



# D1.20 FRAMEwork Communication and Dissemination Plan

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### Deliverable Description & Contributors

- **Due date:** April 31<sup>st</sup> 2023
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  - **Project start date:** October 1<sup>st</sup> 2020
  - **Duration:** 60 months
  - **Work package:** Coordination and communication (WP1)
  - **Work package leader:** Graham Begg (HUTTON)
  - **Deliverable Title:** D1.20 Communication and Dissemination Plan
  - **Nature of deliverable:** Report
  - **Dissemination level:** Public
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- **Deliverable description:** A document outlining the communication and dissemination strategies will be distributed to all partners and placed on the FRAMEwork website.

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## 1. Background to the FRAMEwork project

### 1.1 FRAMEwork Project Executive Summary (*abbreviated*)

Biodiversity is essential for agroecosystem resilience, sustainability, and long-term food security. Traditionally, management for short-term economic returns has taken priority over management for the environment. Current mechanisms for compensating and encouraging farmers to apply biodiversity sensitive management strategies are often inefficient, being applied at individual farm rather than landscape level, and tend to be generic solutions, imposed from the top down at an EU or national level. Monitoring is rarely carried out and there is therefore little scope for evaluating the success of strategies in achieving improvements to farmland biodiversity.

The FRAMEwork project has been designed and develop a novel alternative to this called the **FRAMEwork System for Biodiversity Sensitive Farming** to enable the transition of EU farming systems to a position where they can conserve biodiversity and benefit from the enhancement of ecosystem services, while mitigating agronomic or economic risks. The FRAMEwork System combines the following elements:

- **Advanced Farmer Clusters** – local farmer groups working as a collective to deliver landscape scale management, supported by a Cluster Facilitator with expertise in agriculture and the environment, and linked to a local Cluster Stakeholder Group to inform and promote policy and practice, organised into regional, national, and international networks.
- **Technical Resource** – technical specialists associated with the regional, national, international networks to provide technical information, methods, and tools to support agrobiodiversity monitoring, management and policy including the dedicated DSTs – FRAMEselect and FRAMEtest.
- **Scientific Innovation** – researchers associated with regional, national, international networks to provide knowledge on the ecology, sociology and economics that underpins the functioning of sustainable agricultural systems.
- **Citizen Observatory and Information Hub** – an open access platform to support FRAMEwork networks, sharing activities, information, data and resources between farmers, scientists, policy makers, and citizens.

The FRAMEwork project will design, build, test, and deploy a prototype of the FRAMEwork System for Biodiversity Sensitive Farming and will work with 3 concepts important to the success and delivery of the project: (i) promoting collective landscape management; (ii) applying the approach across a diversity of European farming systems; and (iii) understanding and supporting the social and ecological change associated with a transition to biodiversity sensitive farming.

## 1.2 Project Partners

No	Participant organisation name	Type	Country
<b>1*</b>	The James Hutton Institute (HUTTON)	Research Inst	UK
	Game and Wildlife Conservation Trust (GWCT)	Non-profit	UK
<b>3</b>	Groupe de Recherche en Agriculture Biologique (GRAB)	Non-profit	FR
<b>4</b>	Universitaet fuer Bodenkultur Wien (BOKU)	University	AT
<b>5</b>	Eesti Maaulikool (EMU)	University	EE
<b>6</b>	Hoehere Bundeslehr- und Forschungsanstalt fuer Landwirtschaft Raumberg-Gumpenstein (AREC)	Research Inst	AT
<b>7</b>	Fundacion Artemisan (ARTEMISAN)	Non-profit	ES
<b>8</b>	Scuola Superiore di Studi Universitari e di Perfezionamento Sant'anna (SSSA)	University	IT
<b>9</b>	The University of Hertfordshire Higher Education Corporation (UNI OF HERTS)	University	UK
<b>10</b>	Centro de Investigacion Ecologica Yaplicaciones Forestales Consorcio (CREAF)	University	ES
<b>11</b>	Institut National de la Recherche Agronomique (INRA)	Research Inst	FR
<b>12</b>	Internationales Institut fuer Angewandte Systemanalyse (IIASA)	Research Inst	AT
<b>13</b>	Universiteit van Amsterdam (UvA)	University	NL
<b>14</b>	Luxembourg Institute of Science and Technology (LIST)	Research Inst	LU
<b>15</b>	Universitaet Osnabrueck (UOS)	University	DE
<b>16</b>	Taskscape Associates Limited (TAL)	SME	UK
<b>17</b>	Ceska Zemedelska Univerzita v Praze (CULS)	University	CZ
<b>18</b>	Nordisk Fond for Miljo og Udvikling (NORDECO)	SME	DK

