



# **D5.3 Plan for the Exploitation, Dissemination and Communication of Results (PEDR)**

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## Preface

This document is the Deliverable 5.3 for the LAFERIA project, funded under the European Union's Horizon Europe Research and Innovation Action under grant agreement No. 101181492.

## Key takeaway messages

- The objective of this deliverable is to define the communication, dissemination and exploitation activities to be implemented under the scope of the LAFERIA project.
- Along with an introduction to three areas of action (Chapter 1), the document also provides an overview of the target groups (Chapter 2), knowledge outputs and the proposed formats for which they are relevant (Chapter 3).
- Based on these, the document also outlines an implementation plan with strategic Key Performance Indicators (KPIs) to guide activities and performance metrics (Chapter 7).
- The document outlines the tools and channels that will be used for the successful communication, dissemination and exploitation of the project (Chapter 4).
- As defined in the project's Grant Agreement, this document also incorporates a designated Key Exploitable Results (KER) Portfolio (Chapter 5), to be updated yearly.
- The Plan for the Exploitation and Dissemination of Results (PEDR) and the Communication Plan (CP) will be updated in months 24 (M24) and 46 (M46).

## Summary

D5.3 outlines the strategic approach to communication, dissemination and exploitation activities to support and guide the LAFERIA project consortium throughout its 48 months' lifespan. It is founded on the European Commission's established guidelines, as well as thorough consultations with the project consortium. The plan aims to maximise LAFERIA's impact by engaging various relevant audiences and stakeholders. With this in mind, D5.3 addresses the ten (10) primary target groups as first identified in the Grant Agreement, identifying sub-groups, key outreach messages and the knowledge outputs they correspond to. This is supported by a list of tools and formats that will be used to raise awareness, build networks and establish synergies throughout LAFERIA's duration. Finally, all the previous information is included in a detailed implementation plan that establishes

specific benchmarks for the successful achievement of the Plan for the Exploitation and Dissemination of Results (PEDR) and the Communication Plan (CP) goals. These benchmarks will be updated twice as LAFERIA progresses, once at M24 and again at M46.

### List of abbreviations

EU	European Union
LF	Landscape Features
ES	Ecosystem Services
CDE	Communication, Dissemination and Exploitation
CP	Communication Plan
EC	European Commission
KER	Key Exploitable Results
KPI	Key Performance Indicators
PEDR	Plan for the Exploitation and Dissemination of Results
IPR	Intellectual Property Rights
CA	Consortium Agreement
REA	Research Executive Agency

### 1 Introduction

The success of any research initiative within the Horizon Europe programme relies on clear, precise, and relevant communication, dissemination and exploitation (CDE) guidelines. Throughout the project, LAFERIA will be supported by an outreach strategy designed for this purpose, ensuring the effective circulation and utilisation of outputs within and beyond stakeholder networks.

To ensure this outcome, a two-stage process was implemented during the preparation of this document. First, at the project's kick-off meeting (M2; February 2025), representatives from all Work Packages within LAFERIA's consortium were consulted to gather an initial overview of CDE needs and aspirations of the project. Building on this, a comprehensive CDE questionnaire was distributed to all partner organisations in M3 to more precisely assess their specific needs and plans (the survey can be found under Annex 1). The questionnaire asked the consortium to elaborate on the results and outputs they would be involved in during LAFERIA's implementation. They were then prompted to specify the CDE formats,

channels and methods they would like to utilise for both their individual work and the broader project.

Taking into account the questionnaire results and the requirements outlined in the grant agreement, this report aims to serve as a foundation for planning and executing of CDE activities. Before delving into the details, however, it is important to clarify and define the three core components of the strategy.

### 1.1 Communication

For the purposes of projects funded under the Horizon Europe programme, the Commission's Research Executive Agency (REA) equates communication with attaining visibility and raising awareness (European Commission, 2025).

In this context, this document defines the term as encompassing the full range of strategic and targeted activities aimed at promoting LAFERIA to diverse general audiences. The project's goal is to achieve a broad societal reach by not only raising awareness but also sparking genuine interest among a wider audience. This involves engaging different segments of society, from stakeholders to the general public, in ways that highlight the importance of LAFERIA's objectives and foster a deeper understanding of its impact and relevance. In terms of messaging, LAFERIA highlights the importance of landscape features (LF) for biodiversity support and ecosystem services (ES) in intensive agricultural areas throughout the European Union (EU).

Communication efforts related to LAFERIA started from the very beginning of the project and will extend beyond its conclusion in 2028. Said efforts have the following key objectives:

- awareness-raising among stakeholders regarding project activities and results;
- dissemination of news and events related to the project;
- enhancement of the public's general understanding of the critical role LF play in supporting biodiversity and ecosystem services in areas of intensive agriculture;
- presenting a comprehensive picture of the benefits and costs of LF for biodiversity, ES, climate change adaptation, yields, incomes and society at large;
- highlighting drivers and challenges for the reintroduction of LF;
- presenting strategies and business models for the reintroduction of LF;
- encouraging cooperation and synergies between stakeholders and with the consortium members on the project's key issues;
- building a stakeholder participatory network that will continue to support and advance the project's vision long after its conclusion;
- communication of research findings to the academic community.

Each objective will be pursued via a designated set of target-group-specific channels, materials and formats. Those will include:

- promotional materials such as flyers, brochures, roll-up banners, stickers, etc;
- regular updates of the news content on LAFERIA's [website](#);
- publication of press releases on science news portals (e.g. [EurekAlert!](#) and [AlphaGalileo](#));
- a consistent social media presence and engagement on [LinkedIn](#) and [Bluesky](#);
- videos and interviews conducted within the project's framework shared on [Youtube](#);
- podcast episodes recorded within the project's framework shared on Spotify, Deezer and Soundcloud;
- outreach to traditional media and topic-specific outlets.

In addition, existing or potential bi-directional communication channels between consortium members and relevant external actors are vital to LAFERIA's success and must be fostered. Table 1 presents a non-exhaustive list of these external initiatives, the word initiative being key in opposition to entity, highlighting their potential for synergy within the context of the project. This list will be updated as the project tasks are implemented.

The primary criterion for this selection is their alignment with the key activities and areas of interest central to LAFERIA, including but not limited to the topic of **LF reintroduction, biodiversity maximisation, ecosystem benefits, intensive agriculture, farming practices, and tree-planting**.

**Table 1: Key research and innovation projects and initiatives that LAFERIA can approach. This list will be updated as the project tasks are implemented.**

Name	End of duration (if applicable)	Relevance to LAFERIA
AgroecologyTRANSECT (Horizon Europe)	2026	An interdisciplinary project seeking to explore and expand good agroecological practices, inter alia reintroduction of LF to intense agricultural lands. LAFERIA WP1 will build on new methods for mapping and prioritising LF restoration.
AE4EU (Horizon Europe)	2023	Two EU-wide projects to foster partnership and expand agroecological transitions in

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ALL-Ready Europe) (Horizon	2030	Europe, including the network of Living Labs that can serve as starting points for Demonstration Projects in LAFERIA. Whilst AE4EU has ended, LAFERIA will use their existing research and results to build upon.
Birds@Farmland tender) (EC	2022	A tender for the EC focusing on developing conservation schemes for farmland birds. The tender has already ended but the agricultural systems classification developed in the scope of this project will be adapted in WP1.
CAP4GI Germany) (BMBF,	2025	Interdisciplinary project exploring, through interviews, platform meetings and individual-based modelling, how to improve the CAP's environmental performance and in support of GBI. Whilst the project is in its final year, the Persefone.jl model developed therein serves LAFERIA WPs 1,2,6.
RUBIZMO (Horizon Europe)	2021	RUBIZMO analyses business models from hundreds of previous funded and private agricultural enterprise initiatives. Results will be explored in the overview of existing initiatives (WP 3).
CREDIBLE (EU Horizon)	2026	Project aiming to build momentum and trust for the implementation of carbon farming in the EU. The experience of CREDIBLE in the setting up and moderating of stakeholder networks and the development of a toolbox to promote best practices of carbon farming will feed into LAFERIA stakeholder engagement (WP5) and toolbox development work (WP6).
SELINA Europe) (Horizon	2027	SELINA builds on transdisciplinary knowledge-sharing and practical,

		fit-for purpose recommendations drawn from real-world applications in policy making and business decisions towards protection, restoration and sustainable use of the environment. LAFERIA will leverage from methods, indicators and quantification co-designed with stakeholders from the agricultural and forestry sectors within SELINA, to improve the uptake of information regarding ecosystem services and ecosystem accounting in decision-making across scales (regional to EU level) (WPs 2,4,5,6).
NetworkNature	2023	These aim to promote the use of nature-based solutions (NBS) in EU, national and international policy and funding through convening experts, knowledge and networks in an already established platform. It runs activities to broaden, guide and engage the NBS community of innovators, developers and practitioners in NBS policy and build capacity and skills. LF are an important component of NBS on farmland. The farming sector and public authorities are key target groups.
OPPLA	2026	OPPLA is a knowledge marketplace for ecosystem services and NBS. It runs the NetworkNature platform.
BIOGEA (BiodivERsa)	2019	BiodivERsA project Testing BIODiversity Gain of European Agriculture with CAP greening. The BIOGEA project researched the impact of policy-driven land use change on green and blue infrastructure in the agricultural landscape in six case study areas in Bulgaria, Germany and Spain.

