



## **Deliverable 1.2**

### **Dissemination, Exploitation and Communication Plan**

BEPREP has received funding from the European Union (grant agreement No 101060568).



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[beprep-project.eu](http://beprep-project.eu)

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Call	HORIZON-CL6-2021-BIODIV-01
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Project Acronym	BEPREP
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Beneficiary in Charge of the Deliverable	University of Helsinki

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## Change Log

Date	Version	Author/Editor	Summary of Changes
22 June 2023	<b>2</b>	Frauke Ecke, Pauliina Hallikas	Missing info added to Page 2. Active language and general revision of text to emphasize ongoing activities. Inclusion of tacit knowledge, update of stakeholders, clarification of pest control companies, clarification of livestock/agricultural industry, update of plan for scientific publications, and correction of numbering of deliverables.

## BEPREP Key message

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1. BEPREP has identified four major principles towards impact-increasing dissemination, exploitation, and communication:
  - a. Co-creation
  - b. Demand-driven solutions
  - c. To “speak the customer’s language”
  - d. Impact through competition
2. Dissemination, exploitation, and communication strategies and tools are tailored for target groups
3. BEPREP partners must use the BEPREP brand identity and provide visibility of EU funding
4. The plan is a living document that will be adapted and revised during the lifetime of BEPREP whenever needed

## BEPREP Executive Summary

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This document is the Dissemination, Exploitation and Communication Plan of the project BEPREP funded by the European Union (grant agreement No 101060568).

BEPREP aims to elucidate the role of undisturbed and restored biodiversity in mitigating threats to health security from zoonotic and vector-borne diseases along the infect-shed-spill-spread cascade, to identify best practices of nature restoration, including rewilding, and public health interventions towards strengthening disease surveillance, preparedness, and response at the European and global scales.

While the overall aim of the dissemination, exploitation, and communication plan is to increase the impact of BEPREP, the plan aims specifically to a) increase awareness of the relevance and importance of dissemination, exploitation, and communication within the BEPREP consortium, b) streamline, standardize, and harmonise dissemination, exploitation, and communication within the BEPREP consortium, and c) create preparedness for changes in the dissemination, exploitation, and communication environment (e.g., social platforms) towards rapid adaptation of BEPREP.

BEPREP has identified four major principles towards impact-increasing dissemination, exploitation, and communication: co-creation, demand-driven solutions, “to speak the customer’s language”, and impact through competition. The principles are applied in the identified comprehensive and ambitious strategies and tools. For any dissemination, exploitation, and communication activity, BEPREP partners must use the BEPREP brand identity and provide visibility of EU funding. The plan is a living document that will be adapted and revised during the lifetime of BEPREP whenever needed.

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## Introduction

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BPREP commits to efficient dissemination, exploitation, and communication.

**Dissemination** focuses on knowledge and information transfer towards communities and stakeholders as well as opening a dialogue with the general public.

**Exploitation** focuses on strategies to exploit whenever suitable and appropriate BEPREP's data, results, and tools.

**Communication** aims to engage and raise awareness among the project's target audiences and to promote BEPREP.

While communication and dissemination are targeted for the lifetime of BEPREP, exploitation will be considered both during and beyond the lifetime of the project.

Preconditions for especially communication and dissemination are subject to constant environmental change and challenges. Social media platforms change with new ones emerging and current ones potentially terminating. If ownership of such platform changes, so will likely the terms of use, which potentially conflict with EU law or challenge the ethical values of the BEPREP consortium.

During the lifetime of BEPREP, new communication and dissemination venues might emerge that are to the benefit of BEPREP's aims. We therefore consider this plan as a living document that will be adapted and revised during the lifetime of BEPREP whenever needed. Therefore, BEPREP will constantly monitor the communication and dissemination environment for new and promising available tools.

In the BEPREP Impact Summary, we have identified key elements related to two specific BEPREP needs: 1. Unknown effect of nature restoration, including biodiversity recovery, on infection dynamics and pathogen shedding at local to global scale, and 2. Unknown effect of nature-based public health interventions on links along the infect-shed-spill-spread cascade, where local communities have rarely been consulted and involved in such interventions to mitigate disease risk.