\*Coordinating institution

## **2. Dissemination Plan**

### **2.1 Academic Research Dissemination**

Academic materials resulting from the project, for example research papers, will be made available on an open access repository linked to from the project website. Researchers on the project will also submit to relevant and impactful journals where possible as well as share their research through personal academic platforms and social media where used. Project communications will support further dissemination of research. Conferences attended by researchers throughout the duration of the project will provide an additional opportunity for engaging stakeholders and sharing findings.

### **2.2 Event-based dissemination**

Across the project's WP1, WP2, and WP3 are several types of events giving the opportunity for stakeholder engagement and the dissemination of project materials and approaches:

- WP1 project communications will support analysis, targeting and dissemination to key audiences. A symposium towards the end of the project will bring together stakeholders to disseminate Framework's outputs amongst interested parties and existing knowledge networks.
- WP2 Farmer Cluster meetings will support the dissemination of project approaches and methodologies. Their engagement with local, regional, and national stakeholders will further raise awareness of project topics.
- WP3 Citizen Science events with farmers, and their wider communities, will support the dissemination of Farmer and Citizen-led biodiversity monitoring techniques.

### **2.3 WP3 Citizen Observatory and Information Hub**

The Citizen Observatory and Information Hub will provide a platform for the dissemination of activities across the Farmer Cluster Network the project is establishing. The hub will also provide an impact and legacy vehicle for distributing project outputs including tools, guidelines, media, and other knowledge exchange content. Audience analysis and engagement for the hub will be supported by project communications.



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April 2021

# COMMUNICATIONS APPROACH & PLAN



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# Document Purpose

An outline of the project's communications activities based around the project website, social media channels, media content outputs and printed or digital written material.

This document shares communications information and resources as well as outlining tasks, roles, responsibilities and timings.