		Whilst the project has ended, the results of BIOGEA will feed into the assessment of LF at case study level (WP2), assessment of the policy and economic context (WP4), stakeholder engagement (WP5) and scaling up strategies to reintroduce LFs (WP6).
EU CAP Network	N/A	The EU CAP Network is the DG AGRI platform for supporting Member States implementation of the CAP and EU rural policy, managed by the EEIG Ruranet, of which IEEP is a member.
BioAgora	2027	BioAgora is a Horizon Europe project which aims to connect research results on biodiversity to the needs of decision-making in a targeted dialogue between scientists, other knowledge holders and policy actors.
EIP-AGRI	2023	EIP-AGRI (the agricultural European Innovation Partnership) is now a part of the EU CAP Network. EIP-AGRI works to foster sustainable farming and forestry, contributing to ensuring a steady supply of food, feed and biomaterials.
EKLIPSE	2020	Eklipse was created in 2016 to help governments, institutions, businesses and NGOs make better-informed decisions related to biodiversity in Europe. Whilst the project has concluded, LAFERIA will build upon its outputs.
EBCC	N/A	The European Bird Census Council is an organisation dedicated to monitoring and conserving bird populations across Europe. It has several projects running which LAFERIA

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		can potentially interact with and build on.
GeoBON	N/A	GeoBON (Group on Earth Observations Biodiversity Observation Network) is a global initiative dedicated to enhancing biodiversity monitoring and data sharing to support conservation efforts and inform policy decisions.
eLTER	N/A	eLTER is an umbrella for several projects which address existing and emerging environmental challenges on a variety of ecosystem and socio-ecological systems.
iLTER	N/A	International Long-Term Ecological Research is a network of networks, encompassing hundreds of research sites located in a wide array of ecosystems that can help understand environmental change across the globe.
Europe-LAND	2027	Europe-Land aims to develop integrated tools to enhance understanding of land-use decision-making processes and to assess stakeholders' awareness and engagement concerning climate change and biodiversity challenges.
Visionary	2026	VISIONARY aims to enhance the sustainability of European food systems by examining existing small-scale initiatives and identifying barriers to scaling them up.
Contracts 2.0	2023	The project aimed to co-design novel contract models that incentivize farmers and land managers to deliver environmental public goods, thereby enhancing the

		sustainability and effectiveness of agri-environmental and climate measures within the EU's Common Agricultural Policy (CAP). It established 13 Contract Innovation Labs (CILs) and 9 Policy Innovation Labs (PILs) across various EU regions.
FarmBioNet (Horizon Europe)	2027	FarmBioNet aims at promoting biodiversity-friendly farming across Europe. It brings together farmers, researchers, advisors, and other stakeholders to exchange knowledge and identify effective practices for enhancing biodiversity in agricultural landscapes. By establishing national networks and developing decision-support tools, the project supports the restoration and sustainable management of landscape features critical to ecosystem health.
Insect-Responsible Sourcing Regions project (EU LIFE)	2025	The Insect-Responsible Sourcing Regions project restores landscape features by creating and enhancing insect-friendly habitats across agricultural areas, establishing new habitats, and promoting sustainable farming practices that reduce chemical inputs. It collaborates with farmers and stakeholders to implement region-specific biodiversity action plans that support insect populations and improve ecological connectivity.

## 1.2 Dissemination

According to the definition set out by the European Research Executive Agency (REA), dissemination activities are conducive to “sharing research

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results with people who can best make use of them" (European Commission, 2025).

In other words, these efforts are aimed at ensuring that all outputs generated by the project are made publicly available to relevant stakeholders and potential end-users at every stage of the project's implementation. Dissemination campaigns will begin as soon as the first project results are accessible, ensuring timely and effective communication. To achieve this, a variety of uni- and bi-directional dissemination channels will be used, allowing for a broad and inclusive outreach strategy. The dissemination efforts will be organised into four key dimensions: science, business, policy and the public sphere. These dimensions will help target different audiences, ensuring that each group receives the information most relevant to their needs and interests.

In terms of dissemination, any publication activity associated with the LAFERIA project will follow a strict open-access policy. This ensures the full disclosure of all available information on LAFERIA's official website. For example, the consortium is equally committed to submitting its outputs to open-access journals (e.g., *Research Ideas and Outcomes* (RIO), *Biodiversity Data Journal*, *Biodiversity and Conversation*, *One Ecosystem*) and trusted public repositories (e.g., the Horizon Results Platform and Zenodo). A [LAFERIA designated page](#) is also available on CORDIS (a European Commission platform for sharing information on EU-funded projects). The page serves as a place for disseminating project results.

Given the policy-related nature of the project, certain types of dissemination materials will be utilised to effectively communicate the project's findings. Among them will be policy briefs (D5.8, D5.9) and policy toolkits (D6.4) outlining the integration of recommendations for the re-integration of landscape features (LF).

Bi-directional dissemination will be achieved through joint activities with other European research projects and initiatives, including those under the Horizon GOVERNANCE call (Innovative governance, environmental observations, and digital solutions in support of the Green Deal). This will involve train-the-trainer methods in case study activities (e.g., as communicators or multipliers) and leveraging the strong networking capabilities of LAFERIA consortium members. LAFERIA will also aim to contribute to science-policy bodies, such as the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) and, where possible and relevant, the Intergovernmental Panel on Climate Change (IPCC); and work to support the implementation of EU policies through EIP-AGRI, local action groups and the CAP Network (e.g., the Focus Group on "Enhancing biodiversity on farmland through high-diversity landscape features").

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LAFERIA will utilise existing dissemination platforms, such as the EC Knowledge Centre for Biodiversity and Biodiversity Information System for Europe (BISE) and CORDIS (where the project already has [an existing page](#)) to spread project outcomes. Partners will actively engage in presenting results at conferences, workshops and other relevant events at local, national and international levels. Additionally, they will use personal and institutional online channels to share results and build connections with relevant organisations, networks and projects, such as the evolving [Science Centre for Biodiversity](#) (SSBD), established through the BioAgora project.

A unique strength of LAFERIA's consortium lies in the involvement of several members who are part of a distinguished network of scientists dedicated to promoting sustainability transformations and providing recommendations to policymakers and the public. This network includes over 6,000 scientists (Pe'er et al., 2024), with more than 300 experts having already contributed to relevant consultation workshops on the Common Agricultural Policy (CAP) (Pe'er et al., 2022). These scientists and many others are eager to support agricultural sustainability transitions and potentially help disseminate LAFERIA's results, especially where these align with the outcomes of other projects and initiatives.

### 1.3 Exploitation

Ultimately, the practical use of LAFERIA's outcomes, whether in policy, research or commercial contexts, is categorised as exploitation activities, as defined by the REA (European Commission, 2025).

Exploitation of LAFERIA's results will target the concrete adoption and implementation of project-derived knowledge, tools and results, provide societal value and support policy. Efforts will centre around the project's key exploitable results (KERs) (Table 10) and project stakeholders on local, national and EU-level (Table 2).

To strengthen the exploitation potential of LAFERIA's results, the project will develop specialised materials such as infographics and policy briefs. These will target the outlined stakeholders from the business and industry sectors and provide valuable information which can be used as ground for policy making. Close collaborations with stakeholders representing the agroecology community, including NGOs and the research sector will be built where possible to maximise the exploitation pathways of LAFERIA's outputs.

Furthermore, where relevant, LAFERIA will collaborate with and/or create synergies with intergovernmental bodies such as the Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), the Intergovernmental Panel on Climate Change (IPCC) and the Convention on

Biological Diversity. These efforts will support LAFERIA's goal of influencing policy recommendations in the National Strategic Plans of the CAP and NRL across as many member states as possible. Special priority will be given to collaboration with the EU's Joint Research Centre (JRC), the BioAgora project and the EKLIPSE mechanism. LAFERIA will also leverage services from the EC Knowledge Centre for Biodiversity, the Biodiversity Information System for Europe (BISE) and Oppla to ensure broader dissemination and application of its results. Additionally, the European Horizon Results Platform and Horizon Results Booster will be considered to maximise the dissemination and exploitation of LAFERIA's key outcomes.

## 2 Target groups

To maximise LAFERIA's Communication (C), Dissemination (D) and Exploitation (E) activities, it is essential to develop a deep understanding of the core target groups. Gaining a comprehensive overview of these groups enables the creation of tailored messages for each, ensuring that the project's C, D and E efforts are effectively directed and impactful.

LAFERIA's preliminary target groups were initially identified in the project's grant agreement. At a later stage, stakeholders' groups were further defined at the EU, National and Local levels during the project's kick-off meeting, facilitated by an interactive activity led by EEB. To expand and refine this process, a CDE survey was conducted across the consortium, enabling the stakeholder groups to be further divided into subgroups (Table 2).

