



GLOBIS-B (654003)

The logo for GLOBIS-B, featuring a stylized globe with a grid pattern and a green and blue abstract shape above it.

GLOBIS-B

D5.1 Detailed Dissemination Plan

Project acronym: *GLOBIS-B*

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1 Executive summary

This document shortly describes the dissemination activities GLOBIS-B aims to undertake to maximize the impact of the project results. From the call objectives and the project objectives, major target audiences are identified, being scientific experts, the international research infrastructure (RI) community and the major policy bodies related to biodiversity and environment.

To approach these audiences, a number of means are described: a dedicated website, scientific papers, presentations in meetings, contributions to international fora and the 'word of mouth' by using the expert network that results from the workshops.

2 Contributors

This document is written by the WP leader of WP5, Jacco Konijn. Being a small project, with limited dissemination budget and a limited target audience, this was deemed sufficient input. The document was duly reviewed by the project coordination.

3 Dissemination plan

3.1 Objectives

- Call objectives
- Project objectives
- Dissemination objectives

Dissemination of the project results depends firstly on the original request as was set out in the call for proposals in the Horizon2020 work programme 2014-2015 "European research infrastructures (including e-Infrastructures)".

Secondly, the impact as described in the proposal and following Description of the Action (DoA) determines the audience that will be addressed, and finally the dissemination objectives themselves determine the means that are used to reach the objectives.

Call Objectives

The expected impact was described as follows in the call:

- Develop cooperation with key international partners for research infrastructures;
- Contribute to the development of a competitive high performance ERA (European Research Area) in the global research environment;
- Reinforce partnership between the Commission, the Member States and relevant stakeholders in this field;
- Enhance the role of the Union in international organizations and multilateral fora;
- Support progress towards the development of global research infrastructures;
- Contribute to address societal challenges with a global dimension such as climate change;
- Contribute to capacity building and research infrastructures human capital development in targeted/relevant regions.

These impact expectations clearly define three main objectives, related to the link between global policies, supporting infrastructure and science for society.

Project Objectives

The specific project objectives are defined in the DoA as follows:

- To facilitate the multi-lateral cooperation of global research infrastructures to support frontier research on 'Predicting the Biosphere' with a focus on Essential Biodiversity Variables (EBV).

- To specify user's requirements for extracting, handling and analyzing the required biodiversity data for EBV classes from diverse sources.
- To develop an integrated research agenda with these requirements allowing research infrastructures to enhance existing capabilities or develop new ones.
- To agree on realistic solutions for supporting the user requirements (the research agenda) so that the research infrastructures can offer targeted services to calculate the selected EBVs.
- To draw up best practices for infrastructure support addressing the biodiversity grand challenges.
- To address the legal implications with respect to licensing, intellectual property rights (IPR), and sharing of resources.
- To communicate and disseminate outcomes to policy stakeholders and other interest groups.

These project objectives connect the call objectives with the target audiences and the message we want to convey from the project. The main target audiences are defined in the DoA as well:

- The international biodiversity research infrastructure community
- The biodiversity scientific community
- The major international policy bodies like CBD (Convention on Biological Diversity), GEOSS (Global Earth Observation System of Systems), EEA (European Environment Agency and IPBES (Intergovernmental Platform on Biodiversity and Ecosystem Services)

Dissemination objectives

The call and project objectives determine the means that the project will use to make results and impact known to the outside world. Combining this with the target audiences this leads to the following means:

- A dedicated website, project specific and focusing on an interested and knowledgeable audience in the widest sense.
- Publications (as announced in the DoA as well) in scientific journals about the aims and results from the project, again, a specialist view.
- Use existing contacts in the project partnership, but also from the experts to be invited in the workshops to approach policy bodies. Present the work in events, publish small overview papers, be present in conferences.

3.2 Key message per audience

The international biodiversity research infrastructure community

Our aim is to invite all the connected RI's to each workshop, to have them fully involved in the interactions with the science community. A demo event at the end of the project is foreseen to show how these RI's can cooperate on the global level; one of the key objectives of the call.

Through active participation in workshops and follow up agreements we aim to make the cooperation among RI's a lasting one, thereby maximizing the impact of the project. Joint products should be the interesting 'carrots' here. Liaised research infrastructures will be encouraged in the workshops to publish papers for the scientific audiences in their countries and continents. Dissemination materials may be adapted by them to reach out to their funding agencies.

