIV-01-11 or 2021-BIODIV-01-02, or others supported by the new Horizon Europe Partnership on Biodiversity.
Reproducibility of research outputs	We will take all the necessary steps to make our research results transparent by providing access to data, samples or other results needed for validation of our findings. Partners will use GBIF with CC0, CC-BY and CC-BY-NC licence options recommended by GBIF.

Data management issues

Research Data Management will fully comply with the FAIR principles and will be monitored following the data management plan with strong collaboration of data harmonisation principles (WP2). BCOMING data management procedures and rules are discussed in detail in the Data Management Plan and the Quality Assurance Plan.

[1] https://www.rd-alliance.org/sites/default/files/case_statement/RDA_Epidemiology_common_standard_for_surveillance_data_reporting_WG_Case%20Statement%20%28v0.1%202020-10-28%29_0.pdf

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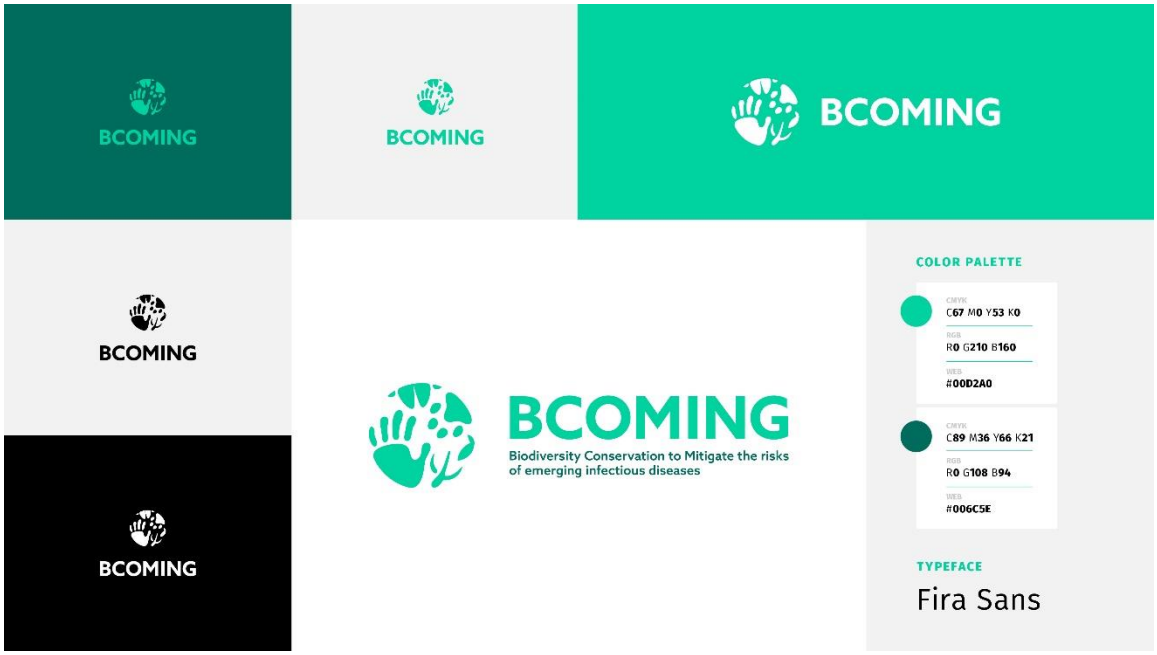
Communication Plan

Channels and Tools

Target group	Objective, message	Tools and Channels
All groups and the public (A)	Share information on One Health, Eco Health, biodiversity, BCOMING achievements	Website Social Media Media/Press
Scientific community (B)	Gather different scientific perspectives – share BCOMING approach	F2F events (EU and international scale); scientific publications across disciplines
Other projects, networks (C)	Highlight synergies, support open science practices	Joint events, social media campaigns, exchange of news and/or data
Policymakers, CSOs, NGOs, authorities (D)	Share the new tools, strategies, financing mechanisms	F2F discussions, evidence presentation, event attendance, press
Local communities (E)	Engage them in surveys and workshops	Press (radio, newspaper), social media, printed leaflets, direct mailing, through local NGOs and civil society actors (word of mouth, sampling, through village chief, commune chief, telegram, door-to-door, community group)

1.1.1. Graphic design

BCOMING developed a distinctive visual identity built at the proposal stage and ensures the effective implementation of the project's dissemination and communication activities.



