



TRANSNATURE

# Dissemination and Communication Plan

D5.1 Dissemination and Communication Plan,  
including social media strategy



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# 1 About TRANSNATURE

The TRANSNATURE project explores the transboundary governance of biodiversity in Europe. Through a comparison of selected models, the project examines how transboundary areas incorporate different stakeholders, how cooperation mechanisms among these stakeholders can improve biodiversity conservation, and how transboundary areas can improve the prevention and enforcement of cross-border pollution and wildlife crime. In conducting this research, the project has three main objectives: 1) identify successful examples of transboundary biodiversity conservation; 2) propose ways to address common challenges and effectively protect biodiversity; and 3) elaborate policy recommendations to improve the effectiveness of transboundary biodiversity conservation governance.

TRANSNATURE's consortium consists of researchers from the Eurac Research Institute for Comparative Federalism, the University of Lapland, the Universitat Rovira i Virgili, and the University of Ghent. Eurac Research oversees overall coordination under the scientific coordinator of TRANSNATURE, Federica Cittadino. European biodiversity partnership Biodiversa+ funds the project, which aims to address the Biodiversa+ Joint Call's priority Theme 3 referring to "Effective management and equitable governance to deliver bold conservation outcomes." The proposed research will also impact Theme 1, on "other mechanisms" to protect biodiversity areas, and Theme 2, which looks at how to reconcile conservation with other uses.

The research process combines desk research on relevant legal and policy documents with interviews and focus groups for key stakeholders to accommodate different views, interests, and needs of the communities concerned. Stakeholders are consulted throughout the course of the project for feedback and policy recommendations. The case studies cover a variety of ecosystems, governance models, authorities, and actors and were selected as key examples of biodiversity governance cooperation involving multiple stakeholders. The cases are as follows:

- ZASNET EGTC and transboundary biosphere reserve Meseta Ibérica (Spain/Portugal)
- Prealpi Giulie and Triglav parks (Italy/Slovenia)
- Westerschelde (The Netherlands/Belgium)
- Baltic to Barents (Finland/Sweden/Norway)

Recommendations from TRANSNATURE to improve transboundary conservation measures will have implications for different governance levels and policy trends aimed at combatting the growing pressures of climate change on biodiversity. For example, the UN Convention on Biodiversity (CBD) and EU Biodiversity Strategy for 2030 both point to complex governance models involving the cooperation of multiple stakeholders as being essential for biodiversity protection. The project is also in line with the Environmental Action Programme to 2030 and the Fit for 55 Package under the European Green Deal and will contribute to national biodiversity strategies pursuant to art. 6 of the CBD as well as local governance of the areas under study.

The project runs from March 2023 to February 2026. Communication and dissemination of project results will be delivered through the project website and its repository, social networks, yearly newsletters, academic conferences, and publications in open access peer-reviewed journals and blogs. This Dissemination and Communication Plan (DCP) further elaborates on distribution channels for the project, along with expected objectives and impacts.

## 2 About the Dissemination and Communication Plan

### 2.1 Objectives

TRANSNATURE will have specific impacts on and contribute to policy-making at different policy levels. Thus, the objective of this TRANSNATURE DCP is to outline a structured strategy for effectively engaging with target audiences, stakeholders, and policy-makers in a stable way, sharing the project's advancements and findings with the wider community, and ensuring that results are available and understandable for end-users.

The DCP ensures that the research findings and outcomes are communicated comprehensively, transparently, and in a timely manner to both academic and non-academic audiences, and it facilitates the transfer of knowledge and expertise gained from the research to relevant stakeholders, including policy-makers, and the general public. This way, the TRANSNATURE DCP helps maximize the impact and relevance of the research by reaching the intended audience, promoting engagement, proposing ways to address common challenges and to effectively protect biodiversity in real-world contexts. With the project's visual identity, the DCP enhances the visibility of TRANSNATURE, leading to recognition within the academic and broader communities. The plan also ensures compliance with the requirements of the funding institutions, in particular with regard to stakeholder engagement and impact on policy-making.

### 2.2 Responsibilities

The successful implementation of the WP5 – Ensuring the dissemination and communication of project outputs and results rests in the hands of Eurac Research, who bears the responsibility for its effective execution. The leader of the WP is Petra Malfertheiner ([petra.malfertheiner@eurac.edu](mailto:petra.malfertheiner@eurac.edu)) in collaboration with Federica Cittadino ([federica.cittadino@eurac.edu](mailto:federica.cittadino@eurac.edu)).