**Table 2: List of LAFERIA core target groups by EU, national and local level and their identified sub-groups and stakeholder (TBD, to be determined)**

EU Level	
Target Group	Identified stakeholders
Farmers and other land-users (TG1)	<a href="#">IFOAM</a> , <a href="#">Agroecology Europe</a> , <a href="#">EARA</a> , <a href="#">CEJA</a> , <a href="#">COPA-COGECA</a>
Private and public landowners (TG2)	<a href="#">ELO</a>
Policy makers (TG3)	<a href="#">DG AGRI</a> , <a href="#">DG ENV</a> , <a href="#">DG RTD</a> , <a href="#">DG CLIMA</a> , <a href="#">DG GROW</a> , <a href="#">DG SANTE</a> , political parties ( <a href="#">S&amp;D</a> , <a href="#">European Greens</a> , <a href="#">EPP</a> , <a href="#">RENEW</a> , etc)
Research and Academia (TG4)	<a href="#">IEALA</a> , <a href="#">IPES-Food</a> , <a href="#">SCB</a>
Extension services (TG5)	<a href="#">EU CAP Network</a> , <a href="#">EUFRAS</a>
Private corporations and retail (TG6)	<a href="#">FoodDrink Europe</a> , <a href="#">Bayer Crop Science</a>
Administration (including agricultural chambers) (TG7)	<a href="#">EEA</a> , <a href="#">Committee of Regions</a>
Civil society (landowners unions, NGOs, Community based organisations) (TG8)	<a href="#">Water Europe</a> , <a href="#">EU Water Alliance</a> , <a href="#">EPBA</a> , <a href="#">WWF</a> , <a href="#">Birdlife</a>
General public (TG9)	TBD

National Level	
Target Group	Identified stakeholders
Farmers and other land-users (TG1)	<b>FI:</b> <a href="#">MTK, The Central Union of Agricultural Producers and Forest Owners</a> , <a href="#">SLC, Central Union for Swedish speaking farmers and forest owners</a> , <b>PT:</b> <a href="#">Confederação de Agricultores de Portugal (CAP)</a> , <a href="#">Associação de Jovens Agricultores de Portugal (AJAP)</a> , <a href="#">Confederação Nacional da Agricultura de Portugal (CNA)</a> , <a href="#">Associação dos Proprietários e Agricultores do Norte de Portugal (APANP)</a> <b>DE:</b> <a href="#">Deutscher Bauernverband</a> , <a href="#">Arbeitsgemeinschaft bäuerliche Landwirtschaft e.V. (AbL)</a> , <a href="#">Deutsche Landwirtschaftsgesellschaft (DLG)</a> , <a href="#">DeDAF Agroforst</a> , <a href="#">DVL</a> , <a href="#">Bioland</a> , <a href="#">Naturland</a> , <a href="#">Baumland-Kampagne</a>
Private and public landowners (TG2)	<b>PT:</b> <a href="#">Associação Nacional de Proprietários Rurais Gestão Cinegética e Biodiversidade (ANPC)</a> ; <a href="#">BALADI – Federação Nacional de Baldios</a> , <b>NL:</b> <a href="#">Waterboards</a>
Policy makers (TG3)	<b>FI:</b> <a href="#">Ministry of the environment</a> , <a href="#">Ministry of the agriculture and forestry</a> , <b>PT:</b> <a href="#">Gabinete de Planeamento, Políticas e Administração Geral (GPP)</a> , <b>DE:</b> <a href="#">Bundestag</a> , <a href="#">Bundesamt für Naturschutz (BfN)</a> , <a href="#">Umweltbundesamt (UBA)</a> , <a href="#">Die Grünen</a> , <a href="#">SPD</a> , <a href="#">die LINKE</a>
Research and Academia (TG4)	<b>FI:</b> <a href="#">Natural Resources Institute Finland</a> , <b>PT:</b> National research labs like <a href="#">INIAV (Instituto Nacional de Investigação Agrária e Veterinária)</a> , <b>NL:</b> <a href="#">Louis Bolk Institute</a> , <b>DE:</b> <a href="#">Greifswald Moor Centrum</a> ,

	<a href="#">Ecologic institute</a> , <a href="#">Adelphi</a> , <a href="#">GfÖ</a> (Gesellschaft für Ökologie), <a href="#">Thünen Institute</a> , <a href="#">ZALF</a>
Extension services (TG5)	<b>FI:</b> <a href="#">ProAgria central</a> , <a href="#">Advisory organisation Nylands Svenska Lantbrukssällskap NSL</a> , <b>DE:</b> <a href="#">DVL</a> (Deutscher Verband für Landschaftspflege)
Private corporations and retail (TG6)	<b>PT:</b> <a href="#">SONAE</a> , <a href="#">Jerónimo Martins</a> , <b>NL:</b> <a href="#">Farm Frites</a> , <a href="#">COSUN</a> , <b>DE:</b> <a href="#">Industrieverband Agrar e.V.</a>
Administration (including agricultural chambers) (TG7)	<b>FI:</b> <a href="#">Regional environmental centers (ELY)</a> , <b>PT:</b> <a href="#">National Planning Direction / Territory (DGT - Direção-Geral do Território)</a> , <a href="#">IFAP - Instituto de Financiamento da Agricultura e Pescas</a> , <a href="#">Instituto da Conservação da Natureza e das Florestas, I. P. (ICNF, I. P.)</a> , <a href="#">Direção-geral de agricultura e desenvolvimento rural (DGADR)</a>
Civil society (landowners unions, NGOs, Community based organisations) (TG8)	<b>BE:</b> <a href="#">EEB</a> <b>PT:</b> <a href="#">Liga para a Protecção da Natureza (LPN)</a> , <b>NL:</b> <a href="#">Boerennatuur</a> , <a href="#">LTO</a> , <a href="#">Landschappen NL</a> , <b>DE:</b> <a href="#">Deutsche Umwelthilfe (DUH)</a> , <a href="#">Deutscher Naturschutzbund (DNR)</a> , <a href="#">NABU (Project Fairpachten)</a> , <a href="#">DeDAF</a> , <a href="#">BUND</a>
General public (TG9)	TBD
Stakeholders in case studies and relevant initiatives (TG10)	TBD

Local Level	
Target Group	Identified Stakeholders
Farmers and other land-users (TG1)	<b>FI:</b> <a href="#">MTK's</a> and <a href="#">SLC's</a> local and regional groups, <b>PT:</b> <a href="#">Associação de Agricultores do Sul (ACOS)</a> ; <a href="#">Associação dos Jovens Agricultores do SUL (AJASUL)</a> ; <a href="#">Associação de Agricultores do Campo Branco (AACB)</a> ; <a href="#">Associação de Agricultores do Baixo Alentejo (AABA)</a> , <b>DE:</b> <a href="#">Deutscher Bauernverband</a> , <a href="#">Imkerverein (Leipzig)</a> , <a href="#">Landwirtschaftliche Produktionen genossenschaft</a> , <a href="#">Bio-Hof Garvesmühlen</a>
Private and public landowners (TG2)	<b>PT:</b> <a href="#">Associação de Proprietários e Beneficiários do Alqueva (APBA)</a> , <b>NL:</b> <a href="#">Waterboard Hollandse Delta</a> , <b>DE:</b> <a href="#">Stadt Leipzig</a> , <a href="#">Stadt Taucha</a> , Local churches (incl. <a href="#">Kirche der Zukunft</a> )
Policy makers (TG3)	<b>NL:</b> <a href="#">Province South-Holland</a> , <b>DE:</b> <a href="#">Grünen</a> , <a href="#">SPD</a> , <a href="#">Die Linke</a> , <a href="#">Ministry of Agriculture in Saxony</a> ( <a href="#">Sächsisches Staatsministerium für Umwelt und Landwirtschaft</a> )
Research and Academia (TG4)	<b>FI:</b> <a href="#">University of Helsinki</a> , <a href="#">University of applied sciences (NOVIA)</a> , <b>BE:</b> <a href="#">Flemish Land Institute (VLM)</a> , <b>DE:</b> <a href="#">University Leipzig (School of Didactics)</a> , <a href="#">IAMO (Leibniz-Institut für Agrarentwicklung in Transformationsökonomien)</a> , <a href="#">ZALF (Leibniz-Zentrum für Agrarlandschaftsforschung)</a> , <a href="#">UFZ - Department of Environmental Politics (Sina Leipold)</a>
Extension services (TG5)	<b>FI:</b> <a href="#">ProAgria local department</a> , <b>DE:</b> <a href="#">Ministry of Agriculture in Saxony</a> ( <a href="#">Sächsisches Staatsministerium für Umwelt und Landwirtschaft</a> ), <a href="#">DVL-Landesverband Sachsen</a> , <a href="#">Landschaftspflegerverband Nordwestsachsen e.V.</a>

	<a href="#">LMS Agrarberatung</a>
Private corporations and retail (TG6)	<b>DE:</b> <a href="#">Denns</a> , <a href="#">Demeter shop</a> , <a href="#">Unverpacktladen</a> , <a href="#">Konsum</a> , <a href="#">REWE</a>
Administration (including agricultural chambers) (TG7)	<b>BE:</b> <a href="#">Brabantse Wouden (provincial level)</a> , <b>PT:</b> <a href="#">CCDR Alentejo</a> , <b>DE:</b> <a href="#">UfA (Amt für Umweltschutz)</a> , <a href="#">Stadt Leipzig (incl. Liegenschaftamt)</a> , <a href="#">Landesministerium MV</a>
Civil society (landowners unions, NGOs, Community based organisations) (TG8)	<b>FI:</b> <a href="#">Regional water protection association (Luvy)</a> , <b>DE:</b> <a href="#">SOLAWIs (Community Supported Agriculture)</a> , <a href="#">Ökolöwe</a> , <a href="#">BUND</a> , <a href="#">NABU</a> , <a href="#">WWF</a> , <a href="#">Ernährungsrat - Leipzig</a>
General public (TG9)	<b>DE:</b> <a href="#">Vielfaltergarten</a> , <a href="#">Friday For Future (FFF)</a> , <a href="#">Scientists for Future</a> , <a href="#">NDR MV</a>
Stakeholders in case studies and relevant initiatives (TG10)	TBD

Through the aforementioned questionnaire, which was circulated amongst consortium members, initial key messages for certain target groups were also identified (see Table 3). These are subject to change in the next updated version of the PEDR (M24), as the project's vision is honed.