The targeted key performance indicators of BEPREP are mostly related to communication and dissemination with however two measures also related to exploitation, *viz.* technology development and commercialisation. BEPREP's five technology readiness levels (TRL) are specifically targeted for exploitation.

## Objectives

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The objectives with BEPREP's Dissemination, Exploitation and Communication Plan are as follows:

1. Increase awareness of the relevance and importance of dissemination, exploitation, and communication within the BEPREP consortium
2. Streamline, standardize, and harmonise dissemination, exploitation, and communication within the BEPREP consortium
3. Create preparedness for changes in the dissemination, exploitation, and communication environment (e.g., social platforms) towards rapid adaptation of BEPREP
4. Maximize the impact of BEPREP

## Principles for maximizing impact

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BEPREP applies the following principles to maximize impact:

### Co-creation

Co-creation is a central strategy of BEPREP.

Together with our stakeholders and case study boards, we co-create in participatory approaches two-way exchanges and communication activities with the focus of raising awareness of BEPREP and its output. This is achieved at various spatial scales; from local to global. Co-creation is also a central theme to define the exploitation and intellectual property right strategy of the outputs, including the associated business models.

To support our activities, we have created 1) communication guidelines for stakeholder activities, serving as a content creation guideline, and 2) a document that outlines the tasks and monitoring efforts undertaken by the Communication Committee (BEPREP-CC). Each Case Study Area has nominated members for the BEPREP-CC to develop and implement a communication strategy for the BEPREP Case Study Areas during the second project period.

### Demand-driven solutions

BEPREP commits to its overall aim, *viz.* to elucidate the role of undisturbed and restored biodiversity in mitigating threats to health security from zoonotic and vector-borne diseases along the infect-shed-spill-spread cascade, to identify best practices of nature restoration, including rewilding, and public health interventions towards strengthening disease surveillance, preparedness and response at the European and global scales. To achieve this ambitious goal, there is a strong need for basic science in various scientific disciplines represented in BEPREP – and to be performed in BEPREP – including virology, microbiology, and social sciences. Concurrently, the aim of BEPREP is demand-driven and so are the solutions that we want to achieve. Therefore, BEPREP's co-creation approach will also help to identify solutions that are demanded by our stakeholders, a task that is now further supported by our Hop-on partner UP. Here, the recent establishment of Case Study Area specific Communication Committees will support the task.

### “To speak the customer’s language” – governance of tacit knowledge

The co-creation approach of BEPREP that involves stakeholders at various societal levels, including representatives without high school or university degree requires communication and dissemination skills that are tailored for the respective target groups and stakeholders. Nevertheless, many representatives that lack higher education have invaluable knowledge and expertise – often tacit knowledge – on for example local ecosystem functioning that academics lack. To communicate with these representatives as well as with the general public, demands other skills and tools than those researchers commonly use when communicating among themselves or when reaching out to local public health officials. It is the ambition of BEPREP to always assure to speak the customer’s language and to govern tacit knowledge irrespective of oral or written communication and dissemination.

### Impact through competition

It is BEPREP’s ambition to identify best practices of nature restoration, including rewilding, and public health interventions towards disease risk mitigation. The process to select different measures that potentially mitigate disease risk will be characterized by co-creation and participatory approaches. This is specifically supported by the Case Study Area specific stakeholder meetings that have been initiated.

Statistical approaches will be applied to evaluate the effectiveness of the different measures. However, worldwide, there are most likely many restoration projects that aim to mitigate disease risk, but that BEPREP



is unaware of. Therefore, the BEPREP Award for the most innovative, impact-full, and noteworthy nature restoration that has a mitigation impact on zoonotic and vector-borne diseases will be selected in a competitive approach. The award is planned as a trophy to be handed over to the winning project in connection with the final BEPREP meeting alt. at a BEPREP session of a major European conference on biodiversity/nature restoration. The details for this will be settled by the Executive Board in the first half of 2025 so that the competition can be announced with submission of proposals in 2026. The winning project will be selected by BEPREP's Executive Board and Advisory Board. This will not only increase the impact of the awarded restoration project but also of BEPREP.