## Navigation

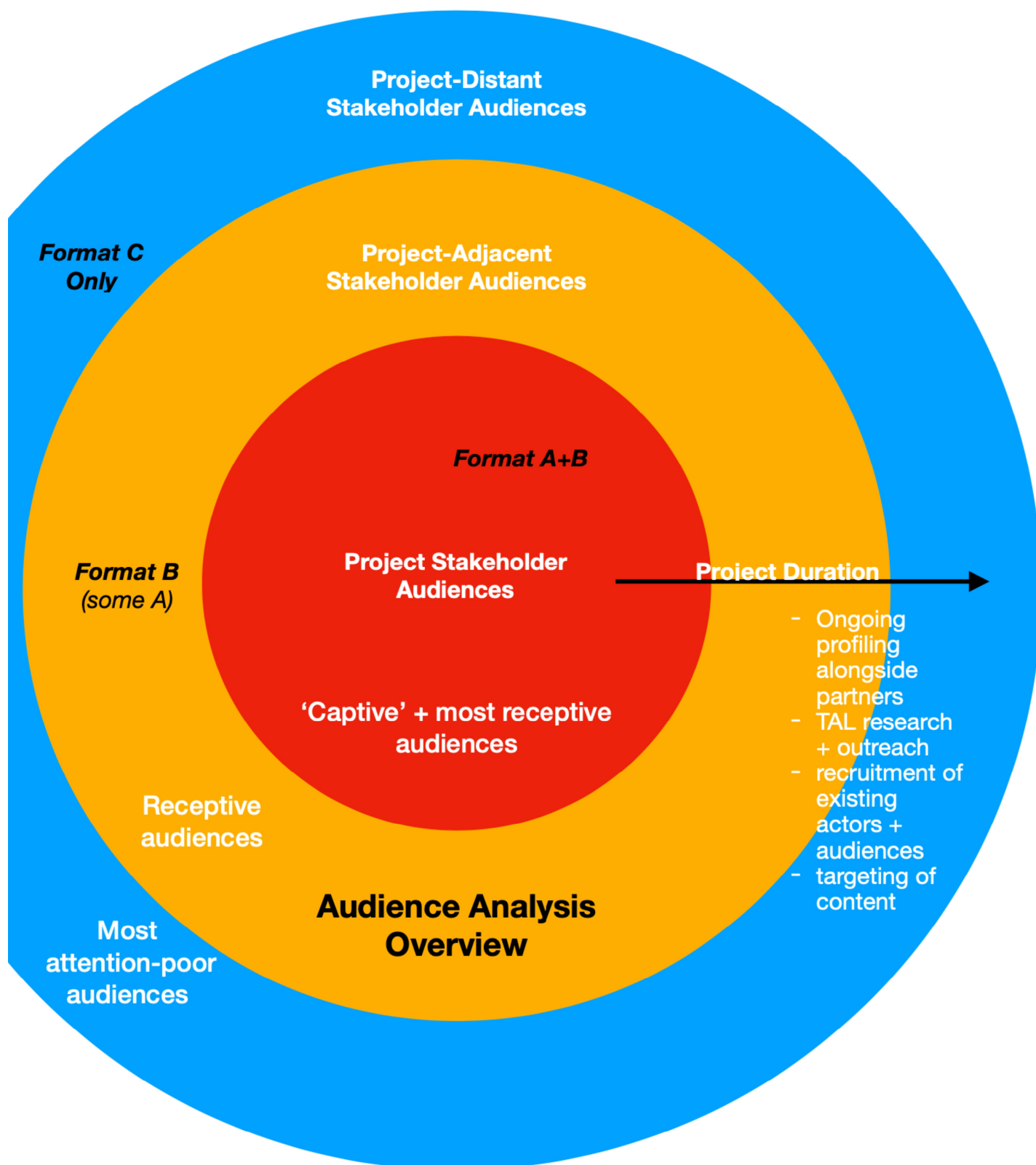
**text like this** links within the document

**text like this** links to online resources

This PDF is designed to be displayed two-pages at a time.

If you have any issues following links, please download the PDF.

Specialist development and dissemination of the project's research is not covered in this document, please refer to project document tba.



# APPROACH

The guiding principles of the project's communications approach are to reach audiences where they are and recognise them as actors with a stake in engaging with, discussing and ultimately driving change.

## Executive Summary

This communications approach and plan document will be updated at intervals during the project and links to live resources on the CKP. It details 'heartbeat' communications activities (project website, blog and social media) as well as three stages of content creation, and audience research and recruitment, which move from engaging internal to external audiences. **Stage One** facilitates the creation of user-generated content by researching and recruiting key internal project audiences - prioritising content creation and audiences associated with WP2. **Stage Two** recruits and trains further WP2 audiences, as actors, to co-produce and share media content - providing useful content to the project's WP3 information hub and therefore internal and project-adjacent audiences. **Stage Three** builds on these WP3-related communications activities, informed by WP7, to target and integrate external communication of FRAMEwork's most beneficial narratives and resources.

ONE

# AUDIENCES & ACTORS

Overview of ongoing audience analysis

**A**nalysis of the project's key audiences will be undertaken by TAL with the support of JHI and informed by all partners. The key priority will be to generate content that is tailored for the project's audiences:

- communicated in an appropriate format
- delivered through outreach to an appropriate location
- prioritising accessibility and intelligibility across the regions of the project. (See the **transcription correction** area of the CKP).

Further, recognising the project's audiences as actors who deserve content which:

- builds on stakeholder knowledge and awareness without repeating messages unnecessarily

- seeks to empower distinct stakeholder groups with specialised knowledge drawn from the project's ongoing activities as well as the consortium's existing knowledge base
- contextualises training and messaging content with calls to action which link into the developing knowledge landscape, including the project's own resources.

Evaluating the project's communications activities against these priorities will drive home the success of immediate project impacts as well as consolidate legacy impacts.