On the RI policy level, GLOBIS-B will have a presence in the ICRI conference in South Africa, October 2016.

The biodiversity scientific community

To maximize the impact from the contributions by scientists in the field, the project aims to publish several scientific papers. For scientists this is a direct reward for the contributions they make. A paper also has a high visibility and impact in the scientific world. Each partner and workshop participant will be encouraged to disseminate the publications widely in their scientific communities.

The major international policy bodies like CBD, GEOSS, EEA and IPBES

Within the project contacts exist with the major part of these international policy bodies. The partners were also selected for this reason. The main objective is to actively contribute from the experiences in GLOBIS-B towards the policy and activity discussions in these forums.

GEO BON is (through the Martin Luther University) partner in our project, and is very happy with the opportunity by GLOBIS-B to inform policy bodies about the next steps in making EBVs operational. The first workshop will be organized in the GEOBON headquarters in Leipzig and the GEOBON chair is keen to use the results from this project for the aims and activities of GEO BON itself.

GLOBIS-B already participates in a GEO initiative to bring together international projects that contribute to the GEOSS goals and will align its activities with the policies as set out in the next GEO conference in Mexico, Nov. 2015. The next GEO conference in 2017 will be targeted to present results. In close cooperation with WP4, other key policy bodies such as the IPBES and the CBD will be engaged through the communication channels and policy contacts of GEOSS.

3.3 Communication Channels

Website

The website www.globis-b.eu is designed to give specific and expert information about the project. Considering that the target audiences are either experts in the science, the technology or the related policies, we aim not to develop information for the wider public, but there is enough general information that can be understood by everybody.

The website aims to keep track of related events, news and documents, relevant to the subject of GLOBIS-B.

We aim to contact communication officers of the related RI's to publish summaries and outcomes of the activities in GLOBIS-B that they contribute to. Prepared texts and images will be provided by the project to be published on those websites.

Papers/publications

As explained, papers are a major 'carrot' for the scientific audience to contribute to the project results and at the same time, papers and publications can play a significant role in disseminating the project aims and results among science related audiences.

One paper has already been published:

[Kissling, W.D., Hardisty, A., García, E.A., Santamaria, M., De Leo, F., Pesole, G., Freyhof, J., Manset, D., Wissel, S., Konijn, J. & Los, W. \(2015\) Towards global interoperability for supporting biodiversity research on essential biodiversity variables \(EBVs\). *Biodiversity*, in press. DOI: 10.1080/14888386.2015.1068709](https://doi.org/10.1080/14888386.2015.1068709)

As described in the DoA, from the first two workshops a scientific paper will report on the results and our aim is to do the same for workshop 3 and 4, to keep the momentum going.

Derived papers are possible, for instance in relation to data management and access policies in the legal sense, related to activities in The Research Data Alliance (RDA) and the Group on Earth Observations (GEO).

Presentations in meetings

Both the project members and the invited experts are encouraged to present their activities in relevant meetings and conferences. In June, GEO organized a workshop with a special session for new projects that contribute to the GEOSS aims. GLOBIS-B was presented and it will remain in close contact with these project and GEO itself.

ICRI2016 in South Africa will be targeted to demonstrate the global cooperation on specific issues among RI's. The approaches towards other international policy bodies depends on the way WP4 will shape its work. Dissemination activities will be adapted as deemed necessary here.

RI or experts network

The workshops offer an excellent opportunity not only to deliver input in the technical and scientific issues, but also to encourage the participants to actively spread the word on GLOBIS-B. This 'grassroots' level is considered as far more effective when it comes to real and concrete collaborations than official statements and publications, so the success of the work done in and around the workshops will in that sense determine a lot of the impact the project has.

GLOBIS-B has already established agreement on close collaboration by signing a Memorandum of Understanding with the EUBON project

4 Conclusions

As a small project, with limited objectives, GLOBIS-B aims to maximize impact by delivering concrete - however use case level- results. Expectations are high, and already GLOBIS-B has attracted some publicity and is followed by major initiatives that relate to EBV's.

The project will mainly focus its dissemination activities towards specialists and experts in the field. A website, presentations and publications are the main means to do this. The network of experts that results from the organisation of the four workshops will further contribute to the impact that GLOBIS-B can have with a limited budget on the development of EBV's and the global collaboration of biodiversity related RI's to contribute to that development.

5 References

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6 Annexes

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