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Primary color

CMYK
C67 M0 Y53 K0

RGB
R0 G210 B160

WEB
#00D2A0

Secondary color

CMYK
C89 M36 Y66 K21

RGB
R0 G108 B94

WEB
#006C5E

CMYK
C19 M15 Y16 K0

RGB
R204 G204 B204

WEB
#CCCCCC

At the launch of the project, EM with the active contribution of the partners, delivered special animations and branded documents such as Microsoft Word document, power point presentation, excel spreadsheet following BCOMING visual identity. This visual identity will also be reflected in other dissemination materials such as brochures, roll ups, posters, visuals, GIFs, infographics.

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In collaboration with our partners, EM will develop a modern and mobile-friendly website, well-aligned with the project's objectives and visual identity.

1.1.2. Dissemination and communication materials

All the dissemination materials will follow the BCOMING visual identity, and they will be developed by EM. The first set of dissemination materials will be created during the first months of the project.

These materials will be:

- Package of e-templates for internal use (Word, Power Point, Excel)
- Package e-templates for external use (word, power point, excel)
- A digital kit which can be used by the partners in events, workshops, seminars
- Animations, visuals
- Factsheets to show case our case studies
- Project brochure (in printed and digital format)
- Project roll up (in printed and digital format)
- Project poster (in printed and digital format)

The printing process will be moderate, using eco-friendly materials, thus, all these materials will be available online on our website in a downloadable format, so they can be accessible by all partners and visitors.

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1.1.3. Events

All partners commit to present BCOMING objectives, partnership, activities and expected outcomes whenever possible. This includes the organisation and participation in suitable events, workshops, seminars, conferences at national, regional and international level where our results can be better presented and promoted. Additionally, this may include side-visits, meetings, exchange of information, and contact with other field experts, projects, and initiatives related to BCOMING goals.

The partners will participate in at least 15 events to enhance the project's visibility, present our methodology and the results from our research areas and raise awareness about BCOMING at national and regional level.

Within the next 4 years, BCOMING will organise dedicated dissemination events: a mid-term networking conference in cooperation with related projects and testing sites (if possible, will be held back-to-back with an existing event like the One Planet Summit (22 June 2022) and France-Africa Summit), a webinar series sharing the learnings from each of the testing sites, and a final multi-stakeholder event in Brussels.

Additionally, BCOMING will organise three participatory workshops in Guinea and Cambodia.

1.1.4. Messages

Authorities responsible for surveillance systems

- Prevention and preparedness practices are crucial to face an upcoming pandemic outbreak. BCOMING will develop 2 detection tools and one portable testing kit to help professionals face future zoonotic emergency disease risks.
- We will empower surveillance experts with cost-effective tools to fast detect new pathogens and protect the local communities from future epidemics and pandemics.
- Preserving the environment and protecting public health is a priority. BCOMING will develop three accessible antibody and pathogen tools for better prevention and fast response.

CSOs and NGOs in the tropical areas

- We will organise three participatory workshops in our biodiversity hotspots where local NGOs can join and get familiar with One Health approach and solutions
- We will develop four conservation strategies which will be aligned with the global and European environmental standards to preserve biodiversity in the tropical areas and reduce health risks
- We will engage with local NGOs and CSOs and involve them in the optimization of the local surveillance systems

Policy makers / Authorities at the local, national level

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- The project will contribute to the pan-European vision to preserve the environment and achieve the EU Green Deal goals
- BCOMING will contribute to long-term policy objectives, strategies, and synergies with activities at the international, European, and national level.
- BCOMING will help spread the One Health solutions for sustainable farming and biodiversity preservation.

Local communities in biodiversity hotspots

- BCOMING will empower local communities in Guinea and Cambodia by giving affordable and widely accessible tools to protect their environment and health
- We will develop clear community strategies to better inform them on how to respond in future pandemics
- We will organise interactive workshops where inhabitants will participate effectively, learn about new prevention practices and help improve their livelihoods

Research community

- We will build a consistent biological sampling strategy using our research data contributing to a better knowledge and understanding of the relationship between biodiveristy and health
- We are confident to collect more than 5000 biological samples and help further researchers with their scientific work
- We will develop risk assessment and mapping tools to help researchers' work on eliminating the number and impact of future emergences of zoonotic diseases.