**Table 3: Key messages and relevant target groups**

Target group	Key message
Farmers and other land-users (TG1)	Landscape features are valuable assets for farming rather than obstacles. Far from being 'unproductive' land, they enhance farm profitability by supporting soil health, water management, other relevant ecosystem services such as pollination and pest control, biodiversity and long-term resilience.
	Landscape features play a vital role in boosting the resilience of agricultural systems. By integrating them, farmers and land-users can safeguard productivity while contributing to broader environmental goals.
Policy makers (TG3)	LAFERIA will communicate effective strategies and business models for the reintroduction of landscape features in agricultural areas, highlighting how these can be supported and enabled through EU, national and local policy frameworks.
General public (TG9)	LAFERIA will assess the benefits (and costs) and highlight the importance of landscape features in agricultural areas, in terms of their contribution to farm resilience, climate adaptation and mitigation, supporting biodiversity, halting land degradation and reducing the impacts of extreme events. LAFERIA will further highlight the importance of ensuring that farmers and landowners who invest in LF restoration see benefits in doing so.
Administration (including agricultural chambers) (TG7)	LAFERIA will generate actionable knowledge to support achieving the 10% target for LF as outlined in current policy frameworks.

### 3 Knowledge outputs

LAFERIA's lasting contribution to the integration of at least 10% landscape features in agricultural areas, in keeping with the EU's Biodiversity Strategy for 2030, will support different target groups in facilitating the reintroduction of LF in agricultural areas. Key knowledge outputs will contribute scientific evidence which can be taken by a variety of stakeholders in different sectors, including end-users such as farmers. Table 4 provides an overview of the knowledge outputs resulting from some key project Deliverables, their potential users, and their potential means for dissemination, as gathered through the survey which was circulated amongst consortium members.

**Table 4: Central knowledge outputs of key project deliverables**

Knowledge output	Type	Main novelty of the result	Potential users	Potential impact of the result	Appropriate means for dissemination	Dissemination level	Accessibility
Type and coverage of LF across selected agricultural systems (D1.1)	Document, report	Provides an estimate of LF coverage separately for different agricultural systems.	Policy makers (TG3), Research and Academia (TG4), Administration (including agricultural chambers)	Quantification of LF coverage across agricultural systems, pinpointing in which regions and agricultural systems should new LF be prioritised. Contributes to D6.2. Synthesis of knowledge can inform new research	Report, maps, presentations, academic channels, events, workshops	Public	M18

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			(TG7)	directions.			
LF importance for ecological connectivity and priority agricultural systems for water systems restoration (D1.2)	Document, report	Assesses the contribution of LF for regional ecological connectivity and identifies priority agricultural systems for water systems restoration .	Policy makers (TG3), Research and Academia (TG4)	Demonstrates the role of LF in supporting regional ecological connectivity and identifies agricultural systems where wetland restoration is most critical.	Report, policy brief, factsheet, maps, presentations	Public	M28
Potential of LF to biodiversity and ecosystem services (D2.1)	Document, report	Evidence synthesis on the potential of LF to biodiversity and ES.	Farmers and other land-users (TG1), Policy makers (TG3)	Highlights the context-specific (in terms of agricultural system) potential of different types of LF to promote biodiversity and ecosystem services, with a focus on the	Video, infographic, brochure, report	Public	M18

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				ones relevant for agricultural production and farm resilience			
Impacts of LF introduction on agriculture production, yields and farm economy (D2.2)	Document, report	Evaluates the costs and benefits of LF for production yield and farm economy at farm level	Practitioners, Farmers and other land-users (TG1), Administration (including agricultural chambers) (TG7)	Seeks to enhance perceived value of LF among farmers and lead to higher uptake of LF reintroduction measures.	Video, fact sheets (in local language), brochure	Public	M30
Contribution of LF to the functioning farmland performance as a socio-ecological	Document, report	offer a deeper understanding of bi-directional impacts and feedback mechanism	Extension services (TG5), Research and Academia (TG4)	Help understanding the mutual dependence of nature on people and people on nature	Blog post, presentation	Public	M36

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system (D2.3)	s						
Current policies and market tools affecting farmers' adoption and management of LF (D3.1)	Document, report	Enhance landowner's motivation to adopt LFs. Pinpoint the role of policymakers in adopting the relevant policies	Policy makers (TG3)	Promoting improvements of existing policies or establishing new instruments	Brochure, presentation	Public	M12
Overview and analysis of existing initiatives of LF reintroduction (D3.2)	Document, report	Enabling comparative analysis and knowledge exchange between countries.	Policy makers (TG3), Practitioners	Identifying best practices from different countries and incorporating them moving forward.	Map (available online)	Sensitive	M26

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Political and economic context in case study regions (D4.1)	Document, report	Setting LF restoration in a broader context	Policy makers (TG3)	Identify local leverages to help replicating success stories and scale out LF reintroduction	Policy brief	Public	M14
Perceptions of LF benefits (D4.2)	Document, report	Systematised insight into farmers and landowners' perception of the benefits and costs of LF	Farmers and other land-users (TG1), Private and public landowners (TG2), Policy makers (TG3)	Identify cost-benefits perceptions of farmers and other land-users, helping to inform recommendations and create better-tailored policy, support schemes and land management strategies.	Article, brief, infographic, presentation, poster	Public	M46
Decision-making processes (drivers and barriers)	Document, report	The analysis will provide novel information	Research and Academia (TG4), Extension services	The calculations and the provisions of different cost-catalogues will help practitioners to	Blog post, presentation	Public	M46

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(D4.3)		n on costs and benefits at the farm level, showing the economic drivers and barriers for the re-implementation of landscape features in different European Regions.	(TG5)	assess their own situation and prepare the decision to re-establish landscape feature on their own farm. The results might also help to inform policy about economic barriers to re-establish landscape features.			
Business models alternatives (D4.4)	Document, report	A comparison between the cases in terms of business model approach and outline	Farmers and other land-users (TG1), Research and Academia (TG4), Extension	Inspiration of 'best practice' for stakeholders and learning of possibilities for own analysis of business model approach.	Report for practitioners, article for researchers	Sensitive	M30

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		of 'best practice'.	services (TG5)				
Development of an inclusive business model based on readiness level and pathways (D4.5)	Document, report	To include landscape features in the original sustainable business model and pointing to suggestions of directions (pathways) for improvement.	Farmers and other land-users (TG1), Research and Academia (TG4), Extension services (TG5)	Learning of how to take the next step and what pathways are possible depending on the readiness level	Report for practitioners, article for researchers	Public	M42
Participatory Stakeholder Engagement Framework (D5.1)	Document, report	A shared, practical framework that integrates stakeholder needs, balances structure	For internal use: WP leads, Case Study leads.	Ensures timely and meaningful stakeholder involvement to improve data quality and uptake, avoid duplication and fatigue, build trust	Shared internally within consortium members via internal communication channels (i.e. Internal repository or SharePoint).	Sensitive	M10

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		with local flexibility, and ensures consistent, timely, and meaningful engagement across the project.		for adoption of landscape features, and connect local action to broader policy discussions.			
Alternative approaches for LF reintroduction (D5.2)	Document, report	The management of LF on agricultural land extends beyond the CAP, encompassing other models of equal significance.	Farmers and other land-users (TG1), Administration (including agricultural chambers) (TG7), Policy makers (TG3), Research and	Increased awareness, inspiration for the implementation of new approaches, taking action, identifying potential partners, and networking with like-minded people.	Videos, presentations at events, brochure, interactive models	Public	M42

## LAFERIA D5.3: PEDR

			Academia (TG4), General public (TG9)				
Policy brief 1 (D5.8)	Document, report	Summarised evidence-based recommendations co-created with stakeholders across multiple European regions, focusing on soil health, agroforestry and social transformation tools.	Policy makers (TG3)	Inform and shape policy frameworks supporting agroforestry adoption and soil health improvement; promote harmonisation of agroforestry incentives across the EU; strengthen science-policy-practice links	Policy brief, website, EU policy platforms, presentations at policy events, social media, targeted newsletters, publications on EC repositories	Public	M24

