



## **Deliverable 8.1**

Communication tool kit for stakeholder engagement

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## Change Log

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14.10.2024	3	Frauke Ecke, Pauliina Hallikas, Rainer Günter Ulrich	Improved the formatting of the text and corrected small errors.

## BEPREP Key messages

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1. A BEPREP communication committee was established for each Case Study Area (CSA).
2. Stakeholder mapping and characterization, based on their influence and interest, are an important part of the engagement strategy.
3. A communication and dissemination strategy for stakeholder engagement was developed for each CSA, considering the diversity of the stakeholders.
4. The communication toolkit is a living document that will be adapted and revised throughout the development of the BEPREP CSAs.

## BEPREP Executive Summary

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This Deliverable describes the Communication toolkit for communication with the stakeholders of the BEPREP CSAs. **Here we understand stakeholders as any person or group who influences or is influenced by the research** (Durham et al., 2014). The Deliverable is a result of task T.8.1. The communication toolkit includes activities aimed at creating visibility and broader outreach to the stakeholders of the CSAs.

Communication activities described in this deliverable are tailored to publicise and promote the work of the BEPREP CSAs to their stakeholders. In short, this document outlines the general approach (main goals, target audiences and channels) of the BEPREP CSA communication activities with their stakeholders by describing the main communication channels and tools put in place by the BEPREP CSA communication committee. In this regard, the communication tool kit involves:

- *External communication* connected with the studies` communication of CSAs with their stakeholders and
- *Internal communication* that focuses on all communication between WP8 and CSA communication committee members.

**NOTE:** In order to ensure readability of this document, the sections *Main objectives and challenges* (1.1); *Target audiences* (1.2); and *Key messages* (1.3) condense their content into a series of highlights. The accompanying tables and figures in each of the sections provide a more comprehensive, itemised list of topics.

## Glossary

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**BEPREP-CC** – BEPREP communication committee

**CSA** – Case study area

**WP 8** - Work package 8

**NGO** - Non-governmental organisation

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## 1. Establishment of communication committee

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### 1.1. Introduction

The purpose of this document outlines the tasks and monitoring efforts undertaken by the **BEPREP Communication Committee** (BEPREP-CC). BEPREP-CC actively **works and contributes to capacity building across CSAs to develop and implement a communication strategy** for the efficient stakeholder engagement. The BEPREP-CC is responsible for ensuring that BEPREP representatives communicate effectively with their internal and external stakeholders.

Where applicable the BEPREP-CC consists of two selected representatives (leader and subleader) from each case study group. The selection of leaders and subleaders should be inclusive, ensuring that a diverse range of perspectives and voices are represented on the committee. Leaders and sub-leaders should communicate regularly about their goals, expectations, and concerns (in regular meetings, via emails or other channels of communications). They should also be open to mutual feedback.

#### The Communication Committee have the following responsibilities:

- Develop and implement a communication strategy for BEPREP case studies
- Enhance existing communication channels (website content, social media posts, press releases), receive consent from participants in organized events [[\(Consent form\)](#)], and distribute marketing materials to ensure a constant flow of information
- Oversee the production and distribution of all BEPREP communication materials related to stakeholder engagement (including citizen science and indigenous peoples) in order to ensure stakeholder involvement in the project
- Manage BEPREP stakeholder events/workshops promotion in media
- Review communication materials
- Share good practice and capacity building across case studies
- Advise BEPREP case study leadership on communication issues

Members of BEPREP-CC contribute to the meetings, which are held to discuss the communication strategy, review communication materials, and plan upcoming communication activities.

## 1.2. Meetings

To discuss the communication strategy and progress, and/or to address any issues, the BEPREP-CC meetings are held once every 2 months with the following approach:

1. Agenda and meeting time/location are announced via e-mail or other communication platforms (e.g., Microsoft Teams channel).
2. Each meeting starts with a review of the previous minutes.
3. A record of meetings and agreements are tracked (members present; minutes; points of discussion; actions; decisions).
4. The activities of case study partners regarding stakeholder mapping and engagement are stored and monitored in an Excel spread sheet archived in the WP8 folder in Microsoft Teams.

## 1.3. Progress reporting

Each case study representative reports on the progress of stakeholder engagement and communication activities quarterly, one week before the BEPREP-CC meeting. Progress reporting serves as an important tool for BEPREP-CC to evaluate if representatives communicate effectively with their stakeholders.

## 2. BEPREP communication strategy: general approach

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As stated in the project proposal, BEPREP aims to mitigate new epidemic outbreaks by promoting biodiversity retention and recovery. As many globally threatening diseases capable of developing into epidemics and pandemics are zoonotic and vector-borne illnesses, BEPREP aims to reveal the mechanisms of infection dynamics and how to interrupt infection pathways. The results of BEPREP should help to create a prepared society, with the CSAs as a central component. The project findings will additionally contribute to understanding infection dynamics in case study countries and beyond, identifying risk factors, and estimating disease burden during trophic rewilding. The results will enhance prevention strategies and increase resilience to climate events. Studies with a community engagement component boost social cohesion (Cumming et al., 2022), which is also a measure of resilience in urban contexts, so that citizens are better prepared for and able to respond to disease risks. The project will accelerate the ecological transition required to meet the EU's Biodiversity Strategy for 2030 as a core part of the EU's Green Deal and support a green recovery after the COVID-19 pandemic. On a global level BEPREP meets Sustainable Development goal 3: "Ensure healthy lives and promote well-being for all at all ages" and goal 15: "Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss" (UN 2030 Agenda for Sustainable Development). In more detail, these fundamental project objectives are:

- Identification of infect-shed-spill-spread cascades and if biodiversity recovery facilitates or disrupts them.
- Identification of success factors characterizing restorations that mitigate disease risk.
- Development of multi-faceted approaches to optimal restoration and intervention practices by including local communities and indigenous people.
- Ultimately, to prevent disease outbreaks.

### 2.1. Main communication objectives and challenges

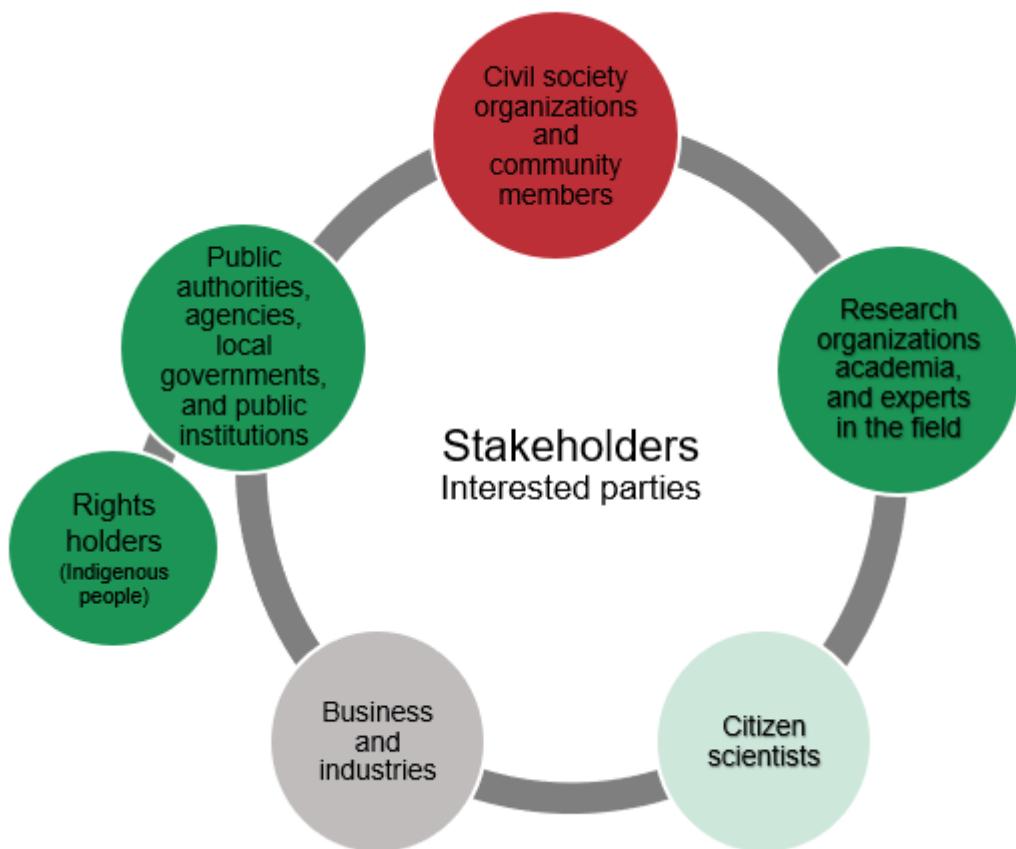
Within this Communication toolkit, each of these four general key objectives has been translated into specific communication objectives connected with CSA stakeholder engagement challenges. This includes:

- Stakeholder mapping and characterisation according to their engagement in each case study

- Guideline matrix for planning activities for different levels of engagement.
- Communication and dissemination of success or failure factors characterizing restorations that mitigate disease risk to stakeholders.
- Monitoring stakeholder engagement in a multi-faceted approach to optimal restoration and intervention practices.

Stakeholder engagement means the active involvement and participation of others in some aspect of CSA activities. Different levels of stakeholder engagement can be identified, depending on the ultimate aims of engagement activities and the project; for this reason, stakeholder mapping is crucial in each case study due to their diverse approaches to the identification of success factors characterizing restorations that mitigate disease risk (Durham et al., 2014). However, the quality of decisions made through stakeholder participation is strongly dependent on the nature of the process leading to them (Reed 2008).

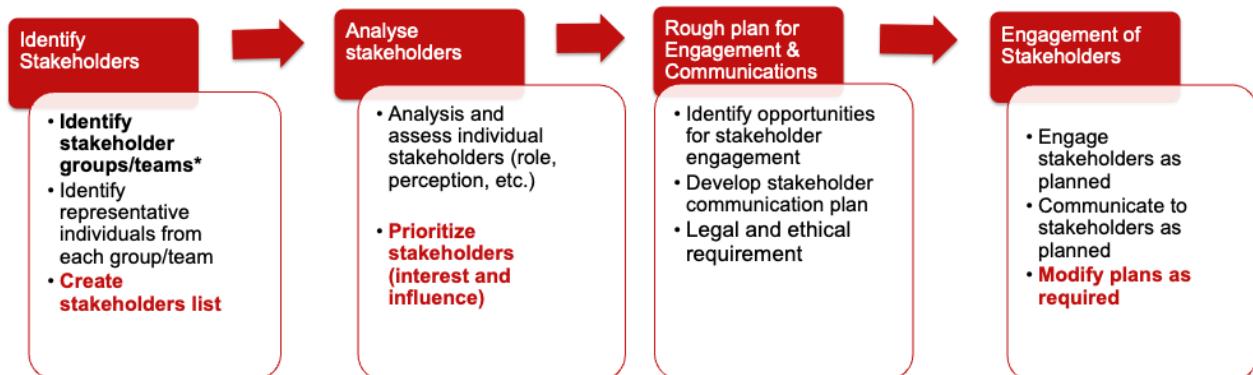
Stakeholders in BEPREP are people, groups, or organizations involved in or affected by a course of action (project/research). They have a “stake” in an issue that concerns or interests them and can influence the implementation of decisions (Figure 1).



**Figure 1.** Main group of stakeholders recognised in BEPREP

As part of Task 8.1, we also developed a general scoping tool for stakeholder engagement, which was used in bilateral meetings with each case study to discuss stakeholder mapping and activity plans for stakeholder engagement.

## Scoping tools for stakeholder engagement



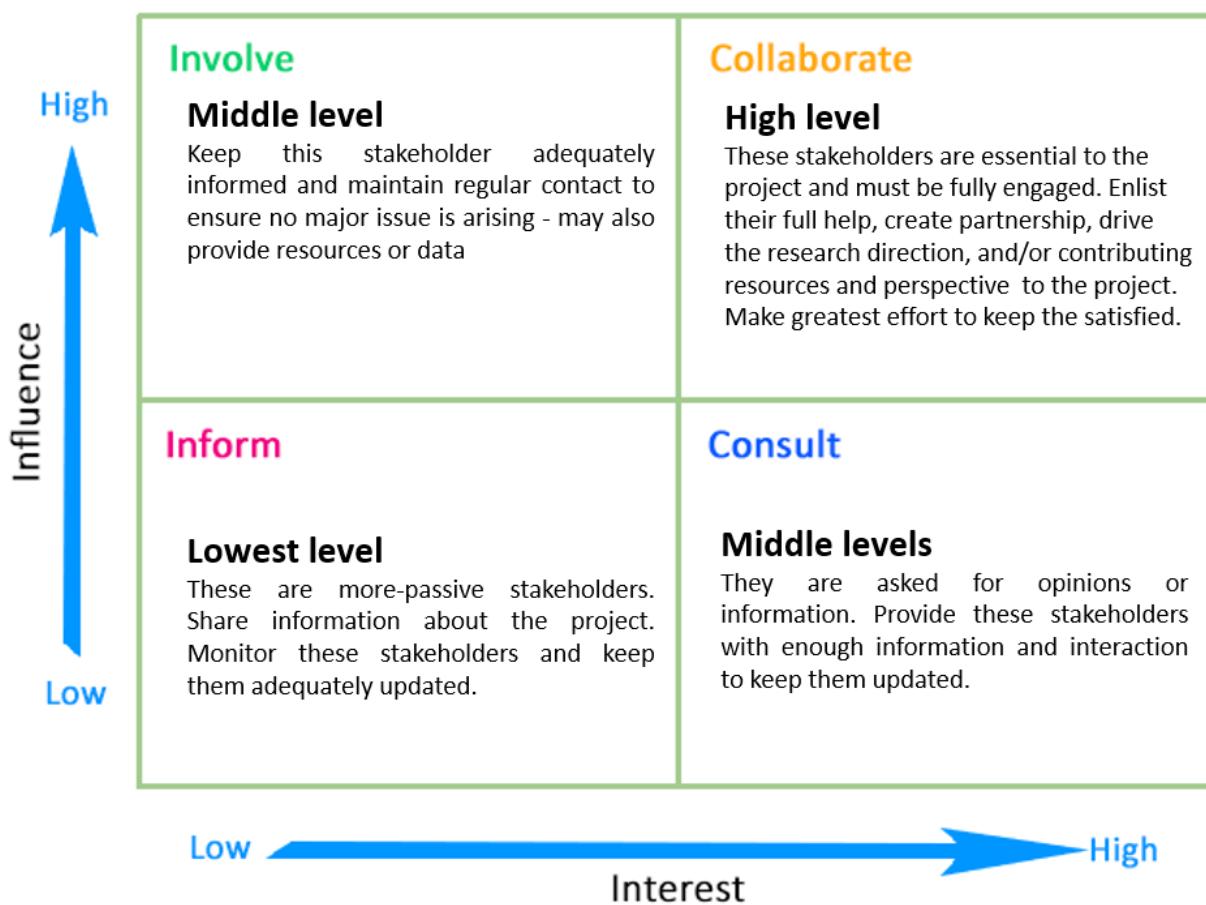
**Figure 2.** Scoping tools for stakeholder engagement

## 2.2. Capacity

In order to establish an effective communication committee, we must first identify stakeholders in a systematic, organised fashion. By considering all aspects of the project's area of influence throughout its duration, we identify stakeholders through an *ex ante* approach by identifying likely stakeholders and their potential classifications before beginning of each case study activities and updating during the case study lifespans (Figure 2).