1.1.5. Website

The core of the project communication activities will be the website which will act as a virtual disseminator providing all relevant information of the project including, key articles and news from our biodiversity hotspots, our methodology and key results. The website will follow modern design standards and will incorporate use-friendly functionalities. Also, considering that many users are getting informed by using their mobile phones and tablets, our website will be mobile-friendly and highly responsive.

The BCOMING website will have the following structure: about, our work, tropical regions, resources, partnership, contact

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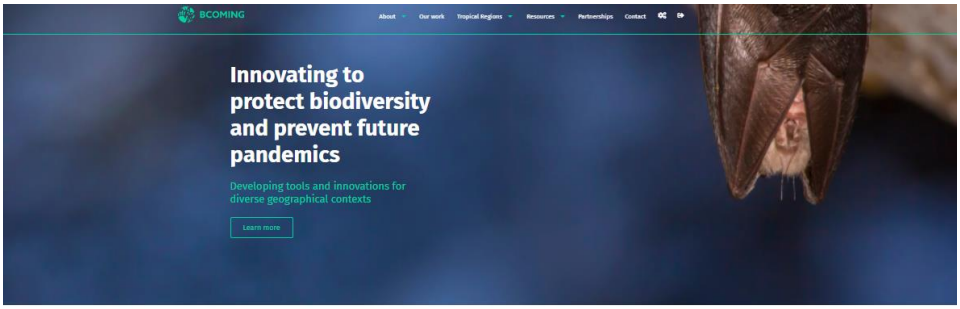

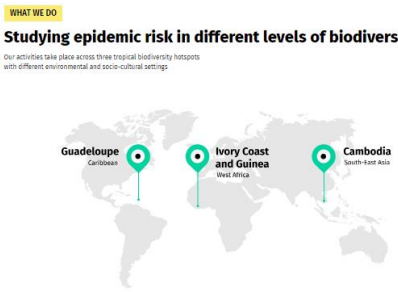

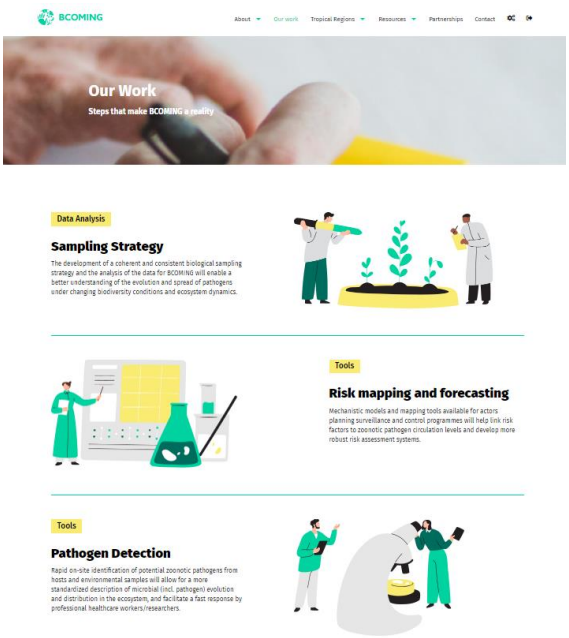

Under the resources page, visitors will find all the materials developed and disseminated through the project duration and an interactive blog with news and events dedicated to Guadeloupe, Guinea/Ivory Coast, and Cambodia. In collaboration with the partners, this page will be filled with valuable content from our project's results and activities in these research areas.