## Target groups and dissemination, exploitation, and communication strategies

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BEPREP has identified two main – not mutually exclusive – needs related to the topic of the call: 1. Unknown effect of nature restoration, including biodiversity recovery, on infection dynamics and pathogen shedding at local to global scale, and 2. Unknown effect of nature-based public health interventions on links along the infect-shed-spill-spread cascade, where local communities have rarely been consulted and involved in such interventions to mitigate disease risk. With these two needs as baseline, there are multiple target groups at various levels ranging from local to global.

Below, we list BEPREP's target groups and associated dissemination, exploitation, and communication strategies.

### Practitioners (including authorities)

Considering the demand-driven nature of BEPREP, our list of practitioners is long and includes representatives at various organizational and spatial levels.

Our target groups include the Case Study Area Boards for our 12 Case Study Areas. Apart from BEPREP representatives, we also have representatives from for example local communities, nature conservation organizations, farmers (especially relevant in Columbia and UK), foresters, hunting associations, and authorities. The communication within these boards is straight forward since the boards are meeting regularly to discuss the aim, design, performance, and results of the respective Case Study Areas. Regional, national, and international health care institutions and authorities will be approached for communication and dissemination via various channels. The Case Study Boards are in contact with regional health care institutions and authorities, while WP leaders and the BEPREP coordinator are communicating with national (e.g., public health agencies) and international health care institutions and authorities. This is achieved via physical meetings and/or webinars.

Nature conservation organisations are targeted at a local level via the Case Study Area Boards. At national and international levels, it is the task of the WP leaders and the BEPREP coordinator to align with the national and international organisations. This process has already been initiated on the social media platforms by following relevant organisations (e.g., WWF, FAO) that in turn follow BEPREP. Via targeted seminars and webinars, the communication with these organisations is deepened and once the first results are in place also dissemination will take place.

During the last decades, urban and landscape planners have considered ecosystem health when designing urban space. However, this has mostly been related to biodiversity enhancement and/or well-being without considering consequences for pathogen transmission. To increase awareness of this professional branch, we have already invited them to project meetings at the respective partner institutions (CSA#6, Brazil, BEPREP partner UFBA).

Veterinarians, health care providers, farmers, foresters, hunters, and hunting associations, we will reach out to using infographics, fact sheets, news articles, educational material using list serves, our social media accounts, and the BEPREP website. In addition, we have started to present BEPREP and its progress and outcome at meetings arranged by local and national hunting associations.

### Economic sector

The results of BEPREP are relevant for multiple economic sectors. From WP3-5, pest control companies will learn which rodent species their pest control campaigns should focus on from a public health perspective.

Currently, most pest control companies use rodenticides and/or trapping, i.e., non-nature-based solutions in their control programs. BEPREP will communicate the results of our nature-based solutions including the use of predators and predator scents in controlling pest species towards minimizing the need of rodenticides that often still cause secondary poisoning in domestic animals and wildlife.

Pharmaceutical companies can use the molecular characterizations and identified immunogenetics of reservoirs for development of future antivirals pharmaceutical companies. Local forest owners and forest enterprises as well as local small-scale farmers and representatives of large-scale intensive livestock farming and food industry are learning together with and from BEPREP which land use management practices that dilute and amplify disease risk, respectively. BEPREP's five technology readiness levels (TRL) are specifically suitable for potential exploitation.

Therefore, BEPREP will arrange a co-creation workshop using various approaches, such as Lego Serious Play® and business model design, to define the exploitation and intellectual property right strategy of the outputs, including the associated business models (month 24). A second workshop will be organized to refine the strategy (month 36). The outcomes of the workshops will be validated by a selection of key stakeholders to guarantee the relevance to the sector's needs and expectations.

### General public

BEPREP engages the general public, where our apps are based on interactive citizen science and are used in flagship case study areas (e.g., 1 and 7). We will be able to alert users upon imminent disease risks and users will be able to inform BEPREP about disease risk indicators (e.g., potential mass occurrence and mortality of reservoirs or high vector density).

BEPREP's participatory approach that involves the general public is also reflected in our local and regional communication measures that involve amongst others open days in schools and universities, soapbox science events, Researcher Fridays, TEDx talks, and seminars in community centres.

Village councils are invited to Case Study Area meetings and communities surrounding the case study areas are visited to discuss BEPREP at yearly meetings of the communities (e.g., CSA#6, Brazil, and CSA#9, Madagascar).