## LAFERIA D5.3: PEDR

Policy brief 2 (D5.9)	Document, report	Summarised evidence-based recommendations co-created with stakeholders across multiple European regions, focusing on soil health, agroforestry and social transformation tools	Policy makers (TG3)	Inform and shape policy frameworks supporting agroforestry adoption and soil health improvement; promote harmonisation of agroforestry incentives across the EU; strengthen science-policy-practice links	Policy brief, website, EU policy platforms, presentations at policy events, social media, targetted newsletters, publications on EC repositories	Public	M45
Vision for rural areas focusing on restoring LF (D6.1)	Document, report	Engages diverse stakeholders in formulating a joint	Farmers and other land-users (TG1), Policy makers	Informing and influencing the Common Agricultural Policy (CAP) and the EU Nature Restoration Law.	Policy event in Brussels (towards the end of the project), webinar to disseminate information midway	Public	M30

## LAFERIA D5.3: PEDR

		vision for LF reintroduction that balances economic, social, and environmental considerations.	(TG3), Private and public landowners (TG2), Civil society (landowners unions, NGOs, Community based organisations) (TG8), Research and Academia (TG4)		through the project's life.		
Priority agricultural systems and regions for LF reintroduction (D6.2)	Document, report	Identifies priority agricultural systems and regions for supporting LF reintroduction	Policy makers (TG3), Research and Academia (TG4)	Directing LF reintroduction efforts to priority agricultural systems and regions of greatest importance.	Report, policy brief, fact sheet	Public	M43

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		ion initiatives, based on current shortfalls relative to the 10% target.					
Policy improvements assisting LF reintroduction (D6.3)	Document, report	Provides a coherent set of recommendations across scales.	Farmers and other land-users (TG1), Private and public landowners (TG2), Civil society (landowners unions, NGOs, Community based organisations) (TG8)	Maximise project impacts through easily accessible recommendations	Report, publication, Policy brief	Public	M45

## LAFERIA D5.3: PEDR

Policy toolkit to incentivise LF reintroductions (D6.4)	Document, report	A targeted document focusing on LF	Policy makers (TG3), Administration (including agricultural chambers) (TG7)	Informing and influencing the Common Agricultural Policy (CAP) and the EU Nature Restoration Law.	Policy event in Brussels (towards the end of the project), webinar to disseminate information midway through the project's life, policy briefs, bilateral meetings with EU officials.	Public	M40
Vision for rural areas focusing on restoring LF (D6.5)	Document, report	Develop a vehicle for mainstreaming LF in the perception of viable rural areas	Policy makers (TG3), Administration (including agricultural chambers) (TG7)  Farmers and other land-users (TG1), Private and public	Informing and influencing different EU policies impacting on rural areas.	Policy event in Brussels (towards the end of the project), publication, policy briefs.	Public	M40

			landowners (TG2), Civil society (landowners unions, NGOs, Community based organisations) (TG8)				
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SUBJECT TO CHANGES

## 4 Tools and channels

During its lifetime, LAFERIA will leverage a comprehensive set of CDE tools, through a variety of formats and channels in order to promote the project's activities and outputs. Both uni- and bi-directional, these tools will be based on pre-established and proven science communication practices. The project will also stay attuned to emerging trends in stakeholder engagement, allowing for the integration of new approaches and methods into the strategy. A non-exhaustive list of the tools and channels LAFERIA plans to use for its CDE efforts includes:

### 4.1 Project website

As outlined in project Deliverable 5.6 "LAFERIA brand manual and website", and in Milestone 5.2 "Brand manual and website ready", a dedicated project website has already been created ([laferia-project.eu](http://laferia-project.eu)). The website acts as a central hub, offering key information about the LF and the project, including its vision, mission and objectives, to a broad audience. It will also feature regular updates on project activities through a dedicated "News" section. Additionally, the website includes an open-access repository, where all finalised project deliverables and public milestones will be available for viewing and download.

### 4.2 Promotional materials

A central element of LAFERIA's CDE strategy is the creation of promotional materials designed to effectively communicate the project's core objectives and messages to diverse target groups, presenting them in a visually engaging and clear format. These materials will play a crucial role in supporting other CDE activities by being prominently featured and distributed at key events, such as conferences, workshops and seminars. By reaching larger and more diverse audiences at these events, they will help broaden the project's visibility, facilitate deeper engagement with stakeholders and raise awareness of its objectives and outcomes, ultimately extending the project's impact.

Examples of promotional materials that were developed and will be used to support LAFERIA in its activities include:

- **Project logo**, designed in agreement with the consortium's conception of the most important elements of the project;

- **Brand manual**, serving as a visual identity guide and reference point when creating or presenting any new project materials;
- **Project brochure**, contextualising the project, outlining its mission, objective and expected activities such as the Case Studies;
- **Roll-up banner**, supporting the project's presence at events, showcasing the project and partner's logos, briefly summarising the main aim of the project, and providing a QR code as well as handles to the project's social media channels;
- **Stickers**, helping to ensure the project's widespread visibility and popularising its logo;
- **QR codes**, enhancing the accessibility project results by scanning a tailor-made code via a mobile device, quickly leading to the project's social media channels and website;
- **Virtual meeting backgrounds**, used by partners when conducting project related meetings to strengthen the project's presence and identity, as an autonomous entity;
- **Template for presentations**, ensuring all project presentations are in line with its pre-defined identity, building a cohesive archive of materials.

#### 4.3 Social media

As stated in the European Commission's Social Media Guide for Horizon Europe projects (European Commission, 2023, 5) social media can play a key role in reaching a wider yet targeted audience, helping to maximise the impact and successful exploitation of research results. For this purpose, LAFERIA will establish a social media presence across various carefully selected social media platforms (LinkedIn and Bluesky) to enhance the project's reach. Furthermore, a well-established social media presence in such networks assures the project's credibility, visibility and provides opportunity for continuous engagement. Finally, social media are an important place for bi- and multilateral communication, mutual learning, discussions and the activation of key multipliers.

##### 4.3.1 Social media platforms

When selecting which social media platforms LAFERIA will be active on, taking an approach of 'quality over quantity' is key, i.e. focusing on platforms where LAFERIA's target groups are present and active on, and where the project's activities and results are projected to reach their

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desires audiences. When selecting which platforms to use, the following questions were taken into consideration by the consortium:

- Are project partners active on this social platform?
- Are the project's target groups and stakeholders present and active on this platform?
- Does the platform have a large and active audience?
- Are topics relevant to the project being discussed on the platform?
- Do we have experience successfully using this platform?

After exploring these questions and holding a vote in which the ethical standards of the project were additionally taken into account, the consortium has decided to establish its social media presence on two specific channels:

- LinkedIn: [LAFERIA project](#)
- Bluesky: [@laferia-project.eu](#)

Both platforms have been assessed in terms of their respective advantages and disadvantages (Table 5).

**Table 5: Advantages and disadvantages of LinkedIn and Bluesky**

Platform	Advantages	Disadvantages
LinkedIn	<ul style="list-style-type: none"><li>• Intrinsically professional platform</li><li>• Capacity to share an increased amount of content, both in character count and media</li><li>• Quote reposting</li><li>• Ability to schedule posts</li><li>• Wide access to relevant stakeholders and interested parties</li><li>• Ability to edit posts after their creation</li></ul>	<ul style="list-style-type: none"><li>• Primarily used for job seeking</li><li>• Brand building can be time consuming</li><li>• Posts are limited in time and expire after 12 months</li><li>• Fewer interaction opportunities (such as polls)</li></ul>
Bluesky	<ul style="list-style-type: none"><li>• Clear guidelines</li></ul>	<ul style="list-style-type: none"><li>• Limited user base due</li></ul>

	<ul style="list-style-type: none"> <li>• Quote reposting</li> <li>• Ability to schedule posts</li> <li>• Increasingly gaining popularity, with an influx of profiles from X</li> <li>• User-friendly interface</li> <li>• Thorough vetting of disinformation and harmful content.</li> </ul>	<ul style="list-style-type: none"> <li>to its recent launch</li> <li>• Limited availability of subject-specific accounts for interaction</li> <li>• Limitations with character count and media attachments</li> <li>• Inability to edit posts after their creation</li> <li>• Automated analytics are unavailable due to recent launch</li> </ul>
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Consortium members have decided against participation on X (formerly twitter), at least on the project level. For other channels, such as instagram and facebook, decisions may take place later on in the project based on needs, capacities and potentials.

#### 4.3.2 Social media resources

Through its social media platforms, LAFERIA will engage not only with the personal and institutional profiles of its consortium members but also with other relevant profiles beyond the scope of the project. In other words, LAFERIA will engage with profiles sharing information on topics regarding biodiversity, innovative agricultural practices and ecosystem services, amongst others. Individual, corporate and institutional accounts with relevance to LAFERIA will be identified. The following have already been identified:

- UN Environment Programme
- Food and Agriculture Organization of the United Nations
- UN Biodiversity
- European Geosciences Union
- European Citizen Science Association
- Forestry Commission
- European Federation for Hunting and Conservation
- AGROECOLOGY Partnership

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- Department of Agricultural Sciences (Finland)
- Hushållningssällskapet Kalmar Kronoberg Blekinge (Sweden)

A list of relevant EU-funded projects and initiatives has been outlined in LAFERIA's description of action, which was later developed through a survey circulated amongst the project partners. LAFERIA will also interact with these projects/initiatives (see Table 1). This list will be updated regularly.