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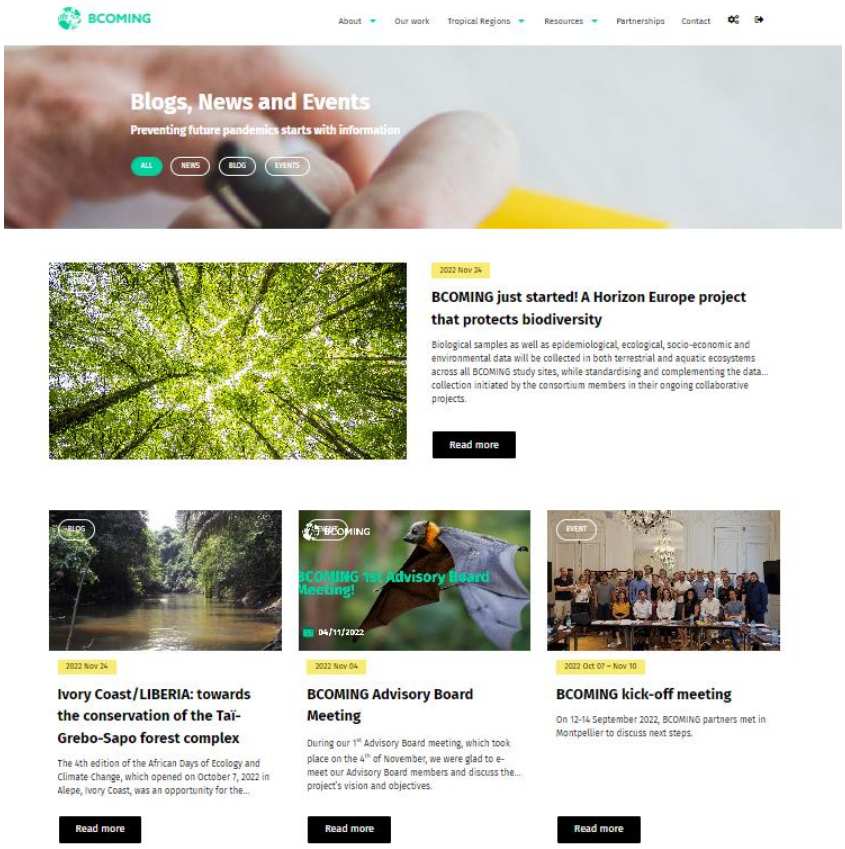

1.1.6. Social Media

To maximize the project's visibility and outreach, three social media channels were identified, Twitter, LinkedIn and Facebook.

The social media strategy has been developed to

- identify and engage initiatives, organizations and persons active in the fields of biodiversity, environment, health (disease emergence, zoonoses, One Health approach), resilience (early warming, mitigation, surveillance)
- Set up collaborations with sister projects or other relevant initiatives.
- Generate content relevant to project activities to engage social media followers, with specific focus on news/content about the project: achievements, activities, news, events, results, etc.
- Keep the social media platforms up to date to maximize the impact and inform the relevant audiences.
- Design and execute social media campaigns. Targeted campaigns will focus on a very specific message to spread – outside regular social media postings. These campaigns could be about a specific event, a joint campaign for a project, an international day/week related to the environment (World Wildlife Day), biodiversity (International Day for Biodiversity), health (World Zoonosis Day).

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- Actively support the project's workshops or events where the partners present BCOMING. BCOMING workshops will take place in our research areas (Guinea, Guadelupe, Cambodia) and the social media coverage will give a great opportunity to engage with the local audiences and disseminate effectively our messages.

- Embrace storytelling approach and share success stories.

TWITTER

BCOMING (@BcomingEU) / Twitter

Key hashtags: #BCOMING #EUbiodiveristy #OneHealth #infectiousdisease

Twitter is the most popular and relevant social media platform to engage with the European and International stakeholders. All the European institutions and organisations run one/more twitter accounts where regularly post relevant information. Also, most of national and regional authorities communicate via Twitter.

Twitter rules are simple. There is a character limitation (180 characters). Frequent and timely sharing is crucial: the average lifespan of a tweet is extremely short. The most powerful tools on Twitter are the "hashtag" and the "mentions". By inserting # in front of a word (or group of words), it is possible to turn that word into a searchable link, thus showing all contents available at that moment on Twitter that include that specific word. By inserting @ in front of a word, it is possible to directly link the account relative to that word (typically individuals or organizations) and notify it has been mentioned.