Through the implementation of a simple system, we accurately categorise stakeholders in relation to their relative levels of interest and influence/relevance. The categories used are *inform* (Low Influence/Low Interest), *consult* (Low Influence/High Interest), *involve* (High Influence/Low Interest), and *collaborate* (High Influence/High Interest) (Durham et al., 2014) (Figure 3). The higher the level, the more likely the stakeholder in question is to directly engage with the project and the more beneficial their involvement will be; from supplying relevant information, permissions and resources, to being markedly impacted by eventual outcomes (Reed et al., 2009).

Stakeholders are currently being mapped using an Excel file, but a different, more effective and intuitive system is currently being developed by the WP8 coordination team. The effectiveness of the implemented system for stakeholder mapping and engagement is monitored through monthly, bilateral meetings and the exchange of feedback, ideas and expectations. In total, we have identified around 75 different stakeholders in all case studies (e.g. researchers, institutions, funding bodies, policy makers, and community representatives), with a minimum of two and a maximum of 20 stakeholders per Case Study Area. The reviews and the stakeholder lists are updated when necessary.



**Figure 3.** A diagram showing the degree of influence and interest of the different levels of engagement (Modified from Durham et al., 2014)

### 2.3. Production

Communication toolkits can make a useful contribution to the goal of BEPREP CSAs to establish different levels of communication at each key stage of the project. Not all stakeholders need to be involved all the time or in the same way, so the level of involvement is likely to vary during the development of the case studies. Through a mixture of informative (one-way) and participatory (two-way) communication methods, case studies can meet the stakeholder expectations and direct the course of the case studies' projects in the optimal direction. Different methods of engagement have different strengths and weaknesses and should thus be applied appropriately regarding the situation at hand at the time. Applied methods should meet the needs, capacity and expectations of the individual stakeholder and should, if necessary, be combined to achieve desirable results (Grill, 2021).

The key to success in stakeholder engagement is understanding the various methods, the contexts they are best used in and the reasons why they are better suited to the purpose than other

alternatives (Sterling et al., 2017). Initial techniques such as brainstorming and meta-plans are well suited to the first phases of research and can help gather information about questions and problems regarding the case studies project. Exploration techniques such as stakeholder categorisation and timelines can provide simple, early feedback to keep stakeholders interested and provide clarification regarding process optimization. Decision and integration techniques can help direct attention after issues have been identified and some results obtained, aiding in allocation of funds and resources for further critical findings. Past surveys across different projects have shown that a vast majority of stakeholder involvement is limited to the first year of the project lifetime, reducing by as much as 40% of total involvement by the second and third years, which can be mitigated by consistent meetings and presenting the usefulness of procured results.

## 2.4. Monitoring

Once all key stakeholders have been identified and their possible future roles well defined, there will be various stages during the case study project lifetime where certain parties will have a considerably greater impact and role than others. Therefore, it is crucially important to openly and clearly communicate with stakeholders to assess, define and plan their involvement and contributions throughout the project and its specific stages (Leventon et al. 2016).

Notably, timing of engagement can strongly influence the interactions between the stakeholder and the case study scientists themselves. Conflict among stakeholders can force the allocation of additional time and resources to help develop relationships and allow for the exchange of views and knowledge while minimizing counter-productive interactions. Consequently, the preparation of a broader range of engagement methods is needed.

**Table 1.** The goals and objectives of the BEPREP CSAs are aligned with addressing the challenges of stakeholder engagement

BEPREP (strategic) goals	Communication objectives	Communication challenges
<b>Capacity:</b>  Communication, creating visibility and broader outreach to stakeholders specific to each case study	<ul style="list-style-type: none"> <li>Define key messages and channels to address central stakeholders on project level and within target groups in each case study</li> <li>Establish a communication toolkit to provide essential communication material (posters, templates, slide deck, leaflets, presentations, etc.) that can be tailored to specific stakeholder and project needs. This material can be prepared in CSA respective languages.</li> </ul>	<ul style="list-style-type: none"> <li>Difficult to engage stakeholders on the case study project level due to variation in approaches</li> <li>Unrealistically high expectations among early engagements (at the beginning of the project) leading to incompatible suggestions of the communication in research outlines</li> </ul>
<b>Production:</b>  Disseminating results to CSA target stakeholders and the relevant scientific community, ensuring it is aligned with exploitation requirements.	<ul style="list-style-type: none"> <li>Identify and prioritise most relevant stakeholders via in-depth study in each case study by mapping stakeholders according to their influence and interest</li> <li>Strengthen networking within the scientific community and stakeholders in each case study, looking for synergies on a national and international level</li> <li>Develop engagement strategies through annual meetings with stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Surfacing of power imbalances within stakeholder engagement activities, leading to dominance of certain stakeholders</li> <li>Scoping tool for stakeholders does not identify key agents and has to be updated</li> <li>Communication committee members not fully engaged</li> </ul>
<b>Monitoring:</b>  Identifying key multi-actor stakeholders within all dimensions of BEPREP case studies and launch specific measures for their engagement such as networking, policy dialogue and continuous consultation activities	<ul style="list-style-type: none"> <li>Align Key Exploitable Resources (KEP) and Communication Activity Plans (CAP) with envisioned project course and impact</li> <li>Manage appropriate tools and guides to establish a common understanding of how to leverage and manage project results beyond its completion using engagement strategies tailored to specific stakeholder groups</li> </ul>	<ul style="list-style-type: none"> <li>Short term engagement and stakeholder interaction/interest only lasting for the duration of the project or even few months after engagement events</li> <li>Stakeholder's fatigue and limited engagement after long-term collaboration without tangible, satisfactory outcomes</li> </ul>

## 2.5. Target stakeholders

During bilateral meetings, WP8 has identified 14 primary stakeholder categories, six secondary stakeholder categories, as well as three vector groups that can help BEPREP reach primary and secondary audiences more broadly. The following sections briefly summarise who these target audiences are, what motivates them to engage with BEPREP (i.e. their key drivers), and the desired outcomes that BEPREP expects from their involvement in the project.

### 2.5.1. Primary audiences

National and local policy makers, as well as practitioners working in the biodiversity, public and veterinary health fields are among the most important target audiences for BEPREP case studies. The other groups include the BEPREP community, international stakeholders, various local communities, research institutions, indigenous communities and citizen scientists (Table 2).

**Table 2.** Overview of BEPREP primary audiences

Primary audiences	
1.	Governmental representatives
2.	Funding agencies
3.	The BEPREP community
4.	Citizen scientists
5.	Community representatives
6.	Practitioners (non-profit organisations)
7.	Practitioners (national parks, museums)
8.	Public Health Authorities
9.	Farmers
10.	Landowners
11.	Indigenous People

## Regional, National, European and International decision-makers and government bodies

Generally, this target audience consists of various government representatives and environmental agencies (both European and outside Europe).

There are a number of key drivers for this target group (see Table 3). Among them, seeing the return on their investment - both in socio-economic and biodiversity-related impact, as well as direct, monetary profit - is particularly important. Effective engagement with this target group gives the BEPREP case studies and project as a whole the opportunity to have greater impact on regional, national and international policymaking and increases the chances of integrating host and pathogen surveillance into biodiversity-related policies and nature-based solution.

## Funding agencies

Certain communities around the world are strongly supported by either local or foreign, non-governmental funding agencies, that have it in their best interest to maintain the well-being and satisfaction of these groups, which is often directly linked to the state of the environment they are situated in. Important drivers for these legal entities are often encompassed by either long- or short-term financial gain through the expedited development of the communities and projects they support. This group presents a clear opportunity to either gain direct financial backing from the enterprise or acquire wide-spread support from the communities they help to uphold.

## The BEPREP community

This includes individuals, groups and organisations already interested in the project and its progress. Their key drivers are advancements of BEPREP's goals.