## Shaping The Communications Approach

Grassroots approaches inform the diverse undertakings of FRAMEwork's work packages. A core project commitment is to grounding disparate interests and perspectives in a shared goal of achieving sustainably productive agricultural landscapes that value biodiversity.

This will be reflected in a communications approach which seeks to inform and empower rather than promote one perspective or certain 'magic bullets'. Equal voice will be given to all stakeholders, reflective of the wide scope of the project's activities and concerns. Tailoring and targeting

content will be vital but should not come at the cost of ignoring the project's joined-up-approach. One which recognises that, for example, communicating the economic benefits of valuing 'natural capital' for ongoing agricultural productivity, or sharing technical information, will be most effective alongside interlinked messaging on the secondary social benefits to stakeholders of biodiversity-sensitive agriculture.

This ethos appropriately mirrors the wide variety of reasons Farmers and other stakeholders have for becoming involved in project purposes while also avoiding siloed cultural perspectives on agricultural landscapes which can restrict progress towards the project's guiding aims (eg. "green vs. mainstream").

The project's context, conception, motivations and activities all demonstrate that **what once was "green" is becoming mainstream**. To maximise communications impacts the project should aim to *keep this maxim at the centre of outreach to stakeholders* across Europe's agricultural landscapes.

## Delivering for Audiences & Actors

In order to deliver for the project's audiences and actors WP1 will undertake to achieve the following:

**Profile the project's three-tiered audiences** during each stage of the project's communications activities. This will involve TAL dynamically:

- continuing to discuss and discover audiences with project partners
- shaping **content formats**
- calibrating outreach methods and recruiting actors
- updating communication plan materials (including the documents **linked** throughout)

## Audience Analysis to date

Please see this interactive **live document** which displays audience analysis done so far. Review track changes is required across all live documents, thanks.

## Events & Activities

Please keep us updated on events and activities suitable for content acquisition or that would benefit from being communicated **here**.

TWO

# COMMS - TASKS

Profiling & Analysing Audiences

Project + Adjacent

- 1) **Building a core communications network** groundwork has been laid for effective networked communication to project and adjacent audiences by onboarding partner communications personnel to the Communications, Knowledge Management and Participation workspace and Project website. This foundational communications network will be consolidated and leveraged to serve the stakeholder audiences full range of communication tasks.
  
- 2) **Communications matrix** partners, including Comms Leads, have been invited to begin **sharing** adjacent audiences with whom they have, or feel the project can make, communications relationships.



3) **Mapping Partner Comms Expertise** TAL will supplement the development of this **communications matrix** resource with information mapping consortium partners' specialisms and areas of work, to integrate communications expertise, to enable communication activities to draw on the most appropriate and effective partner input and collaboration. All resources developed as part of audience profiling are living documents subject to review and improvement during the course of the project.

## Distant Audiences

4) **Profiling new / digital media audiences** TAL will test promotional audiences for **stage three** content on blogs, online video and social media platforms as well as calculating the most impactful use of resources across these channels.

5) **Profiling traditional media audiences** TAL will profile traditional media audiences as channels for paid and organic content by location (regional, national, international) and type (tv, magazines, newspapers radio etc.). This research, including internal analysis of project narratives eg. innovation, topical issues, human interest etc. will inform WP1 content and outreach strategies.

## Reaching Audiences

6) **Project Website** the **project website** will continue to improve in response to partner feedback. Recently, the member directory has been re-structured by project role. As project milestones are met TAL, informed by partners, will build sections that expand on key areas eg. the developing farmer clusters, biodiversity indicators etc. Although this resource closes at project-end any useful material can be secured in the information hub as a legacy resource.

7) **Project Blog** the **project blog** will continue to be updated throughout the project. TAL will commission articles, conduct interviews and repurpose transcripts generated by media content. To support legacy impacts we will also publish these on a free blogging platform like Medium from April 2021. The project has an open-door submissions policy - don't hesitate to submit articles on project and related activities! These may be reviewed, editorialised and translated into different languages as needed.