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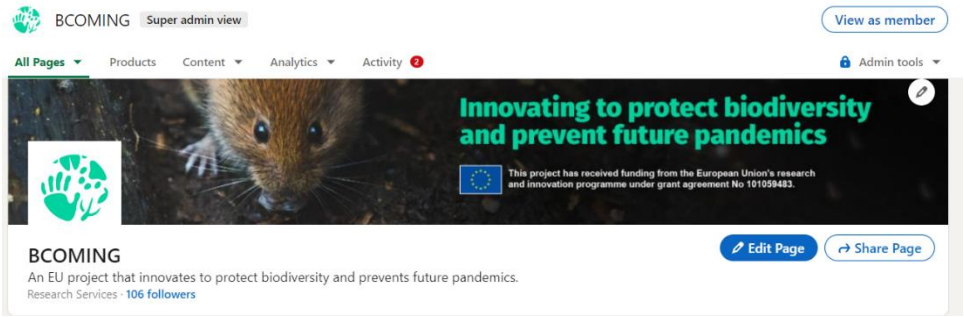
Partners are encouraged to regularly follow the project's Twitter account, share relevant posts and tag the account when they join an event. In case of a similar larger campaign/promotion of project results, EM will distribute a communication kit and notify all partners and communication offices at partner institutions.

LINKEDIN



LinkedIn is the social network for professionals who want to search for job positions and network with similar minded professionals. The target group here is predominantly active in business and well-educated. Language is formal and emojis are not preferred. In the BCOMING project account is set as a company, so it is possible to share contents, links, pictures to gain followers and engage in discussions.

On LinkedIn, posts are also regular (twice per week), however, there is the possibility to create longer posts as there are no word limitations.

FACEBOOK

Facebook has more than 2 billion users which makes it a great social network for reaching a wide audience. The posts can be longer than on Twitter since there is no character limitation, but communication should be engaging and not too formal.

Facebook users are more likely to check the posts on mobile devices than on PCs. The content will be diverse including relevant information about BCOMING workshops, conferences, and articles from different platforms.

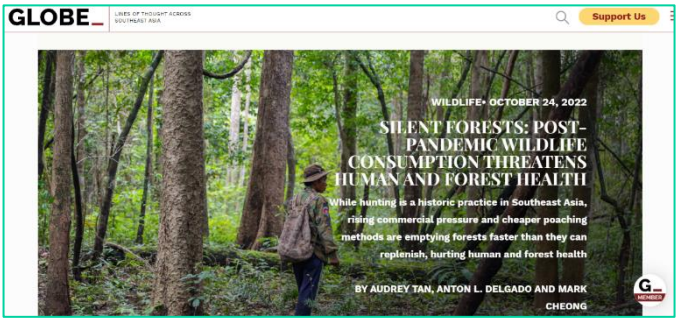
YouTube

YouTube is the main platform for online video sharing with more than a billion monthly users. The BCOMING channel will be updated with interviews which will be produced during the workshops. A project video will be created in the first year of the project and will be uploaded on the YouTube channel.

1.1.7. Press and Media

In collaboration with our partners, BCOMING will build strong and meaningful relations with local, national and international media outlets to communicate the project's activities and regular news and disseminate the main results. BCOMING has already been figured in local French and Asian media outlets.

This effort will be continuous and systematic, and it will be extended to additional media and press agencies.



Press and Media	
Name	**Link**
Uantwerpen news	https://www.uantwerpen.be/en/news/
belga	www.belga.be
VRT	www.vrt.be/vrtnews
EOS	www.eoswetenschap.be

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Guinee matin.com journal	https://guineematin.com/
Guinee new journal	https://guineenews.org/
News Trust	https://news.trust.org/
Flanders Innovation & Entrepreneurship	https://www.vlaio.be/nl
VOA Cambodia/Khmer	https://www.voacambodia.com/
Guadeloupe Actualites	Guadeloupe⎮ Actualités⎮ tout savoir sur la Guadeloupe
Travel Weekly	https://travelweekly.co.uk/
Reuters	https://www.reuters.com/
The Chronicles of Philanthropy	https://www.philanthropy.com/
National Geographic	https://www.nationalgeographic.com/
Huffpost	https://www.huffpost.com/
Devex	https://www.devex.com/
New York Times	https://www.nytimes.com/
City Wealth Magazine	https://www.citywealthmag.com/
Euractiv.com	https://www.euractiv.com/
National Geographic	https://www.nationalgeographic.com/
Globe	https://southeastasiaglobe.com/
Midilibre	https://www.midilibre.fr/
…	