## Citizen Scientists and Local Communities

This target audience consists of citizen scientists across case study countries, including expert amateurs (i.e. non-professional), early career students, and other local community members that share an interest in or simply enjoy biodiversity and are therefore concerned for its future well-being.

The main drive for this target group to participate in a case study is to contribute to biodiversity identification, recovery and/or its monitoring, with the sense of belonging to a valuable cause that comes with this. Other important benefits driving citizen scientist involvement are learning

opportunities, recognition for their contribution(s), and the social aspects of citizen science (Skarlatidou et al., 2019).

Through the active involvement and cooperation of citizen scientists, BEPREP can bolster knowledge creation and increase the speed and quality of data generation. Efficient citizen participation is therefore an important expected outcome for the communication effort of BEPREP.

Local communities have long been stewards of biodiversity, possessing invaluable intergenerational knowledge based on sustained interactions with their local environment through professional, recreational, and cultural practices. By actively involving local communities as partners/contributors in scientific projects, mutual respect and trust can be promoted, leading to more representative research, and ethical and culturally sensitive practices that support equitable benefit-sharing.

### **Practitioners**

This group primarily consists of stakeholders willing to aid in their respective fields of research, by providing either knowledge or funding. This involves institutions concerned with nature-based solutions, biodiversity conservation, public health, education and research (such as protected areas, parks, universities, schools, NGOs).

Their primary drivers include spreading awareness of their endeavours to the broader public (of all ages), informing funding bodies (often governmental bodies), and aiding in research that could be applied to their specific pursuits.

### **Public Health Authorities**

This target audience consists of decision makers that are responsible for overseeing all aspects of healthcare, including issues such as eligibility, financing and quality (eg. national ministries of health) and service suppliers who provide health care to patients (eg. hospitals).

Organisations involved in and responsible for public health and safety are often interested in ecological research for the purpose of preventing outbreaks and improving the living conditions of the communities they oversee. As such, their main drivers are often related to the upkeep of general societal well-being and dealing with disease outbreaks, including those that surface as a consequence of environmental degradation. The way disease outbreaks have been handled in the recent past has been a source of intense debate among stakeholders, and the expected outbreaks have made improved management strategies urgently needed.

## Farmers and landowners

Farmers and landowners, along with the groups and communities they form, are predominantly interested in sustaining and increasing the yield of their fields and animalbased food production within time windows of varying duration, often depending on their own beliefs. If the farm (or land) is part of a protected area, they must also balance these goals with conservation efforts, adhering to regulations that aim to preserve biodiversity and natural resources. This often requires adopting sustainable practices, limiting certain farming activities, or collaborating with practitioners in protected area to ensure both agricultural productivity and biodiversity conservation preservation. Therefore, their main drivers include maintaining the health and quality of their produce by eliminating disease risk and providing quality items and services for their local communities.

## Indigenous People

This group mainly includes native people who have inhabited certain areas for countless generations and are often culturally intertwined with their ancestral homes, for which they have extensive (if often undocumented) knowledge of biodiversity and ecology. Their main drivers and motivations often lie in the fact that many have a strong desire to maintain the integrity and healthy state of their lands, as well as their desire to reinforce their independence from modern societies drivers.

**Table 3.** Drivers and (desired) outcomes for BEPREP primary audiences

Target audience	Drivers (What motivates the audience to interact/engage/be interested in BEPREP)	(Desired) outcomes
<b>Decision-makers and Governmental representatives</b>	1. Meaningful scientific impact (tackling of biodiversity loss and preventing pandemics) 2. Return on investment 3. Prominence the global community working on public health and biodiversity restoration 4. Social equality or ‘Levelling the playing field’ (applicable to specific member states or regions with fewer resources/ poorer access) 5. Environmental knowledge about health	1. Long-term support for BEPREP CSAs after project lifespan (financial, institutional) 2. Impact on policy (i.e., integration of modern approaches into biodiversity, one health and nature-based solution related policies) 3. Alignment of future investments in biodiversity and One Health to BEPREP's agenda

	ecosystem indicators-	
<b>Funding agencies</b>	<ol style="list-style-type: none"> <li>1. Return on financial investment</li> <li>2. Growth and development of supported communities</li> </ol>	<ol style="list-style-type: none"> <li>1. Long-term financial and institutional support surrounding specific communities</li> </ol>
<b>The BEPREP community</b>	<ol style="list-style-type: none"> <li>1. Contribution to a greater, collaborative effort</li> <li>2. Learning opportunities</li> <li>3. Networking and connecting with like-minded individuals</li> </ol>	<ol style="list-style-type: none"> <li>1. Long-term collaboration and sharing of knowledge/expertise</li> <li>2. Better informed communities</li> </ol>
<b>Citizen Scientists</b>	<ol style="list-style-type: none"> <li>1. Contribution to a greater, collaborative effort</li> <li>2. Learning opportunities</li> <li>3. Networking and connecting with like-minded individuals</li> </ol>	<ol style="list-style-type: none"> <li>1. Long-term collaboration and sharing of knowledge/expertise</li> </ol>
<b>Practitioners</b>	<ol style="list-style-type: none"> <li>1. Acquisition of new knowledge and means of better application, improvement of field of focus</li> <li>2. Spreading of awareness and understanding of natural world</li> </ol>	<ol style="list-style-type: none"> <li>1. Future support and collaboration in field of focus (knowledge, material)</li> <li>2. Willingness to collaborate with local communities to promote project awareness</li> </ol>
<b>Public Health Authorities</b>	<ol style="list-style-type: none"> <li>1. Improvement of community living conditions and general health</li> <li>2. Better understanding and handling possible disease outbreaks</li> </ol>	<ol style="list-style-type: none"> <li>1. Upkeep of general societal well-being</li> <li>2. Taking preventive measures after potential environmental degradation events.</li> </ol>
<b>Community Representatives</b>	<ol style="list-style-type: none"> <li>1. Furtherment of community interests and goals</li> <li>2. Community collaboration, involvement and crediting in research</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased community awareness of ecological and biodiversity issues</li> <li>2. Preparedness for future collaboration and involvement in science project</li> </ol>
<b>Farmers and landowners</b>	<ol style="list-style-type: none"> <li>1. Upkeep of local communities through agricultural support</li> <li>2. Increased agricultural yield and easier damage mitigation from diseases and pests</li> </ol>	<ol style="list-style-type: none"> <li>1. Support for future studies by providing material and information</li> <li>2. Increased awareness regarding environmental issues within involved communities</li> </ol>
<b>Indigenous People</b>	<ol style="list-style-type: none"> <li>1. Continued support for local ecosystems and the services they provide</li> </ol>	<ol style="list-style-type: none"> <li>1. Increasing environmental awareness and openness to future collaboration</li> </ol>

	2. Propagation of traditional values and indigenous culture	2. More active participation in environmental projects
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### 2.5.2. Secondary audiences

BEPREP Case studies have identified numerous other target groups that also share a potential interest in BEPREP case studies. These include the broader scientific community, conservation organisations, industry and the general public, among others (Table 4).

**Table 4.** Overview of BEPREP secondary audiences

Secondary audiences	
1.	Conservation organisations
2.	Academia
3.	Industry
4.	Broader scientific community
5.	The (general) public (interested/neutral/distanced/anti)
6.	Permits Providers (Regional/Local)
7.	Farmer organisations

### Conservation organisations

One of the main drivers for environmental and conservation organisations is the credibility that scientific support can provide to their advocacy activities. Interaction with BEPREP can also result in new and stronger arguments for protecting biodiversity that are built on new scientific discovery.

The uptake of BEPREP's results by these organisations is the main driver for BEPREP to interact with these organisations, given their potential capabilities to provide liaison with local communities (e.g., engaging new citizen scientists).

### Academia



Science students, professors and other academics belong to a target group for whom the focus is on the opportunities that better science and data improvements bring for future scientists.

Interaction with this target group gives BEPREP the opportunity to showcase its results and to work towards increasing the numbers of inspired young and future scientists aspiring to pursue a career in an environmental field of study.