8) **Social Media** the project currently has Twitter and **Facebook** presences with Youtube being launched in April 2021. These are managed by JHI in conjunction with TAL. TAL will design templates for graphical posts eg. infographics, quotes, surveys etc. and lead on sharing

media content. TAL will join in with, and encourage, partners to submit links and other external / crossover content that can be shared to help define the project's aims and values to audiences.

Please deposit links to **evergreen** external content for sharing **here** and month-by-month or time-specific content **here**. Submitted links will be reviewed and covered by a "sharing does not equal endorsement" statement but they should be in line with the CKP Community Guidelines on content which can be found **here**.

JHI will help enable WP1 to meet its output cadence as well as share and create posts for specialist audiences. Both partners will help organically promote the project's social media channels and build followings. TAL will undertake targeted paid social media promotion and help automate the process through social media management software.

**9) Media Content** TAL will facilitate the sharing, generation and professional production of media content including "user generated" videos, project vlogs, thematic videos and video-audio podcasts. These will be shared in three **stages**. This content will be outputted via the project's comms channels and provide material for the information hub.

## THREE

# CONTENT

Overview of content outputs

## Video Content

Format	Type + Destination	Purposes	Examples + Touchstones
<b><i>Format A</i></b>	Baseline project-generated content, edited and or released by TAL  Some for video platforms, all for info hub	<i>Fundamental</i> (for internal and project adjacent audiences as well as legacy record)	<u>existing</u> videos by Graham Begg JHI, Jess Brooks GWCT -Upcoming videos ft. Artemisan etc. April 2021

N.B Suitable discursive medium-long form video content will be repackaged as audio-only podcasts.

Format	Type + Destination	Purposes	Examples + Touchstones
<b>Format B</b>	Projected-generated content produced remotely by TAL w/ <b>training and resources</b> (eg. vlogging kit and training provided, producer + story editor support) -Video platforms + WP3 M24 Info Hub	<i>Advanced</i> (packaged for internal, adjacent and external audiences) Prioritising internal and adjacent - for recruitment, training, recording and positioning resources	Professional and HQ vlogging  <b>VOX Borders</b> Series Youtube ( <b>Johnny Harris</b> )
<b>Format C</b>	TAL Professionally shot “signpost” content  Social Media + Video Platforms	<i>Ultimate</i> - Attention-drawing / call to action. For summarising, contextualising outreach and to drive audiences towards the project’s other content and resources.	Signpost / call to action eg. <b>Practical Action’s</b> Videos  TAL’s <b>DIVERSify France</b> video  TAL’s <b>DIVERSify Mini-Docs Trailer</b>

# Social Media Content

Format	Type	Purposes	Examples + Touchstones
<b><i>Sharing external content</i></b>	<ul style="list-style-type: none"> <li>Links to webpages or embedded content from outside the project. Incl: articles, online resources, videos etc.</li> </ul>	<ul style="list-style-type: none"> <li>To reflect the project's values, activities and aims</li> <li>To provide project audiences with resources and discussion-starters</li> <li>To develop a reciprocal comms relationship with other projects operating in the same area</li> </ul>	<ul style="list-style-type: none"> <li><b>Living Planet Index's Twitter</b> is a good example of retweeting and sharing external content related to their activities</li> </ul>
<b><i>Sharing Project Blogs, articles and press releases</i></b>	Links to project blogs, articles or press releases	<ul style="list-style-type: none"> <li>To organically spread all mentions of the project</li> </ul>	<ul style="list-style-type: none"> <li>find a running view of blogs articles and press releases published by the project <a href="#">here</a></li> </ul>

Format	Type	Purposes	Examples + Touchstones
<b><i>Graphical Posts</i></b>	Visual posts	<ul style="list-style-type: none"> <li>– Sharing information, advertising an event or call to action etc.</li> </ul>	<ul style="list-style-type: none"> <li>– Most are likely aware of the importance of leading with visuals on social media! The <b>Biodiversity Heritage Library</b> does this well.</li> </ul>

## Blogs, Articles & Press Releases

Format	Type	Purposes	Examples + Touchstones
<b><i>Blogs</i></b>	Blogs written by project participants or guests	<ul style="list-style-type: none"> <li>– To cover specific aspects of the project's activities or topical focuses.</li> </ul>	<ul style="list-style-type: none"> <li>– <b>existing blogs</b></li> </ul>