Beyond monitoring the content shared by other relevant projects and initiatives, LAFERIA will utilise another staple of social media: hashtags. By incorporating relevant hashtags in its posts, the project broadens the reach of its content while simultaneously connecting it to other posts with the same hashtag, thereby providing context and enabling easy tracking.

- #Biodiversity
- #LandscapeFeatures
- #EcosystemServices
- #HorizonEU
- #EUBiodiversity
- #EUGreenDeal

### 4.3.3 Social media campaigns

Social media campaigns are an effective method of communicating on social media by simultaneously being dedicated to a relevant subject and targeting specific stakeholders. Table 6 describes already planned social media campaigns:

**Table 6: Planned social media campaigns.**

Name	Hashtag	Description	Duration
Meet the partners	#LAFERIAPartners	LAFERIA will begin by introducing the partner organisations of the project and their expertise	6 weeks (2 partners per week)

What are landscape features?	#LFsUncovered	The concept of landscape features will be introduced, followed by an introduction of each sub-group of landscape features, as outlined by the consortium	5 weeks
Introducing the work packages	#LAFERIAWPs	All work packages will be introduced, highlighting their objectives and tasks	7 weeks
Case studies	#LAFERIACaseStudy	All 7 case studies that are a part of the project will be introduced, highlighting their context and objectives	7 weeks

Other campaigns will be developed accordingly during project meetings and relevant events. As LAFERIA progresses, other social media campaigns might become relevant and thus developed, in accordance with project results as well as important political or societal discussions. This will be reflected in the planned updates of the CP and PEDR in M24 and M46.

#### 4.4 Attendance at external events

Participating in events provides the opportunity to disseminate the project outcomes with a larger audience, the scientific community and other interested parties. Such relevant events have been identified by LAFERIA via a survey that was circulated amongst consortium members. Outlined events include but are not limited to:

- [IALE 2025](#)
- [Event about the renewed Guidance Green-Blue Through-Area](#) (by Deltaplan Biodiversiteits herstel)
- [EURAF 2026](#)
- [Sustainable Agronomy Conference 2025](#)
- [Landscape Ecology UK Conference 2025](#)
- [Agroecology Europe Forum 2025](#)
- [International Forum on Agrosystems Living Labs](#)
- [Finnish Plant Science Days](#)

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- [International Conference on Agricultural Science and Technology \(ICAST\)](#)
- [EAAE Congress 2025](#)

Attendance at events can support the communication and dissemination of project results through oral presentations during relevant sessions, poster and abstract presentations, delivered lectures or talks and networking with interested stakeholders.

### 4.5 Newsletters

Newsletters are a well-established communication tactic, allowing for direct and effective communication with stakeholders, promoting engagement with the project and providing updates on its latest developments. LAFERIA will circulate bi-annual e-newsletters to partners and external subscribers. Each newsletter will re-affirm LAFERIA's mission, highlight successes and update on developments and upcoming events.

### 4.6 Press releases

LAFERIA publishes press releases in two well-established science news portals: EurekAlert! and AlphaGalileo, maximising the project's reach to a wider audience and bringing attention to project developments and milestones. Potential press release topics include the kick-off of the project, important publications, LAFERIA-organised events and the release of project outputs. Throughout the lifespan of the project a minimum of 8 press releases will be published.

### 4.7 Videos

Multimedia is proven to be more engaging and attract a viewer's attention more than text or still images. Videos are an innovative tool encouraging the audience to form a more emotional connection to its subject-matter by allowing them to have a direct overview of the individuals engaged in the project, as well the events and activities.

Several videos have already been produced, including:

- [A promotional video of LAFERIA's kick-off meeting](#) which took place in February 2025, in Vila do Conde, Portugal;

- An [introductory interview with LAFERIA's coordinator](#), Francisco Moreira, shot during the kick-off meeting, contextualising the project and introducing the case studies.

Additionally, several other videos have already been conceptualised for the future of the project with the help of a questionnaire that was circulated amongst the consortium members within the first six months of the project and can be found in Table 7. This is a preliminary list which is subject to change.

**Table 7: Preliminary list of planned LAFERIA videos (TBD, to be determined)**

Topic	Target Group	Possible release
What are LF in agricultural areas?	Farmers and other land-users (TG1)	TBD
Benefits of LF	Farmers and other land-users (TG1)	2026
Priority agricultural systems for reintroducing LF	Policy makers (TG3)	2027
Successful initiatives of LF reintroduction	Policy makers (TG3)	2027
Annual highlights video	General public (TG9)	Yearly

#### 4.8 Podcasts

Podcasts are an increasingly popular and powerful communication tool. They have proven to be accessible and easy to consume due to their auditory format, which allows listeners to engage with content anytime and anywhere. They can be distributed across various platforms, making them available to a wide variety of audiences.

Several project partners have expressed an interest in contributing to a LAFERIA podcast at a later stage of the project. A few possible podcast episodes have already been suggested by relevant partners (see Table 8). This list will be expanded throughout the project and in accordance with LAFERIA's needs and activities.

**Table 8: List of possible podcast episodes**

Topic	Target Group	Possible release
Costs and benefits of LF and how to support them	Farmers and other land-users (TG1), Policy makers (TG3), General public (TG9)	2027
Business opportunities of LF	Policy makers (TG3)	2026/2027

#### 4.9 Scientific publications

Due to LAFERIA's research-based nature, many of the research outputs will be published in the form of scientific publications, available in (high-impact) peer-reviewed science journals. Open-access journals and trusted repositories will be used in compliance with the European Commission's FAIR (Findable, Accessible, Interoperable, and Reusable) principles. Through a questionnaire which was circulated among consortium members in the first 6 months of the project, we provide a preliminary, non-exhaustive list of target journals offering open-access, in which project partners aim to publish their research, where relevant.

- [Journal for Nature Conservation](#)
- [Land Use Policy Journal](#)
- [International Journal of Agricultural Sustainability](#)
- [Journal of Cleaner Production](#)
- [Journal of Environmental Engineering and Landscape Management](#)
- [Ambio](#)
- [Conservation Letters](#)
- [People and Nature](#)

Regarding publishing in journals from the Nature and Science families (published by [Springer Nature](#) and the [American Association for the Advancement of Science](#) respectively), which are high-impact but not open-access, preprints will be simultaneously made available in open-access repositories such as Zenodo.

### 4. 10 Practice abstracts

Practice abstracts aid projects in sharing their research and results in an accessible and understandable way. They are designed to adapt complex information for end-users and practitioners. LAFERIA intends to share relevant key publications as practice abstracts, thus making them available to a wider audience, and ensuring their reach to their relevant target groups.

### 4.11 Policy briefs

LAFERIA's mission is closely linked to policy, as the project strives to support the EU's Biodiversity Strategy for 2030, namely reaching the target of having 10% LF in intensive agricultural areas. In order to do so, a number of policy briefs, whose objective will be to disseminate project results and outputs with relevance for policy, have already been planned (D5.8 and D5.9). Additionally, through a survey that was circulated amongst consortium members, project partners have made preliminary indications of which project outputs and results they envision as policy briefs (see Table 4).

### 4.12 Stakeholder engagement

Stakeholder engagement lies at the core of the LAFERIA project and is fundamental to its success. To maximise impact and ensure the development of relevant, evidence-based recommendations for business models and policy frameworks that support the reintroduction of landscape features (LF) in agricultural areas, stakeholders are being comprehensively mapped at EU, national and local levels within the partner countries.

They will represent diverse sectors and interest groups, and will be actively involved at an EU, national and case study level. Their participation will be facilitated through a series of webinars and interactive workshops designed to promote dialogue, co-creation, engagement and mutual learning. A participatory engagement stakeholder framework is being developed within Task 5.1 of WP5, while Task 5.2 is dedicated to the proactive engagement of stakeholders and the co-development of alternative approaches to generating benefits from LF in the case study regions.

To further strengthen this engagement, the LAFERIA Stakeholder Community will be formally established. The Community will be publicly accessible on the project website, where interested individuals and organisations can register, indicating whether they prefer to engage in

direct, bilateral exchanges with the project or simply receive updates and news.

An exclusive LAFERIA Community page will also be launched on LinkedIn, offering a platform for stakeholders to share knowledge, best practices and ideas. This space will foster ongoing collaboration and connection among actors actively involved in, or interested in, the reintroduction of landscape features across Europe.

#### 4.13 Synergy building

To maximise impact and ensure that LAFERIA's outcomes reach a broad audience and remain relevant beyond the project's duration, LAFERIA will actively collaborate with existing projects, networks, initiatives, academic institutions, intergovernmental bodies and other key stakeholders. This is reflected in Task 6.1: Networking and strategic cooperation toward a longer-term and larger-scale vision.