1.1.8. Intermediaries and Influencers

BCOMING will connect and systematically share news posted/reposted by key influencers and decision-makers at local, national and European level. With the contribution of our project partners, BCOMING has identified certain major contacts from different sectors (health, environment/biodiversity, research, policy): Mark Tachelet (Director of the European Research Executive Agency), Stephan Quest (General Director of the Joint Research Center), Stella Kyriakides (EU Commissioner of Health and Food Safety), Virginijus Sinkevičius (EU Commissioner of Environment, Oceans and Fisheries), Janez Lenarčič (EU Commissioner for Disaster Management), Thomas Mettenleiter (President of the Friedrich-Loeffler-Institut), Serge Morand (Research Director of CNRS and CIRAD), Gwenaël Vourc'h (Director of INRAE), Dr Monique Éloit (Director General of the World Organisation for Animal Health), Christina Pantazi (Biodiversity Officer at DG R&I), Dr. Mahama Ouedraogo (Director of Human Resources, Science and Technology (HRST) of the African Union Commission), Andrew Cunningham (Deputy Director of Science and Professor of Wildlife Epidemiology, Zoological Society of London), Peter Daszak (zoologist and President of EcoHealth Alliance), Anne Larigauderie (ecologist and Executive Secretary at IPBES).

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1.1.9. Utilizing EC channels

Through the help of the project officer and via its specific freely available channels the European Commission can also help spread relevant project news, key results and achievements. BCOMING will actively utilize and follow different online platforms for proper dissemination and communication. Social media channels such as @UNBiodiversity, @REA-research @EU_Health @BiodiversaPlus @EU_ENV @EUgreenresearch @cinea_eu @WHO @WOAH_Global @PREZODE_Intl will be followed and BCOMING will regularly reshare relevant content. BCOMING will consider applying for support to Horizon Dissemination and/or Exploitation Booster services and Innovation Radar Initiative.

1.1.10. National platforms

National platforms will be mapped and utilized for local and national dissemination and exploitation efforts. The focus will lie on tropical countries where replication of the developed tools and strategies would be possible.

Visibility of EU funding

Extract from the European Commission's guide on communicating your project.

"All recipients of EU funds have the legal obligation to explicitly acknowledge that their action has received EU funding. This requirement is to ensure visibility and transparency. It applies to all EU funded programmes, including the Research Fund for Coal and Steel and the Promotion of agricultural products programme. For projects funded under Horizon Europe, this requirement is specified under Article 17 of the model grant agreement.

The obligation requires all beneficiaries, managing authorities and implementing partners of EU funding to acknowledge the support from the European Union on all communication materials. An important element with this regard is the European Union emblem and the funding statement, which must be displayed prominently on all printed and digital products, websites, social media channels and other communication products:

Make sure to display the European flag (emblem), ***do not use*** *the European Commission logo!*

Add the funding statement (in local languages, where appropriate)"

Funded by the European Union

Co-funded by the European Union

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The European Commission published a guideline on how to display the acknowledgment of EU funding:

How to display the acknowledgment of EU funding

Publications & dissemination material

Type of communication	Placement of logo / guidelines for use
Website & Social media account	• Same place on every page • Ideally as part of the website frame which appears on all sections • Landing or intro page (social media)
Brochure, information leaflet, factsheet, newsletter, poster	• Bottom right corner of publication • Front or back cover • On white background (unless placed on a large photo or illustration as on a poster)
Report & internal project publication	• Front cover
Power Point or other graphical presentation	• First or last slide of a presentation or in the footer of each slide
CD-ROM, DVD	• On label of jewel box or CD label
Video & animation	• Intro or closing screenshot

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Exploitation Plan

Key exploitable results and exploitation plans

Result	**Detection tool for antibody and pathogen screening; and a rapid, on-site detection tool for detecting pathogens and genomic sequences (portable testing kit).**
Partner(s)	IRD (antibody detection), NM (on-site detection tool)
Exploitation, users, benefits	The tools will be available for purchase on the market. In the pathogen detection and disease monitoring market, the bio-testing/pathogen testing segment represents the largest market share and is anticipated to still grow significantly. In Europe, the rapid detection tests for zoonotic and human pathogens represents a faction of this segment. Therefore, NM has a unique opportunity to launch the tools.
Interaction with users:	NM plans to offer the tools on a B2C basis. Commercial sales and marketing tools will be applied. NM's research network will be targeted first. Preliminary market research has already identified interested users who would like to test/use the tools. IRD is planning to focus on open scientific advancement of the antibody and pathogen screening tool.
IPR Management:	NM will protect the core IP of the field detection tool to warrant FTO - Freedom to Operate analysis (see more under IPR section).