### **Industry**

This target audience consists mainly - yet not exclusively - of industrial partners in the scientific and technical services sector, forestry sector and other enterprises with a potential interest in biodiversity-related outputs.

The possibilities of acquiring new 'know-how' for innovation is undoubtedly an important driver for this group, as is the corporate credibility that derives from associating with an unprecedented, cutting-edge project such as BEPREP. Similarly, BEPREP aims to engage with this target group regarding future projects and the potential technological and financial support for future scientific developments that this might entail.

### **Broader scientific community**

This target audience includes the broad international scientific community beyond ecology and epidemiology. The simple fact of gaining new knowledge (e.g., description of previously undescribed species) that can be applied to their own disciplines is already an important motivation for this group to engage with BEPREP. From the project perspective, building links with the broad scientific community may result in BEPREP's discoveries being referenced in other scientific projects, and in scientists from other fields advocating for the project.

### **The (general) public**

This target group consists of the wider general public, either those with an interest in biodiversity or environmental causes or those detached from BEPREP's activities and goals.

The general public's main interest lies in the impact that new scientific developments may have in society and their general well-being. Obtaining a deeper understanding of the natural world is also regarded as a main driver for an audience that is growing increasingly aware of biodiversity loss and its effects for society.

Engaging with a well-informed general audience gives BEPREP CSAs the opportunity to raise public awareness regarding biodiversity, which lies at the base of institutional support for future iterations of the project. It also can contribute to encouraging citizens to take a more active role in BEPREP (e.g., through citizen science).

### Permits providers (Regional/Local)

Governmental bodies on a regional level that are often tasked with preserving and maintaining an acceptable state of general affairs in their respective jurisdictions, primarily through managing local legislations. Their interactions with BEPREP and its case studies are similar to national and international decision makers, just on a smaller scale. Their main drivers are ensuring that regional laws are respected to keep local communities safe.

### Farmer organisations

Sustainability of production of animal-based food has globally required better practices and conservation of ecosystems. To provide successful experiences give stakeholders evidence about co-existence between the environment, livestock and people. BEPREP could provide this evidence of positive interactions without affecting productive indicators.

**Table 5.** Drivers and (desired) outcomes for BEPREP secondary audiences

Target audience	Drivers (What motivates the audience to interact/engage/be interested in BEPREP)	(Desired) outcomes
Conservation organisations	<ol style="list-style-type: none"><li>1. Organisational credibility that comes from scientific backing for their advocacy activities</li><li>2. New and stronger arguments supported by new scientific data</li><li>3. Improvement in their focus (new topics, new campaigns)</li></ol>	<ol style="list-style-type: none"><li>1. Results uptake by these organisations to inform their advocacy work</li><li>2. Organisations willing to act as liaison with local communities (e.g., engagement with new citizen scientists)</li><li>3. Feed BEPREP communication activities into events organized by these groups to improve dissemination</li></ol>
Academia	<ol style="list-style-type: none"><li>1. Better science and data improvements for future scientists.</li><li>2. Potential science expansion (e.g.</li></ol>	<ol style="list-style-type: none"><li>1. Increasing numbers of young and future scientists aspiring to pursue a career in biodiversity conservation, ecology, nature-based solutions,</li></ol>

	through citizen science)	epidemiology, public health
<b>Industry</b>	<ol style="list-style-type: none"> <li>1. Corporative credibility that comes from association with the project</li> <li>2. Know-how for innovation</li> </ol>	<ol style="list-style-type: none"> <li>1. Willingness to partner with BEPREP CSAs in future collaboration</li> <li>2. Support (technological, financial) for BEPREP developments (e.g., new technological tools)</li> <li>3. Social responsibility: better alignment with new policy recommendations</li> </ol>
<b>Broader scientific community</b>	<ol style="list-style-type: none"> <li>1. New knowledge (e.g., species description)</li> <li>2. Potential linkages to other scientific fields (ecological sciences, taxonomy, etc.)</li> </ol>	<ol style="list-style-type: none"> <li>1. Scientists are more knowledgeable and supportive of BEPREP</li> <li>2. BEPREP discoveries are referenced in other scientific projects</li> <li>3. Increasing number of scientists from other fields champion the project</li> </ol>
<b>General public</b>	<ol style="list-style-type: none"> <li>1. Deeper understanding of the complexity of ecosystems</li> <li>2. Impact of new discoveries on their society/economy</li> <li>3. Awareness/concern about biodiversity loss and future epidemics</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased awareness about biodiversity and nature-based solutions</li> <li>2. Better informed society (on nature-based solutions and future epidemics)</li> <li>3. More citizens take an active role in BEPREP case studies projects (e.g., through citizen science)</li> <li>4. Increased social cohesion/pride in their communities</li> </ol>
<b>Permits providers (National/Regional /Local)</b>	1. Avoiding preventable damage to the environment and the local populace by managing local law	1. Preparedness for future collaboration
<b>Farmer organizations</b>	1. Mitigation of restrictions on food trade (animal and plant based) that do not align with nature conservation efforts.	1. Provide indicators to evidence that livestock are compromised to conserve biodiversity.

### 2.5.3. Vector audiences

BEPREP has identified a number of vector groups, an audience segment loosely defined as individuals and groups that may contribute to amplifying BEPREP's leverage among primary and secondary target groups. This audience includes, for example, research groups and departments

that are BEPREP partners but are not directly related to nature-based solutions, biodiversity conservation and epidemiology. Media outlets and social influencers who are active in the fields of science, technology or innovation are also regarded as vector groups.

**Table 6.** Overview of BEPREP vector audiences

<b>Vectors</b> (Contribute to reach wider into primary and secondary audiences)	
1.	BEPREP partners (i.e., their research groups not related to biodiversity conservation and epidemiology)
2.	Media
3.	Influencers (social media, science, innovation, etc.)

### **BEPREP partners and connected projects**

Most BEPREP partners have research groups or departments which are not related to nature-based solutions, biodiversity conservation and One Health approach. Their drivers to engage with BEPREP are relatively similar to those of the scientific community at large, namely gaining new knowledge (e.g., species description) and potential collaborations across domains (e.g., ecological sciences, taxonomy, data science). From the perspective of BEPREP the desired outcomes from this group also mirror those of the broad scientific community, as the project may benefit from being referenced in other scientific projects and supported by a group of scientists from other fields.

### **Media and influencers**

This target group consists of mainstream and specialised press and media such as newspapers, TV platforms, radio, social media and magazines.

Generally speaking, most of the media might be interested in BEPREP case study projects as a way to enrich their programming or to gain corporate credibility in the eyes of an increasingly environmentally concerned audience. For its part, BEPREP can look at this group as a booster for enhanced visibility of the project and its potential impact in society.

The heterogeneous group of social media influencers includes national or international personalities in the field of science or innovation who have a certain degree of leverage over public opinion. As with the general media, visibility is the key outcome that BEPREP can obtain from this target group.

### 3. Key communication messages to CSA stakeholders

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This section briefly summarizes the main, bespoke messages that BEPREP case studies will prioritise in their communication with the various target stakeholder audiences. The case studies will use a wide variety of channels to ensure maximum impact (see Table 8).

**Table 8.** The main communication channels of Case Study Areas

Channels
1. Meetings and briefings
2. Public presentations, conferences and workshops
3. Social media
4. Local news media, bulletins, newsletters
5. Study groups and focus groups
6. Questionnaires
7. Direct contact with governmental representatives/agencies
8. Art and entertainment

#### 3.1. Primary audiences

##### **International, European and National/local decision-makers and governmental bodies**

BEPREP's main message to its audience of international and European government representatives focuses on how research can provide a new understanding of biodiversity and therefore a unique scientific contribution to integrate into policies and practices for biodiversity restoration and conservation. For decision-makers at the national level, BEPREP CSAs will add a more local component to its narrative, emphasising how investment in its research will contribute to bringing cutting-edge scientific, technical and industrial development for the country or local community.