A list of relevant EU-funded projects and initiatives has been outlined in LAFERIA's description of action, which was later developed through a survey circulated amongst the project partners. These projects and initiatives have been listed as their work is closely linked to the themes of LAFERIA, providing avenues for collaboration, shared events, campaigns and other relevant activities (see Table 1).

Through the circulation of the aforementioned survey, a preliminary list of relevant local, regional and national media channels which might be interested in LAFERIA's results was also collected (Table 9).

**Table 9: Relevant media channels per project country.**

Bulgaria	Sweden	Germany	Belgium	Netherlands	Finland
<a href="#">agri.bg</a>	<a href="#">Hallandsposten</a>	<a href="#">Norddeutscher Rundfunk (NDR)</a>	<a href="#">VILT</a>	<a href="#">Samen voor biodiversiteit</a>	<a href="#">Maaseudun Tulevaisuus</a>
<a href="#">capital.bg</a>	<a href="#">P4 Halland</a>	<a href="#">Tageszeitung (TAZ)</a>		<a href="#">boerennatuur</a>	
<a href="#">sinor.bg</a>	<a href="#">Barometern</a>	<a href="#">die ZEIT</a>			

### 4.14 Workshops

Workshops are an excellent tool for fostering collaboration, knowledge exchange and hands-on learning. They provide opportunities for networking, as well as a more direct involvement within the chosen topic. LAFERIA will utilise the workshop format to facilitate participation with stakeholders at a case-study and national level, relying on knowledge co-creation and exchange. Workshops will particularly be used to address information barriers about the importance of LF across regions. Guidelines, discussions and recommendations will be developed from the input gathered throughout different workshops.

Several workshops have been planned prior to LAFERIA's start, and proposed through the circulation of the PEDR survey, for example:

- An inception workshop for stakeholders (one workshop per case study regions). The inception workshop will identify the knowledge gaps for LF reintroduction within that region (link to WP5);
- Workshops for assessing perceptions (link to WP4);
- Workshops for assessing drivers and barriers (link to WP4);
- Workshops for business model discussions;
- Workshop on LF in Germany: When, where and how? The workshop will target NGOs and is planned for 2026/2027;
- Workshop on the benefits of LF to biodiversity and ecosystem services benefiting the farmer, meant for farmers, possibly in the winter of 2026;
- Workshop on the topic of funding of LF via CAP, meant for NGOs and parties of EP, possibly in 2026.

Workshops will not only be used to gather input but to also facilitate science-policy interactions at regional, national and EU levels, by joining key partners and encouraging active discussions. It was agreed that continuous engagement is essential for all case studies, and accordingly, additional workshops will be developed and implemented over the course of the project. The exact timing and contents of the workshops will, however, differ between case studies and according to their needs and capacities. A dedicated Participatory Stakeholder Engagement Framework (Task 5.1) will fine tune this.

### 4.15 European services

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To ensure the project's exploitation potential, LAFERIA will utilise dissemination and exploitation services offered by the European Commission, such as:

- [Horizon Results Platform](#)

As the Horizon Results Platform promotes the results of EU-funded research and innovation projects, namely those funded under the Horizon Europe programme, it is a crucial space for LAFERIA's outputs and results to find a relevant audience, sharing the vision of the project. Utilising the Horizon Results Platform well will support LAFERIA in reaching different stakeholders and encouraging engagement.

- [Open Research Europe](#)

As previously mentioned, LAFERIA will abide with the FAIR (Findable, Accessible, Interoperable, and Reusable) principles of data management. For this reason, Open Research Europe is a suitable candidate for LAFERIA's publishing needs by providing open-access and transparent publishing of scientific outputs.

- [EU-FarmBook](#)

EU-FarmBook will be utilised to share relevant practical project outputs and results, targeted at farmers and other land-users (TG1), policy makers (TG3) and research and Academia (TG4). Topic specific outputs can be shared in EU-FarmBook, in the hope that LAFERIA's recommendations, mapping of LF benefits and other results effectively reach their intended target groups.

- [CORDIS](#)

CORDIS is a Community Research and Information Service developed by the European Commission accessible to researchers, innovators and the general public. The platform provides access to information and results of EU-funded projects, encouraging transparency, knowledge sharing and networking.

## 5 Knowledge Portfolio with Key Exploitable Results (KER)

LAFERIA's Knowledge Portfolio presents the project's Key Exploitable Results (KER), matched to their potential users and exploitation pathways (Table 10). These were gathered through a survey circulated amongst consortium members, where those responsible or involved in one of the KER could indicate how they envision their dissemination and exploitation.

**Table 10: Knowledge Portfolio with Key Exploitable Results (KER) (TBD, to be determined)**

KERS	Type	Potential users	Exploitation pathways	Access
KER1. Evidence database on LF benefits	Data	TG1, TG4	Map, academic article	Partially open
KER2. Persefone.jl model	Model	TG3, TG4	Academic article, brochure, policy brief, open-source software	Partially open
KER3. Priority map for LF reintroduction in Europe	Data	TG3, TG5	Map, brochure, academic article, policy brief	Open
KER4. Guidance on LF management	Recommendations	TG1, TG3, TG5	Academic article, policy brief, report	Open
KER5. Toolkit for planning and decision making	Tools and protocols	TG1, TG3	Website	Open
KER6. Recommendations for policy improvements	Recommendations	TG3, TG4, TG5, TG8	Policy brief, scientific publication, blog, events	Open
KER7. Innovative solutions, including business models	Roadmap	TG3, TG6, TG2, TG1	TBD	Open

## 6 Intellectual Property Right (IPR)

Intellectual Property Rights (IPR) are legal rights created for the protection of any intellectual creation such as knowledge, research or expression. IPR

play a fundamental role in the dissemination and exploitation of research and results, ensuring creators control over their work, legal protection and the benefits of recognition, commercial gain and exclusive use. IPRs include patents, copyrights and trademarks.

LAFERIA works with FAIR (Findable, Accessible, Interoperable and Reusable) principles regarding the protection of data. As stated in the Consortium Agreement (CA), all results are owned by those who generated them. Rights to intellectual property can be shared in the case where multiple actors contributed to the property in question, and if their individual contributions cannot be distinguished or separated for protection purposes. Unless otherwise agreed in a joint ownership or consortium agreement, each joint owner is allowed to grant non-exclusive licensing to a third party (without sub-licensing rights) to exploit said jointly-owned results, as long as they have given the other owners a minimum notice of 45 days, and fair compensation where relevant.

Regarding the exploitation of results, those who have received funding under the grant must, to the best of their abilities, use or share their results, either themselves or through others, within four years after the project's conclusion. If the results aren't exploited within a year after the project's end, they must be reposed on the Horizon Results Platform to find potential users, unless agreed otherwise by the granting authority. More on IPR can be found in the Consortium Agreement (CA), available on [LAFERIA's Sharepoint](#).

## 7 Implementation plan

LAFERIA's implementation plan (presented in Table 11) outlines the project's communication, dissemination and exploitation tools in relation to the target groups and the Key Performance Indicators (KPIs) used to measure the impact and effectiveness of these activities. The implementation, oversight, and continuous updating of this plan fall under the responsibility of LAFERIA's communication team. Additionally, the communication team will undertake the creation of the communication materials, design and technical support. It will work with other consortium members to ensure their active participation in communication activities, as all partners are expected to engage to the different outreach effort by keeping the communication team up to date on their activities, providing content for project materials, participating in project organised events and stay active in publishing, presenting and disseminating their project outputs at relevant events and within their networks.

The implementation plan is divided into three stages, taking into account the anticipated progress of the project and its activities. Thus, each stage

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corresponds to the project's needs in that moment, adapting the focus of CDE activities respectively.



### Foundation (M1-M18)

- Focuses on establishing the project's visual identity and online presence
- Engages with LAFERIA's core community and focuses on raising awareness
- Initiating contact with stakeholders

### Active dissemination (M19-36)

- Builds on the foundation of the pre-established core community
- Disseminates targeted results, outputs, policy guidelines and other project outcomes to their relevant target groups
- Impact assessment

### Legacy (M37-M48+)

- Continues beyond the project's lifespan
- Focuses on the exploitation of results
- Plans the project's legacy

**Figure 1:** Visual representation of LAFERIA's development stages.

The **Foundation (M1-M18)** sets the stage for the remainder of LAFERIA's lifespan. During this initial stage, the visual identity of the project will be created, ensuring that the project is easily recognizable. LAFERIA will situate itself within the existing discourse on landscape features (LF) by reaching out to stakeholders and building the LAFERIA community. A core

## LAFERIA D5.3: PEDR

mission of this stage is raising awareness of LAFERIA's mission across sectors and ensuring that the project's vision reaches a wide audience. Additional related tasks are the processes of stakeholder engagement (WP5), strategic cooperation and the generation of a project vision (WP6).

The second stage, **Active dissemination (M19-M36)**, engages with the results and activities that are already underway within the project. It will make use of the project's outputs, ensuring that they are sufficiently disseminated and that they reach their relevant target groups and stakeholders. During this period, the first update of the PEDR is planned for M24. This revision will allow the communication team to assess the project's CDE activities, so that the core KPIs may be adapted, where needed, for the next stage of the project.