Result	**Digital risk mapping and forecasting tools**
Partner(s)	Avia-GIS
Exploitation, users, benefits	Avia-GIS plans integrating BCOMING's epidemiological model into Avia-GIS' software modelling solutions and further develop it for commercial use: 1) Model output will be part of the MOOD platform; 2) data will be on the Ebo-Surv platform (standardised); and 3) if partners agree on algorithm sharing, Avia-GIS can further integrate epidemiological tools in the Avia-GIS commercial suites. Development takes time, thus time-to-market is expected within 12-18 months after the conclusion of BCOMING.
Interaction with users:	Spatial modelling services will be offered on a B2B basis. Commercial sales and marketing tools will be applied.
IPR Management:	Partners must share their algorithm to allow their integration into a commercial Avia-GIS product. Agreement is needed. The code of the spatial decision support systems will be protected by Avia-GIS, and a closed licence will be chosen. The epidemiological model is made under the VECMAP licence (ensemble modelling on species distribution: GLM, RF, BRF, NLDA, etc. Software can be made available during the project for partners who would require its uses for data collection and data management).

Result	**Co-creation process - an agent-based model - with local communities relying on digital and community-led innovations to create innovative biodiversity conservation strategies; Participatory decision-making framework (One Health system-based approach – ChaRL process) for surveillance of emerging zoonotic diseases, thus creating new zoonotic disease surveillance systems**
Partner(s)	MERFI, IDE, FFI
Exploitation, users, benefits	Contingent on ethics protocols, part of the socio-economic and livelihood data will be shared upon individual request. However, anonymised data will be shared though and stored in Dataverse. A CC-BY-NC licence will be attached. The CHaRL process is an open access method detailed in numerous publications. The ABM action model will be accessible by interested users after completion of a training course. MERFI will use the training material and framework, and offer training courses within their business line as a non-profit organisation working at other biodiversity hotspots.

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Interaction with users:	Cross-disciplinary scientific collaborations with biodiversity networks and projects will support advancement, use and transferability of the ABM and CHaRL.
IPR Management:	Socio-economic and livelihood data will be fully confidential and protected by GDPR. The source code of the ABM will be protected with a closed licence. The action model is openly accessible.

Result	**Scientific knowledge, publications, articles, presentations as well as qualitative and quantitative data and datasets linked to all BCOMING scientific advancements; standardised sampling strategy and innovative analytical framework allowing the study of the link between biodiversity and epidemic risk over a large range of ecosystems on local, regional and global scales; and biological samples in biobanks.**
Partner(s)	All science performing partners
Exploitation, users, benefits	Exploitation will happen through advancement of knowledge. Open science practices will be applied unless specific considerations should limit these actions. Joint work between the partners, disciplines and other projects will ensure a high impact. WP3 data will be INSPIRE- compliant (EO assets can be shared more efficiently and permits further downstream services). MERFI and CIRAD plans to further develop a One Health partnership and extend the tools and frameworks elsewhere. Science education has a key role to play here, thus integration of knowledge will happen for master studies, PhD studies as well as local training in tropical hotspot areas.
Interaction with users:	Scientific community members will gain access to knowledge through publications, conferences, trusted repositories (re3data), BioBanks, etc.
IPR Management:	Royalty-free access to biological samples and biodiversity datasets for re-use will be possible upon request. Publications will follow gold or green open access.

Result	**Policy recommendations, evidence collection on innovative biodiversity conservation strategies and new zoonotic disease surveillance systems**
Partner(s)	MERFI, IDE, FFI and international organisations serving an advisory function
Exploitation, users, benefits	Evidence-based policymaking and decision-making will be improved in tropical hotspot areas. BCOMING will make an empirically-based contribution, shaping the international biodiversity agenda, Eco Health and One Health approaches.
Interaction with users:	Direct interactions with local, national, European, and international policymakers and authorities through policy events, international biodiversity conferences, UN working groups, direct e-mailing and phone/f2f discussions.
IPR Management:	Full open access to policymakers for all evidence

Exploitation workshops

BCOMING consortium agreed on establishing and IP and Exploitation Board. The IPEB will monitor and manage Foreground IPR and its dissemination and exploitation. This task also covers relationships to support innovation with relevant stakeholders beyond participant organizations (EC, other projects or clusters, think tank initiatives, industrial associations, standardization bodies, etc.).