## The BEPREP community and connected projects

Involvement and sense of ownership is crucial to a project as wide as BEPREP. BEPREP's messages for its own community and connected European funded projects (such as BCOMING, SUPERB and RESTOREID) will emphasise the relevance of being part of a joint effort aiming to bring its research to the decision-making table and to establish a scientific step-change in the connection between epidemiology and biodiversity.

## Citizen scientists, local communities and indigenous people

As is with many projects involving the public, citizen scientists play an important role. BEPREP CSAs will make sure to highlight this basic yet crucial message when engaging with these target groups. The communications addressed to them will rely on the fact that the contribution of these groups to the project is not only urgently needed but also crucial for its success, especially with sharing their traditional knowledge and experience. Indigenous communities are primarily interested in preserving their traditions, values and ways of life. Therefore, conveying the value BEPREP's successful operation can provide us with the key communication topic.

## Landowners and farmers

Landowners and farmers play a significant role in both the current and future development of the case studies project, as they share their traditional knowledge and give granted permission to use their land. The information they can provide regarding local agricultural trends and practices is often invaluable when measuring the effects of various events. As such, BEPREP CSAs should strive to maintain friendly relations and a consistent means of collaboration with them.

## Practitioners

This is the group that is driven and united by the desire to preserve and spread knowledge regarding a certain environmental topic, most often with a well-established media presence of their own. Each of the BEPREP case studies can clearly convey their irreplaceable role within the project and possibly collaborate with their own media outlets to further spread influence.

## Public Health Authorities

A key message BEPREP case studies focuses on when communicating with public health authorities is the immense value of pre-emptive action against disease outbreaks that would otherwise exert excessive strain on the public welfare system and its workers. By relieving strain on such a large

scale and reducing the influx of infected individuals, health workers will be free to divert their attention to other matters.

**Table 9.** Key messages and channels for BEPREP primary audiences

Target audience	Key messages	Channels
<b>International and European decision-makers on the project level</b>	<ol style="list-style-type: none"> <li>1. BEPREP's research can provide a completely new understanding of nature-based solutions and biodiversity restoration and, therefore, a unique scientific contribution to integrate in policies and practices for biodiversity restoration and conservation.</li> <li>2. Biodiversity loss is a global challenge and demands global action.</li> <li>3. BEPREP fully aligns with the EU's Biodiversity Strategy for 2030 and the European Green Deal.</li> </ol>	<ol style="list-style-type: none"> <li>1. Meetings and briefings</li> <li>2. Public presentations, conferences and workshops</li> <li>3. Local news media, bulletins, newsletters</li> <li>4. Direct contact with governmental representatives/agencies</li> </ol>
<b>National decision-makers on the CSA level</b>	<p>Similar to above, plus:</p> <ol style="list-style-type: none"> <li>1. BEPREP will contribute to levelling the global information playing field (applicable to specific countries with fewer resources/poorer access).</li> <li>2. Case studies and countries will be part of one of the flagship scientific projects towards capacity building in nature restoration sites and disease occurrence.</li> </ol>	<ol style="list-style-type: none"> <li>1. Meetings and briefings</li> <li>2. Public presentations, conferences and workshops</li> <li>3. Direct contact with governmental representatives/agencies</li> </ol>
<b>The BEPREP community and connected projects such as BECOMING and SUPERB</b>	<ol style="list-style-type: none"> <li>1. Part of a joint effort aiming to establish a scientific step-change in what we know about, and can do for, biodiversity.</li> <li>2. BEPREP is a model of excellence and diversity, a grand scientific community and a one-of-a-kind enriching experience for all willing to be part of it.</li> <li>3. For the kind of scaling up that we want to achieve, we need to learn from each other and keep an open mind.</li> <li>4. BEPREP wants to have your voice heard.</li> </ol>	<ol style="list-style-type: none"> <li>1. Public presentations, conferences and workshops</li> <li>2. Social media</li> <li>3. Local news media, bulletins, newsletters</li> <li>4. Study groups and focus groups</li> <li>5. Questionnaires</li> <li>6. Art and entertainment</li> </ol>

<b>Citizen scientists, local community and indigenous people</b>	<p>1. Considering the rate of biodiversity loss, we need to collect as much data as possible from nature restoration sites and their role in pathogen transmission. Your contribution is urgently needed.</p> <p>2. BEPREP is an open, enriching, social and scientific experience for all of those who are willing to contribute to protecting biodiversity.</p>	1. Public presentations, conferences and workshops 2. Social media 3. Local news media, bulletins, newsletters 4. Study groups and focus groups 5. Questionnaires 6. Arts and entertainment
<b>Practitioners</b>	<p>1. BEPREP's research provides a completely new understanding of nature restoration sites, and it responds to environmental pressures and disease spreading.</p> <p>2. BEPREP is paving the way for a promising new generation of young scientists determined to nature-based solutions through sound science.</p>	1. Meetings and briefings 2. Public presentations, conferences and workshops 3. Social media 4. Local news media, bulletins, newsletters
<b>Farmers and Landowners</b>	<p>1. Large-scale environmental change (e.g., climate change) is leading to massive biodiversity loss, which in turn threatens the viability of our own society and nature-based solutions are needed.</p> <p>2. BEPREP is an unprecedented effort to understand the biodiversity crisis and its impacts on zoonotic diseases.</p> <p>3. Tackling the global biodiversity crisis requires understanding of the diversity of species on <a href="#">eEarth</a> but also how they are likely to respond to changes in their habitat so we can protect them better.</p>	1. Meetings and briefings 2. Public presentations, conferences and workshops 3. Social media 4. Local news media, bulletins, newsletters 5. Study groups and focus groups 6. Questionnaires 7. Art and entertainment
<b>Public Health Authorities</b>	<p>1. With a greater understanding of epidemic and pandemic spread we can also learn how to better prevent it.</p> <p>2. BEPREP promotes the development of technical know-how, scientific collaboration and knowledge sharing.</p>	1. Meetings and briefings 2. Public presentations, conferences and workshops 3. Social media 4. Local news media, bulletins, newsletters

## 3.2. Secondary audiences

### Conservation organisations

Conservation organisations have a special interest in policy-related issues. Therefore, BEPREP CSAs will focus their main messages on highlighting the contributions of biodiversity research to new understandings, as well as the unique scientific efforts BEPREP is making to integrate this knowledge into policy and practice for biodiversity restoration and conservation.

### Academia

Students and academic bodies are driven by discovery and new knowledge. BEPREP case studies will reach out to them, emphasizing the completely new understanding of biodiversity on earth which is not limited to identifying species but also exploring how the environment responds to various outside pressures.

### Industry

As this target audience consists mostly of corporate actors with an interest in statistical data, outputs and/or innovation, BEPREP's main messages to them will revolve around the technical developments including regenerative land use management strategies that will accompany the project and the cutting-edge scientific know-how that will result from the work.

### Broad scientific community

The scientific community at large is mostly interested in discovery and new knowledge. BEPREP CSAs will mainly emphasise their contribution to a new understanding of the natural world in its communications with this target group.

### General public

BEPREP's key messages for this target group focuses on what is likely people's priority, namely how environmental change, biodiversity loss and further (preventable) disease outbreaks might affect their own lifestyle. We emphasise that each of BEPREP case studies is an unprecedented attempt to tackle these challenges through the large-scale understanding behind the natural processes predating such events.