### Policy and decision makers

Effective implementation of BEPREP's results rely on mutual understanding of politicians and public health agencies for the ecosystem services provided by predators and of environmental protection agencies for the importance of nature-based solutions in surveillance and early warning systems. We will therefore invite politicians and representatives from public health agencies and environmental protection agencies at regional and national level to round table discussions back-to-back with BEPREP's meetings where we will develop a road map for future nature-based solutions in public health protection. Transformative change requires political willingness and BEPREP will therefore engage in different political forums, including, national "Politician's weeks" like Almedalen week in Sweden and Suomi-Areena in Finland to discuss with politicians and relevant authorities the necessary socio-economics steps towards transformative change.

### Scientific community

Communication and dissemination targeting the scientific community will be mainly via three pathways:

1. Scientific peer reviewed open access publications
2. Contributions to national and international conferences (arranging sessions, oral presentations, posters)
3. Arranging on workshops and seminars



## Scientific peer reviewed open access publications

To assure highest quality of the scientific outreach of BEPREP results, scientific peer reviewed open access publications are the most important communication and dissemination pathways. For the WPs, we have identified multiple deliverables as reports that will be transformed into scientific publications. In the list of deliverables, we promised 11 reports. Several of these reports will be that comprehensive that splitting them into multiple scientific publications will be meaningful. While we aim for high impact publications that for example combine results from our different Case Study Areas, there will also be a need to provide more in-depth and detailed publications on our individual Case Study Areas. The number of scientific publications resulting from BEPREP will therefore significantly exceed the number of deliverables (aiming for at least 40).

For these, we aim for the highest scientific impact possible and target journals will be chosen based on scientific quality. We however also require that the selected journals provide open access publication. Currently, we are preparing multiple scientific publications. D3.1 (Scientific paper on relationship between nature restoration measures and disease risk) we are preparing for submission to the journal Nature, i.e., aiming the highest possible scientific impact. Other scientific journals that we already have identified for the meta-analysis that we are doing in WP3 include Nature Communications. WP6 is currently working on papers that aim for submission to The Lancet family. Generally, we are aiming for the highest realistic impact factor with a focus on general science journals (e.g., Science, Nature, Nature Communications) and health related journals (The Lancet family). For the scientific papers based on individual Case Study Areas, we will aim for journals like Parasites & Vectors, Viruses, Eco Health, Journal of Applied Ecology, Restoration Ecology.

Currently, 11 PhD students and nine postdocs are working in BEPREP. Especially the PhD students are dependent on fast publication for their anticipated dissertations. Here, BEPREP has to balance the need for rapid publication and high impact publications. The most important aspect here is that BEPREP only publishes in scientific peer reviewed open access publications.

## Contributions to national and international conferences

We have identified suitable scientific conferences and have also been invited for plenary talks. While scientific quality of conferences is an important criterium, we in addition also target conferences that invite and attract non-scientists including politicians and practitioners.

1. In July 2021, the EU has launched a New EU Forest Strategy for 2030. The strategy explicitly identified zoonotic diseases as a major challenge for future sustainable European forest management. In June 2024, SLU has been the host of the XXVI IUFRO (International Union of Forest Research Organisations; <https://www.iufro.org/>) World Congress with >5,000 participants, ranging from politicians, via forest enterprises and NGOs to researchers. BEPREP has arranged a session on transformative forestry and zoonotic diseases, where we have communicated the potential of forest restoration and outlined a road map for future European forest management that mitigates disease risk.
2. 13<sup>th</sup> EVPMC, European Vertebrate Pest Management Congress, Florence, Italy in August 2023. BEPREP's coordinator has provided an invited plenary talk on "The role of nature conservation in pest and disease control" – the major theme of BEPREP.
3. ECCMID, European Congress of Clinical Microbiology & Infectious Diseases, as the world's premier Clinical Microbiology & Infectious Diseases event, brings together experts from many fields. Members of BEPREP will propose a session at this conference to advance the discussion on biodiversity, ecosystems services, pandemics and epidemic risk.

4. ISEE, a scientific association in environmental epidemiology that impacts research, training and policy worldwide. Members of BEPREP will propose a session at ISEE's conference to advance discussion on biodiversity, ecosystems services, pandemics and epidemic risk.