The list of key exploitable results will be validated through a series of internal online workshops organised for each of the Work Packages and in cooperation with the IPEB experts. Within the workshops, partners will clarify whether each result will be disseminated or exploited, how they plan to disseminate/exploit the result, and who the expected users are. Exploitation will include identifying additional communities, networks, NGOs, impact investors (VCs) etc. that would be interested in the

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key exploitable results and developing specific actions with these actors to promote the uptake of these results. The implementation of exploitation activities will be monitored by the IPEB.

IPEB members will be appointed by the Executive Board based on suggestions coming from all partners at the kick-off meeting. The primary scope is to have exploitation and IPR experts from the partner organisations that will be sole or joint owners of the key exploitable results of BCOMING. Establishment of the IPEB shall be finalised by M6.

IPR agreements

Intellectual property (IP) management requirements in BCOMING:

1) IP for assets developed by consortium partners during the project will be made available (e.g. eDNA kit; existing detection tool; data owned by project partners);

2) **IP management within the consortium** will be primarily defined in the Consortium Agreement (CA), in accordance with the DESCA 2020 (or future versions) model, and providing for the following:

Ownership and protection of foreground: Foreground project assets will be owned and licensed in accordance with the stipulations in the Consortium Agreement. Joint ownership arrangements will follow the DESCA approach with notice and compensation obligations. Procedures for conflict resolution management, should the need arise, will be specified in the CA. DESCA provisions will be followed on confidentiality and access rights to background and foreground. **Access rights to research data**: Consortium partners who collect samples and generate research data will remain the data owners. Any partner owning the data agrees to make the data available and even transfer the necessary data and samples to the partner organisation that needs it for implementation of their data analysis tasks. Obtaining access to the data for any exploitation purposes will be agreed bilaterally between the partners and third parties based on fair and reasonable conditions. The collaboration agreement with Prezode projects, MOOD or other relevant databases may set joint, specific conditions for all BCOMING data owners.

IP management shall support the exploitation (governmental and market uptake), and directly relates to the project's SO2, SO4 and SO5. With reference to **open access**, the Consortium is fully aware of the requirements as stated in the HE GA and will follow **open science practices**.

NatureMetrics will protect the core IP of the rapid detection tool, launch a freedom to operate analysis. BCOMING will appoint an IPR and Exploitation Board (IPEB) to plan and establish the right strategy and develop a dynamic and effective marketing plan to provide visibility for the rapid detection tool at the national and international level. Deployment scenarios and timeframes will be defined in the form of an updated commercialisation plan for the rapid detection tool developed by NM. NM will develop and commercialise the rapid detection tool and can be expected to generate £10.7m cumulative revenue within 5-years of project completion; thus also supporting headcount growth (12FTEs; all R&D roles) and increased R&D investment (£1m). Consequently, NM will be positioned significantly ahead of potential competitors in the field of rapid zoonotic pathogen detection and outbreak prevention.

NatureMetrics has a commitment to handle the access to technology ethically and a track record designing solutions providing low cost or free access to data through sustainable business models (e.g., eBioAtlas) and re-investing R&D ROI into data maintenance and further development to reduce

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costs and increase technology accessibility. In these lines, NatureMetrics will assess the feasibility of reinvesting a proportion of the profit from sales of rapid identification kits to higher income countries to promote free access (or access at cost) to lower- and middle-income countries.

Attachments

Action Plan

In the attachment BCOMING partners receive a detailed action plan on dissemination, communication and exploitation actions with a timeline, budget allocation, KPIs to be met, reporting templates to be filled in.

Europa Media will organise a workshop for all partners introducing the action plan and introduce the reporting procedure. All partners assigned a contact person for DEC actions. These contact persons will meet on a regular basis to align DEC activities between the consortium members and outside the consortium.

https://bcoming.eu/

https://twitter.com/BcomingEU

https://www.facebook.com/BcomingEU

https://www.linkedin.com/company/bcomingeu/

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