**Table 10.** Key messages and channels for BEPREP secondary audiences

Target audience	Key messages	Channels
<b>Conservation organisations</b>	<p>1. BEPREP's research can provide a completely new understanding of biodiversity and, therefore, a unique scientific contribution to integrate in policies and practices for nature sites restoration and conservation.</p> <p>2. Biodiversity loss and the restoration of natural sites are global challenges that demand collective action to reduce the risk of disease transmission.</p> <p>3. BEPREP fully aligns with the EU Biodiversity Strategy for 2030, European Green Deal and Nature restoration law.</p>	<p>1. Meetings and briefings</p> <p>2. Public presentations, conferences and workshops</p> <p>3. Social media</p> <p>4. Local news media, bulletins, newsletters</p>
<b>Academia</b>	<p>1. BEPREP's research provides a completely new understanding of the diversity on earth and how it responds to rewilding intervention.</p> <p>2. BEPREP is paving the way for a promising new generation of young scientists determined to protect biodiversity through sound science.</p> <p>3. You can be part of BEPREP through citizen science activities.</p>	<p>1. Meetings and briefings</p> <p>2. Public presentations, conferences and workshops</p> <p>3. Social media</p> <p>4. Local news media, bulletins, newsletters</p>
<b>Industry</b>	<p>1. BEPREP hosts a wealth of cutting-edge scientific and technical know-how.</p> <p>2. BEPREP is open for scientific and technical cooperation that can drive your own innovation.</p> <p>3. By cooperating with BEPREP you will be investing in social responsibility.</p>	<p>1. Meetings and briefings</p> <p>2. Public presentations, conferences and workshops</p> <p>3. Social media</p> <p>4. Local news media, bulletins, newsletters</p>
<b>Broader scientific community</b>	<p>1. As environmental change puts pressure on biodiversity, research on epidemics can contribute to our understanding of species diversity and how they correlate to disease spread.</p> <p>2. BEPREP promotes scientific collaboration and knowledge-sharing</p>	<p>1. Meetings and briefings</p> <p>2. Public presentations, conferences and workshops</p> <p>3. Social media</p> <p>4. Local news media, bulletins, newsletters</p>

	<p>across borders at a scale never seen before.</p> <p>3. BEPREP is open for scientific and technical cooperation with other scientific domains.</p>	newsletters
<b>General public</b>	<p>1. Large-scale environmental change (e.g., climate change) is leading to massive biodiversity loss, which in turn threatens the viability of our own society.</p> <p>2. BEPREP is an unprecedented effort to understand the biodiversity crisis and its impacts on zoonotic diseases.</p> <p>3. Tackling the global biodiversity crisis requires understanding of the diversity of species on earth but also how they are likely to respond to changes in their habitat so we can protect them better.</p>	<p>1. Public presentations, conferences and workshops</p> <p>2. Social media</p> <p>3. Local news media, bulletins, newsletters</p> <p>4. Study groups and focus groups</p> <p>5. Questionnaires</p> <p>6. Arts and entertainment</p>

### 3.3. Vector audiences

#### BEPREP partners

When reaching out to those members of BEPREP partners not strictly related to biodiversity, ecology and public health, BEPREP communications will portray the case studies as an optimal example of large-scale scientific cooperation and knowledge sharing across countries, open to scientific and technical cooperation across domains.

#### Media and influencers

Since these two target groups act as vehicles to reach out to the general public, the types of messages that BEPREP will put in place when interacting with them follow the same line as those for the wider audiences - how environmental change and biodiversity loss might affect our societies and how BEPREP represents an unprecedented attempt to tackle these challenges.

**Table 11:** Key messages and channels for BEPREP vector audiences

Target audience	Key messages	Channels
BEPREP partners	<p>1. As environmental change puts pressure on biodiversity, nature restoration is needed but we need to be aware that biodiversity also brings possibilities for pathogen spreading.</p> <p>2. BEPREP is open for scientific and technical cooperation with other scientific domains.</p>	<p>1. Meetings and briefings</p> <p>2. Public presentations, conferences and workshops</p> <p>3. Social media</p> <p>4. Local news media, bulletins, newsletters</p>
Media	<p>1. Large-scale environmental change (e.g., climate change) is leading to massive biodiversity loss, nature restoration sites are viable for biodiversity.</p> <p>2. BEPREP outputs will inform policies and practices that directly affect our community</p> <p>3. Personal stories (case studies).</p>	<p>1. Public presentations, conferences and workshops</p> <p>2. Social media</p> <p>3. Local news media, bulletins, newsletters</p> <p>4. Study groups and focus groups</p> <p>5. Questionnaires</p> <p>6. Art and entertainment</p>

Influencers	Similar to "Media"	<ol style="list-style-type: none"><li>1. Public presentations, conferences and workshops</li><li>2. Social media</li><li>3. Local news media, bulletins, newsletters</li><li>4. Study groups and focus groups</li><li>5. Questionnaires</li><li>6. Art and entertainment</li></ol>
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## 4. Internal and external communication channels and tools

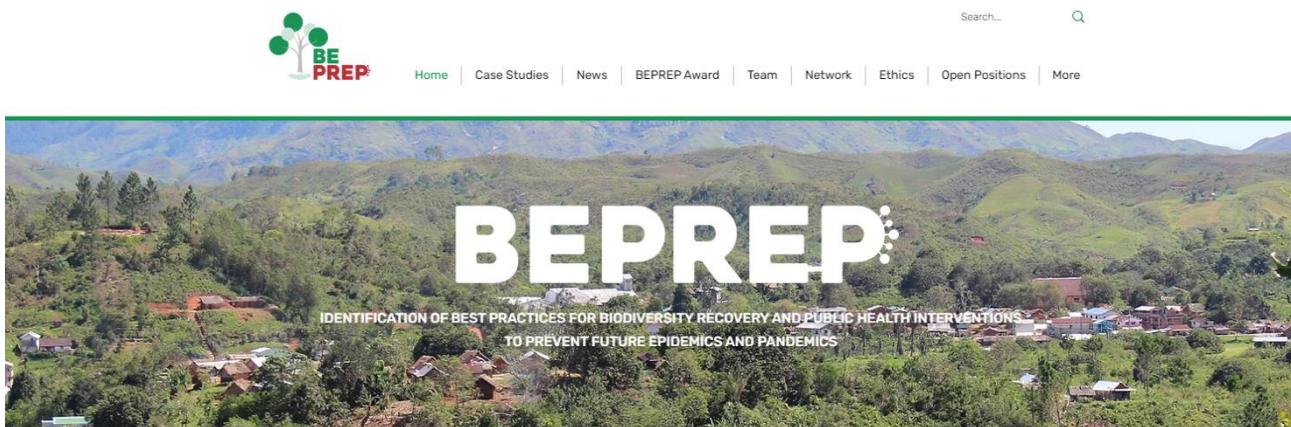
BEPREP's communication strategy covers both the internal and external communication domains.

While internal communication concerns intra-BEPREP consortium communication, external communication deals specifically with all the communications from the BEPREP consortium addressed to external stakeholders.

### 4.1. External communications

#### 4.1.1. Website

The BEPREP website ([beprep-project.eu](http://beprep-project.eu)) is the main, 24/7 communication channel of BEPREP. It showcases every aspect of the project and its expected impact. The site was launched at the beginning of the project in a preliminary form, functioning mostly as a tool for initial visibility (Figure 4).



**Figure 4.** Details of the main page of the BEPREP website

#### 4.1.2. Social media

BEPREP's communication strategy goes well beyond the boundaries of the consortium, and social media (Facebook, Instagram, X and LinkedIn; Figures 6 - 9) is playing an invaluable role in widening the scope of the project's outreach efforts (Figure 5). Digital music platforms through podcasts are useful to reach people at rural areas (e.g. Podcast celebrating International Diversity Day and talking about BEPREP project in Colombia

(<https://open.spotify.com/episode/4B0cU370SG1lfP5JsfFBf1?si=8ca2633bcd77430a>).

**BEPREP @BEPREP\_EU · Mar 21, 2023**

...