Format	Type	Purposes	Examples + Touchstones
<b><i>Articles</i></b>	Articles written about project activities, interviews with project participants or based off press release content.	To reach specific audiences	<ul style="list-style-type: none"> <li>– Everyone will be familiar with the types of <b>project adjacent</b> audiences interested in publishing such articles</li> <li>– TAL will <b>coordinate</b> approaching more distant channels</li> </ul>
<b><i>Press Releases</i></b>	Press releases about the project	To reach specific audiences	<ul style="list-style-type: none"> <li>– find a running view of blogs articles and press releases published by the project <b>here</b></li> </ul>

Visit the live **treatments document** outlining and organising treatment ideas across content formats, purposes and outreach channels.



## FOUR

# TIMINGS

Media content creation (Video + Audio)

### **Stage One: Format A content | 9 videos**



**M7-M17**

*3 thematic*

*3 discursive,*

*3 flexible tbc*

### **Stage Two: Format B content | 7 videos**



**M20-M39**

*3 vlogs,*

*4 other flexible videos formats tbc*

*eg. incl. discursive podcasts*

### **Stage Three: Format C content | 5 videos**



**M42-M54**

*5 short signposting summary videos targeting stakeholders for awareness and calls to action*

## **Cadence of Blogs & Social Media Content**

10 monthly blogs a year with two non-publishing months: December and January.

Fortnightly social media posts drawn from batched content generated by WP1 + partners as described **above**, automated scheduling as required.

Intermittent but important posts covering project events and milestones eg. a farmer cluster formed and active, monitoring indices published, specific events etc.

Three summary e-mail newsletters at key points in the project profiling activity and outputs to project and adjacent audiences.

## Press Releases & Articles

Press releases are currently going out at the beginning of the project and this activity should reoccur at key milestones and for some key events.

Get across them and share yours **here**.

## Gantt Chart

See an overview of the Communications Plan in **one place**.

## FIVE

# PARTICIPATION

Overview of task roles and responsibilities

using **RACI** : responsible, accountable, consulted, informed

### Comms

Task	R	A	C	I
1	<ul style="list-style-type: none"><li>– Partner Comms personnel</li><li>– WP1</li><li>– WP2 (stakeholders)</li></ul>	WP1 (TAL)	All Partners	All Partners
2	<ul style="list-style-type: none"><li>– All Partners</li><li>– WP1</li><li>– WP3 (Infohub)</li></ul>	WP1 (TAL)	All Partners	All Partners
3	WP1 WP7 (Info Synthesis)	WP1 (TAL)	Partner Comms personnel	All Partners
4	WP1	WP1 (TAL)	<ul style="list-style-type: none"><li>– Specific partners with experience + ready audiences</li><li>– Partner Comms personnel</li></ul>	All Partners

Task	R	A	C	I
5	WP1	WP1 (TAL)	<ul style="list-style-type: none"> <li>– Specific partners with experience + ready audiences</li> <li>– Partner Comms Leads + Matrix</li> </ul>	All Partners
6	WP1 JHI	WP1 (JHI + TAL)	<ul style="list-style-type: none"> <li>– JHI manage domain + update content</li> <li>– TAL website design, build + maintenance</li> </ul>	All partners
7	All partners JHI	WP1 (JHI + TAL)	<ul style="list-style-type: none"> <li>– blogs invited from <u>all partners</u></li> <li>– WP1 will reach out with specific ideas and commissions</li> </ul>	<ul style="list-style-type: none"> <li>– All partners</li> <li>– blogs will be viewable on the project website and commissions, discussions and drafts on the CKP</li> </ul>

<b>Task</b>	<b>R</b>	<b>A</b>	<b>C</b>	<b>I</b>
<b>8</b>	WP1 + All partners	WP1 (JHI)	<ul style="list-style-type: none"> <li>– TAL (for content such as graphical posts, media, and scheduling advice and resources etc.)</li> <li>– All partners, for project news, articles + press releases or external content to share</li> </ul>	<ul style="list-style-type: none"> <li>– All partners</li> <li>– SM activity will be viewable online</li> <li>– Content generation and discussion will be viewable on the CKP and associated living documents</li> </ul>
<b>9</b>	WP1 + All partners	WP1 (TAL)	WP1, PLM, WP Leaders, FC Facilitators + project participants etc.	<ul style="list-style-type: none"> <li>– All partners have access to this comms plan</li> <li>– All partners can respond to calls for content and discussion on the CKP</li> </ul>