The third and final stage, **Legacy (M37-48+)**, focuses on the exploitation of LAFERIA's results and the planning of the project's legacy beyond its conclusion. At this stage several deliverables providing recommendations for the reintroduction of LF, taking into account policy, end-users and monetary incentives, will be made available. This final stage will ensure that these results are not only sufficiently disseminated, but that they are exploited by relevant target groups. At M46, the final update of the PEDR will be provided.

The current Deliverable D5.3 provides detailed KPIs, delineating their relevance in terms of project stages (1,2,3) and essence (C/D/E). During the following PEDR updates (M24 and M46), an evaluation will be conducted and the KPIs may be subject to change. LAFERIA selected its KPIs based on the following S.M.A.R.T criteria (Doran, 1981):

- **Specific**
- **Measurable**
- **Achievable**
- **Realistic**
- **Timely**

**Table 11: Overview of the CDE tools and the KPIs according to their corresponding project stage (1,2,3).**

C/D/E activity	Target group	Tool	Stage	KPI (for project duration)
C, D	All	Project website	1,2,3	>50 news items, >5 000

## LAFERIA D5.3: PEDR

				visitors
C, D	All	Social media (Bluesky, Linkedin, YouTube)	1,2,3	>200 posts, >500 total followers, >100 000 impressions
C	TG3, TG6, TG7, TG10	Policy briefs	2,3	At least 2 policy briefs
D, E	TG6, TG8, TG9	Press releases	1,2,3	At least 5 press releases, >20 000 views
C, D	All	Newsletter	1,2,3	8 issues, >300 subscribers, >35% open rate
D	TG4	Scientific publications	1,2,3	>15 peer-reviewed publications, incl. 2 in top 5% relevant journals
D	TG3, TG4	Presentations at scientific events and conferences	1,2,3	>20 events attended where project was presented
D	TG2, TG3, TG4, TG6, TG8, TG9	In-person workshops	2,3	>15 workshops; >500 attendees
D, E	TG1, TG2, TG3, TG4, TG6	Interviews with farmers	2,3	>70 interviews
C, D	All	Videos	1,2,3	>5 project videos, >800 views
D, E	All	Infographics	2,3	>2 produced, >200 downloads from website
C, D	TG1, TG2,	Online and in-person events	1,2,3	10 events, >20 attendees

	TG6, TG9	targeted at farmers		each
C, D	All	Podcasts	2,3	>5 episodes >300 listens
E	TG4	Training activities for students and early career researchers	1,2,3	>30 BSc and MSc students, >5 interns, >10 PhD and Postdoc researchers

## 8 Outlook

Altogether, the strategy delineated here aims at maximising LAFERIA's impact - on society, policy, and science. As in any project, the exact needs and developments cannot be foreseeable - thus requiring adaptive management. Accordingly, as the project progresses and its CDE needs evolve, the presented strategy will be evaluated and updated as required. At least two updates are planned at two time points during the LAFERIA project: month 24 (M24) and month 46 (M46). These updates will reflect the feedback that has been received, the lessons learned and any reality which could not have been predicted and to which the consortium must adapt.

## 9 References

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SUBJECT TO CHANGES

## Annexe 1: PEDR Survey

General Information

Please fill in your details.

**● Please fill in at least 5 answers**

Name	<input type="text"/>
Organisation	<input type="text"/>
Contact email	<input type="text"/>
Work package(s) you are involved in	<input type="text"/>
Task(s) you are involved in	<input type="text"/>

**Next**

## LAFERIA D5.3: PEDR

## Communication Questions

The following are LAFERIA's target groups defined so far (listed in the column on the left). Please use the blank space on the right to comment if something is missing or should be omitted. In addition, please identify specific subgroups within each category. If you are identifying subgroups on a national/local level, please indicate the corresponding country.

Attached here is also a list of the generated knowledge regarding the sub-groups, during the exercise held by EEB at the Portugal Kick-Off meeting (when opening the link open it in a new tab, to avoid losing the progress made on your survey). You can use it to see what was already identified, and what still needs attention. If you disagree with anything or believe it has been assigned to the wrong Target Group in the tables, please let us know.

You can use the empty rows on the bottom to suggest new target groups.

② This is a question help text.

! Please fill in at least one answer

## LAFERIA D5.3: PEDR

\*Please list some key communication/dissemination messages for one or more of the above-mentioned target groups.

For example, a possible message for farmers and other land-users could be: "LAFERIA will communicate strategies and business models for the re-introduction of landscape features in agricultural areas."

Make sure to include the target group or (if relevant) sub-group the message refers to.

  

\*Do you plan to promote LAFERIA via your personal communication channels? If yes, please provide the name/handle of the channel(s) and/or a link.

  

\*Do you have the opportunity to promote LAFERIA via your institutional communication channels? If yes, please provide the name/handle of the channel(s) and/or a link in the text box.

## LAFERIA D5.3: PEDR

A list of relevant organisations, networks and projects with which LAFERIA could potentially establish partnerships and synergies has already been outlined in the DoA (see table 4). The organisations are the following:

- AgroecologyTRANSECT
- AE4EU
- ALL-Ready
- Birds@Farmland
- CAP4GI
- RUBIZMO
- CREDIBLE
- SELINA
- NetworkNature
- OPPLA
- BIOGEA (BiodivERsa)

If you have any new suggestions, please fill them in the table below.

	Name of the organisation/network/project	Relevance to LAFERIA	Partners involved
Suggestion			

Do you have any relevant social media accounts that LAFERIA can actively engage with? If so, please list them below.

Please suggest local/regional/national media channels from your country which might be interested in LAFERIA's results. If you already have an established contact point in that channel, please provide it.

	Name of the channel	Contact point
Suggestion		
Suggestion		
Suggestion		

## LAFERIA D5.3: PEDR

### Questions about the dissemination and exploitation of your results

This table lists LAFERIA's research outputs defined so far. If you are working on any of these results, please fill in the relevant columns on the right. You can use the rows at the bottom to identify potential project outputs which were not mentioned. Please fill in all the relevant columns for each result.

● Please fill in at least one answer

	Main novelty of the result	Potential users (e.g. scientists, practitioners, industry, policymakers)	Potential impact of the result	Appropriate means for dissemination (presentation, video, poster, brochure, factsheet, workshop, etc.)
Type and coverage of LF across selected agricultural systems (D1.1)				
LF importance for ecological connectivity and priority agricultural systems for water systems restoration (D1.2)				
Potential of LF to biodiversity and ecosystem services (D2.1)				
Impacts of LF introduction on agriculture production, yields and farm economy (D2.2)				
Contribution of LF to the functioning farmland performance as a socio-ecological system (D2.3)				
Current policies and market tools affecting farmers' adoption and management of LF (D3.2)				
Overview and analysis of existing initiatives of LF reintroduction (D3.2)				
Political and economic context in case study regions (D4.1)				
Perceptions of LF benefits (D4.2)				
Decision-making processes (drivers and barriers) (D4.3)				
Business models alternatives (D4.4)				
Development of an inclusive business model based on readiness level and pathways (D4.5)				
Alternative approaches for LF reintroduction (D5.2)				
Vision for rural areas focusing on restoring LF (D6.1)				
Priority agricultural systems and regions for LF reintroduction (D6.2)				
Policy improvements assisting LF reintroduction (D6.3)				
Policy toolkit to incentivise LF reintroductions (D6.4)				
Policy brief 1 (D5.8)				
Policy brief 2 (D5.9)				

## LAFERIA D5.3: PEDR

How do you plan to disseminate your results? Check all that apply.

	Yes	No	No answer
scientific journal	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
meetings and conferences	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
workshops	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
policy briefs	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
infographics	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
practice abstracts	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
promotional materials (e.g. brochure)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
project website	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
press releases	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
LAFERIA's newsletter	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Horizon Results Platform (a European Commission service committed to disseminating information about Horizon Europe projects and their achievements)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
podcast	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
news article	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

This table lists LAFERIA's Key Exploitable Results (KER) defined so far. If you are working on any of these results, please fill in the relevant columns on the right. You can use the rows at the bottom to identify potential KERs which were not mentioned. Please fill in all the relevant columns for each result.

## LAFERIA D5.3: PEDR

Please provide a few examples of target journals offering open-access options in which you aim to publish your research (if relevant).

\*Please list any external events (e.g. conference, workshop, congress) that are relevant to LAFERIA or may be worth presenting the project at in the future.

Would you be interested in creating dissemination materials in English or your native language (e.g. Infographics, factsheets) that Pensoft can design? If yes, feel free to outline potential topics below.

\*Would you be interested in participating in a LAFERIA video/podcast presenting your results and/or giving your opinion on relevant topics?

\*Would you be interested in participating in a LAFERIA public event/seminar/workshop presenting your results and/or giving your opinion on relevant topics?

LAFERIA will organise a number of videos, workshops and podcasts throughout the duration of the project. Please suggest some examples for topics, target groups and potential timelines.

	Type	Topic	Target group	Timeline
Suggestion	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Suggestion	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Suggestion	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Suggestion	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>