In Salvador to discuss and get better knowledge of our Brazilian case study in Horizon Europe BEPREP. Which nature based solutions in combination with public health interventions can mitigate disease risk? 🌱 Amazing team and so professional work. Impressive! #zoonoses #NbS

**Figure 5.** X social media for Brazilian case study**BEPREP**

Linked-in post example

To prepare the post for Linked it is useful to try to answer to following questions:

- What are the last activities undertaken in Case study? (use activities to promote this as title)
- Short description of the activity (2-3 sentence)
- Mention Case studies members or BEPREP WPs members, which were involved in the activity if they agree to have their names posted (add name, position, institution)
- Short conclusion by indication of the next steps
- Key message learned from activity
- Add photos 1-3

(Add appropriate emojis: 🌱 🌍 🌎 🌈 etc.)

@REA\_research, @BEPREP\_EU, @HorizonEU @BioEnvHelsinki, #rewilding #restoration  
#zoonoses #NbS

#eDNA, #conservation, #biodiversity #OneHealth #Spillover #Research

Maybe add also other project: @BcomingEU, @RestoreidEU, @BioAgoraEU ....etc

**Figure 6.** An example given to CSA representatives for LinkedIn postsFunded by  
the European Union

**BEPREP** social media post example (X, FB, Insta)

Example (use icons given in insta, x, fb)

⌚ Today one of our Case Study set out to conduct field work in the Northern Colombian lowlands!

Our researchers are collection samples for diverse analysis of [....](#)

Stay tuned for regular updates on our work in BEPREP! ☺️GIN #Biodiversity #Epidemiology

(Add appropriate emojis:       etc.)

[@REA\\_research](#), [@BEPREP\\_EU](#), [@HorizonEU](#) [@BioEnvHelsinki](#), [#rewilding](#) [#restoration](#)  
[#zoonoses](#) [#Nbs](#)

#eDNA, #conservation, #biodiversity #OneHealth #Spillover #Research

Maybe add also other project: [@BcomingEU](#), [@RestoreidEU](#), [@BioAgoraEU](#) etc.

**Figure 7.** An example given to CSA representatives for social media posts on FaceBook, Instagram and X



# NEWSLETTER 2/2025

## THE IMPORTANT NEWS FROM PROJECT LAST 6 MONTHS

Placeholder text for news content.

Placeholder text for news content.

Placeholder text for news content.

### UPCOMING EVENTS

22/07 Any event

25/07 Any event

26/07 Any event

## CASE STUDY LATEST NEWS

Placeholder text for case study news content.

Placeholder text for case study news content.

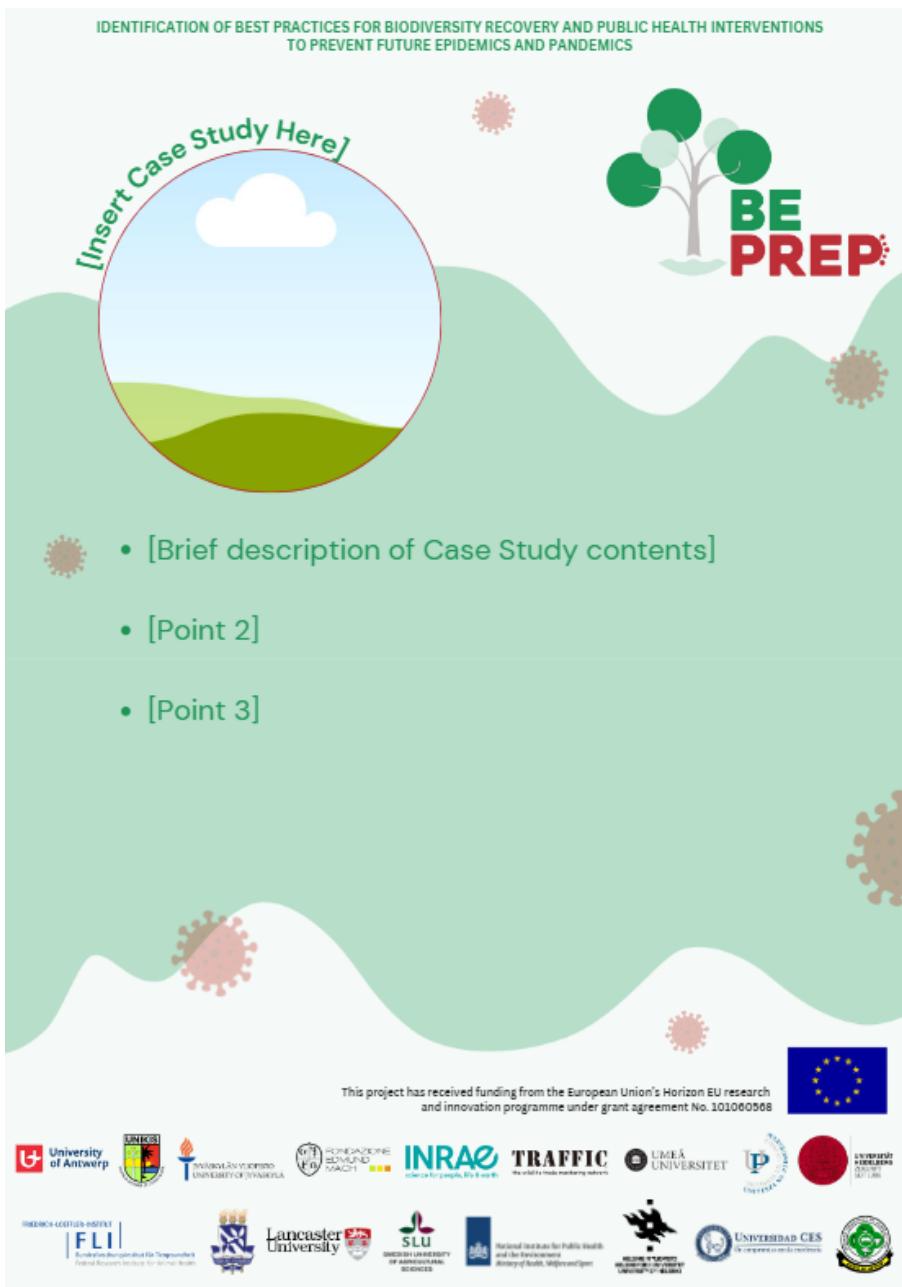
Placeholder text for case study news content.

<https://www.beprep-project.eu/>



Funded by  
the European Union

**Figure 8.** A newsletter template for the project as a whole



**Figure 9.** A modifiable leaflet template provided to CSA CC representatives

#### 4.1.3. Community events

BEPREP case studies can implement a wide range of means to interact with their local communities, including organising community events. These can range from professional, conference-adjacent meetings to informal assemblies with a greater focus on socialization (e.g. Celebration of Global Big Day, a Cornell Ornithology Lab initiative of citizen science and an opportunity to talk with schoolchildren and their parents about the importance of biodiversity (Figure 10) ([https://www.youtube.com/watch?v=7\\_Y3\\_kNcDcA](https://www.youtube.com/watch?v=7_Y3_kNcDcA))).


**PROJETO DE PESQUISA INTERVENÇÕES SANITÁRIAS E PREVENÇÃO DA LEPTOSPIROSE URBANA:**

Convidamos todos a participar da pesquisa CASA. Sua participação é importante para acompanhar e entender junto à comunidade como está a situação ambiental e de saúde da população.



Ficou com alguma dúvida? Entre em contato conosco:

(71) 99663-6135 - Equipe Soroinquérito  
(71) 31762265 - Fiocruz



**Figure 10.** A community event organised by a local institution

#### 4.2. Internal communications

BEPREP has its own large community, spanning across multiple institutions and countries. To ensure that all partners can communicate and exchange information clearly and easily with each other throughout the project, the BEPREP consortium uses Microsoft Teams and e-mail.

##### 4.2.1. Teams

Teams is BEPREP's main platform for project and team management. It has been consistently used for sharing documents, collaborating and working towards different goals and milestones since near

the beginning of the project. Additionally, Teams allows for creating a variety of working groups, which has made the platform a preferential tool for internal notifications among BEPREP partners.

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