Six

# RISKS & MITIGATION

Risks include:

Audience Analysis

**Risk: Farmer & FC Facilitator availability or engagement levels are low for comms activities**

Mitigation: Farmer cluster members and facilitators will have a lot to think about and, especially early on, may not want to prioritise comms - so the comms plan is designed so that *stage one* involves being informed by the cluster-forming process and generating content that is useful but not placing demands on FCs time. Only once farmer clusters are well established will stages two and three profile FC narratives in collaboration with those involved - prioritising quality, depth of content and multi-use opportunities over volume and coverage.

**Risk: UK- based WP1 cannot map project audiences across regions and languages to the degree necessary to meet communications impacts**

Mitigation: partner communications personnel have been onboarded to the CKP workspace and Project website member directory. This foundational communications network will be consolidated and leveraged to serve the full range of communication tasks. TAL has created live documents that can be accessed by all relevant parties and easily updated over time as the project develops and implemented processes for AI language transcription and project-member correction on the CKP. As per the live treatment document, *stage one* and *stage two* outputs can be generated in partner's home languages and subtitles added in English and other languages as required.

## Content Generation

**Risk: Partners are too time-poor or unable to host filming or in-person interviews / interviews and GAs are limited to online**

Mitigation: Key filming for *stage 3* content can be achieved incidentally at the annual GAs, including via Teams as necessary utilising recording and transcription features. 'Set piece' thematic b-roll can be captured at events and in agricultural landscapes remotely via trained or already

capable user-gen participants and targeted TAL Media team deployments, rather than documentary-style interviews being prioritised within formats. Vlogging-related (and other) media training, resources and support can be provided remotely via the CKP including facilitating international equipment rental.

**Risk: Partners don't engage with user-gen content creation in stages one and two**

Mitigation: Keeping calls for content submissions clear on the CKP and incentivising with responsive remote editing and publication (as well as training and vlogging opportunities) available. The stages of communications activities outlined also ensure feedback loops and adjustment. For example, vlogging, thematic formats and discursive podcasts allow a small number of engaged and effective communicators to create media content which successfully meets the wide range of desired media content outputs and impacts in a flexible, time-and-resource efficient, way. Although not ideal, this can mitigate low uptake and engagement.



# Reaching Audiences

**Risk: Adjacent and distant project audiences are hard to target and engage for the necessary time to achieve impacts online across digital output channels, from video platforms to social media**

Mitigation: limiting targeting distant stakeholders to the smallest and most focused *stage three* campaign will mitigate this - as will promoting general resources and calls to action (the info hub) rather than demanding significant attention on the spot. By focusing overall on project-mediated audiences, providing useful content for the info hub resource and cultivating select national and international media project appearances based on innovation and human interest narratives, project communications activities can deliver on impacts in a challenging attention economy.

## SEVEN

# LINKS INDEX

### CKP Links

- **Audience Analysis Document**
- **Adjacent Audiences Live Doc**
- **Communications Matrix Document**
- **Translations Correction**
- **Evergreen SM Content Database**
- **Time-specific SM Content Database**
- **Communications Plan Timings Gantt Chart**
- **CKP Community Guidelines**
- **Media Content Guide Document**
- **Blogs, Articles & Press Releases CKP Channel**
- **Comms Plan Live Resources Guide**
- **Events and activities calendar**

### External Links

- **Project Website**
- **Project Blog**
- **VOX Borders Series**
- **Johnny Harris' Introduction to Vlogs**
- **Practical Action's 2021 Video Campaign**
- **DIVERSify Scottish Government Fr. Feature**
- **Growing Beyond Monoculture Series Trailer**
- **Living Planet Index's Twitter**
- **Biodiversity Heritage Library's Facebook**

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