The above four conferences are just a small number of conferences that BEPREP has already committed to. We will identify and actively attend multiple additional conferences to contribute to communication and dissemination of BEPREP's outcome.

#### Arranging of workshops and seminars

Together with the Case Study Area Boards, BEPREP has started to arrange regional and national workshops and seminars that are tailored towards the respective target groups. The decision whether to arrange these as webinars or physical meetings is context-specific and considering the preference of the target audience.

#### Overarching approach targeting multiple target group categories

Several of our strategies aim for multiple target groups towards maximizing impact. Below, we present and summarize BEPREP's dissemination, exploitation, and communication tools that target multiple target groups.

**Table 1. Dissemination, exploitation, and communication tools targeting multiple target groups**

Dissemination, exploitation, and communication tool	Target groups
Case Study Area Boards	Local communities, nature conservation organizations, farmers, foresters, hunting associations, authorities, regional health care institutions, nature conservation organisations
National BEPREP meetings arranged by BEPREP partners	Representatives from Case Study Area Boards, urban and landscape planners, nature conservation organisations, forest enterprises, representatives of large-scale intensive livestock farming and food industry, public health agencies, veterinarians, health care providers, hunters and hunting associations, general public, policy and decision makers
Co-creation workshops on exploitation and intellectual property right strategy	Pest control companies, pharmaceutical companies, forest enterprises, livestock/agriculture industry
Citizen science	General public, researchers, public health agencies
Open days in schools and universities, soapbox science events, Researcher Fridays, TEDx talks	General public, policy and decision makers, researchers
“Politician’s weeks”	General public, policy and decision makers, researchers
Conferences	Researchers, nature conservation organisations, policy and decision makers, enterprises, public

Dissemination, exploitation, and communication tool	Target groups
	health organisations and agencies (ECDC, EEA, FAO, EFSA, EcoHealth Alliance)

## Brand identity and visibility of EU funding

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All communication and dissemination actions, wherever possible, will be conveyed using the BEPREP logo. The development of a visual identity and a project logo ensures project outputs that are consistent and easily recognisable.

The logo has been developed in three basic forms: with white, transparent (here for illustration purpose with yellow background) and black background:



The logo uses the following colour codes (RGB) and these shall also be used in case there is a need to adapt the Word and PowerPoint templates that have been developed for communication and dissemination purposes:

**Green:** R:27 G:148 B:85 (#1B9455)

**Light green:** R:206 G:231 B:219 (#CEE7DB)

**Grey:** R:192 G:188 B:188 (#C0BCBC)

**Red:** R:189 G:47 B:55 (#BD2F37)

All communication and dissemination material produced and released by BEPREP must reflect the European Union visual identity and display that BEPREP has received EU funding. The EU visual identity is available for BEPREP partners in the BEPREP Teams folder, and the following acknowledgements and disclaimer must be provided:

### **Acknowledgements**

This project has received funding from the European Union (grant agreement No 101060568; project BEPREP).

### **Disclaimer – to be used in any communication or dissemination activity**

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## Webpage and social media strategy

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The social media landscape is constantly changing with new platforms emerging and existing ones changing ownership with or without altered terms of use that potentially conflict with EU law or challenge the ethical values of the BEPREP consortium. BEPREP is therefore prepared to continuously monitor the social media landscape and to either abandon chosen platforms and/or add new promising ones.

Currently, BEPREP uses the following accounts:

1. Facebook: @beprep
2. X: @BEPREP\_EU
3. Instagram: @beprep.eu
4. Webpage: <https://www.beprep-project.eu/>
5. LinkedIn: BEPREP-eu

The contents (posts, images, photos, videos, infographics) will be produced during the whole lifetime of BEPREP.

## Monitoring and evaluation

In addition to BEPREP's milestones and deliverables, we have additional dissemination, exploitation, and communication measures to increase the impact of BEPREP as summarized in Table 2.

**Table 2. BEPREP's approach to dissemination, exploitation and communication.**

Measure	Target group	Key performance indicator	Target
Press release	Media	Number of reports in TV, radio and newspapers	200
Project website	Research community, policy makers, public health authorities, general public	Number of unique visits	>3,000
Social media accounts for BEPREP (Twitter, Instagram, Facebook)	Research community, policy makers, public health authorities, general public	Number of unique visits Number of comments	>3,000 >1,000
Blog	Research community, policy makers, public health authorities, general public	Number of unique visits Number of comments	>3,000 >1,000
Project newsletter	Research community, policy makers, public health authorities, general public	Number of downloads Number of sent newsletters	1,000 1,000
Soapbox events	General public	Number of participants	500
Scientific peer-reviewed scientific articles	Research community	Number of articles	>40
Popular science articles	Policy makers, nature conservation organisations, general public	Number of articles	20
Citizen science (apps for mobile phones and desktop)	General public	Number of records provided per months	200

Measure	Target group	Key performance indicator	Target
Workshop and roundtable on potential exploitation of BEPREP's results on pathogens' molecular characterization and reservoirs immunogenetics can be used for development of future antivirals	Researchers and R&D at pharmaceutical companies	Number of participants	50
Arrangement of sessions/workshop at conferences	Research community, policy makers, public health authorities	Number of participants	>1,000
Workshop and roundtable on the potential commercialisation of BEPREP's nature-based solutions for surveillance and early-warning	Public health sector, pest control companies	Number of participants	50
On-site education in case study areas	Schools, universities, NGOs, forest enterprises, public health officers	Number of participants	>200
Neighbourhood/village-based meetings, led by local health/conservation workers and a project member, to share project updates and receive feedback on the intervention/research process	Public spaces, community/village associations, schools	Number of participants	>50

## Timing of key outputs

The key outputs of BEPREP follow those provided in Part B of the project description and here updated with additional dissemination, exploitation, and communication activities.

**Table 3.** Timing of tasks, deliverables, milestones (grey) and further dissemination, exploitation, and communication activities.

Work package, task & activity	1-3	4-6	7-9	10-12	13-15	16-18	19-21	22-24	25-27	28-30	31-33	34-36	37-39	40-42	43-45	46-48	49-51	52-54
<b>1 Coordination and Outreach</b>																		
T1.1 Consortium management		M1, M2																
T1.2 Financial and administrative management		D1.2				R						R						R
T1.3 External communication and dissemination		D1.2, D1.4									D1.5				M14	D1.3, D1.6		
T1.4 Internal communication		D1.2																
T1.5 Data management		D1.1																
T1.6 Risk and conflict management																		
<b>2 Disease Risk Mapping</b>																		
T2.1 Data assembly																		
T2.2 Statistical methodology development				M6				D2.1										
T2.3 Generation of predictive maps															D2.2, D2.3	M15		
<b>3 Nature Restoration</b>																		
T3.1 Establishment of SOPs			M3															
T3.2 Effects of nature restoration								D3.1						D3.4		D3.2, D3.3		
T3.3 Identification of success factors													M10		M12			
<b>4 Surveillance and Early Warning</b>																		
T4.1 Screening			M5									M7						
T4.2 Detection and characterisation												D4.1				D4.2	D4.4	
T4.3 Capacity building																D4.3		
<b>5 Public Health Interventions</b>																		



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Work package, task & activity	1-3	4-6	7-9	10-12	13-15	16-18	19-21	22-24	25-27	28-30	31-33	34-36	37-39	40-42	43-45	46-48	49-51	52-54
T5.1 Harmonise and validate SOPs			M4															
T5.2 Evaluate interventions through eco-epi-sociocultural data								D5.1						M11		M13	D5.3	
T5.3 Local perceptions and roadmap											D5.2			D5.4				
<b><i>6 Sustainable Transformation and Surveillance Strategies</i></b>																		
T6.1 Understanding drivers											M8					D6.1	D6.3	
T6.2 Developing of a simulation model											M9					D6.2		
<b><i>7 Ethics requirements</i></b>	D7.7, D7.8	D7.1, D7.3, D7.4, D7.6, D7.9	D7.2, D7.5		D7.10		D7.11			D7.12				D7.13		D7.14		
<b><i>Social media releases</i></b>																		
<b><i>Arrangement of conference sessions</i></b>																		
<b><i>Case Study Area Board meetings</i></b>																		
<b><i>Workshops on exploitation</i></b>																		
<b><i>National seminars &amp; workshops</i></b>																		
<b><i>BEPREP newsletter</i></b>																		
<b><i>Soapbox events</i></b>																		