All partners are collectively obligated to collaborate closely with the WP lead. This collaboration entails sharing their research advancements, publications, and photographs and videos from project events. By actively and timely contributing and facilitating the flow of information, partners play a crucial role in ensuring the effectiveness of communication and dissemination efforts. This collaborative approach fosters transparency, accountability, and the efficient sharing of project-related updates and achievements, ultimately enhancing the project's visibility and impact across diverse audiences. It underscores the importance of collective engagement in the successful management and communication of the work package's objectives and outcomes.

All researchers participating in the project adhere to the proper and accurate acknowledgment of the project's funding sources.<sup>1</sup>

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<sup>1</sup> The TRANSNATURE project vademecum offers guidance to researchers and project assistants engaged in the project on how to effectively employ the visual identity, and the logo. The vademecum also includes some guidelines on how to acknowledge the funding.

## 2.3 Acknowledgement of funding

To acknowledge Biodiversa+, the European Commission, and the funding organizations that funded the TRANSNATURE project, the Biodiversa+ partnership requires that:

- for all **written** materials, including papers published in scientific journals and policy briefs, the following sentence is indicated:

This research was funded by Biodiversa+, the European Biodiversity Partnership under the 2021-2022 BiodivProtect joint call for research proposals, co-funded by the European Commission (GA N°101052342) and with the funding organizations, the Autonomous Province of Bolzano-Bozen – South Tyrol, the Academy of Finland, the Agenda Estatal de Investigación, and the Research Foundation Flanders.

- in any **visual** (PowerPoint, poster, social media, video, project’s website...), the Biodiversa+ logo and the EU emblem, as well as the logos of the relevant funding organizations are placed as follows in the example:



This research was funded by Biodiversa+, the European Biodiversity Partnership under the 2021-2022 BiodivProtect joint call for research proposals, co-funded by the European Commission (GA N°101052342) and with the funding organizations, the Autonomous Province of Bolzano-Bozen - South Tyrol, the Academy of Finland, the Agencia Estatal de Investigación, and the Research Foundation Flanders.

Figure 1: TRANSNATURE acknowledgement of funding, example

## 3 Visual identity

### 3.1 Logo

The logo for the TRANSNATURE project is a visually representation of its core theme, transboundary governance models of biodiversity protection. The logo features two overlapping squares, positioned diagonally to create a dynamic composition. The squares represent the concept of transboundary governance, signifying the collaboration and cooperation between different regions and countries in Europe. The overlapping nature of the squares conveys the idea of shared responsibility and interconnectedness in protecting biodiversity across borders.

Within the overlapping squares, a fox is depicted. The animal symbolizes wisdom, adaptability, and intelligence, qualities that are highly valued in the pursuit of effective biodiversity protection. As an animal known for its ability to adapt to diverse environments, the fox represents the need for flexible and innovative approaches in transboundary governance models. Overall, the fox was chosen for the TRANSNATURE logo because of its ubiquity, adaptability, and cultural significance. As an emblematic species of European wildlife that roams freely across borders, it reinforces the project's focus on transboundary governance models for protecting natural resources and biodiversity throughout the continent.

The choice of colors further enhances the logo's symbolism and reinforces the project's objectives. The primary colors used are blue and green. Blue represents trust, harmony, and stability, reflecting the collaborative efforts and commitment to effective governance. Green, universally associated with nature and sustainability, underscores the project's focus on protecting natural resources. The grayscale alternative of the logo offers increased versatility, as it can be used in a wide range of applications where color may not be suitable or available, e.g. in print media. With the overlapping squares and the fox, it was ensured that the design of the grayscale logo of TRANSNATURE remains clear and distinguishable without relying on colors. Also, the contrast between elements was maintained.



TRANSNATURE

Figure 2: TRANSNATURE logo in colors



## TRANSNATURE

Figure 3: TRANSNATURE logo in grayscale

### 3.2 Templates

To ensure uniformity in communication, templates for documents and presentations (Word and PowerPoint) have been distributed to all consortium members and saved on the joint team on Microsoft Teams: [Templates](#). These templates have been designed to align with the visual identity of TRANSNATURE, fostering a cohesive and consistent appearance across all project-related materials.

### 3.3 Color codes

The corporate identity of TRANSNATURE incorporates the colors blue and green, symbolizing trust, collaboration, and environmental sustainability. These colors need to be used in all TRANSNATURE documents. The color codes are as follows:

|   |                        |
|---|------------------------|
|  | <b>RGB</b> 212 225 197 |
|  | <b>RGB</b> 91 123 122  |
|  | <b>RGB</b> 69 99 101   |
|  | <b>RGB</b> 99 132 141  |
|  | <b>RGB</b> 76 103 120  |
|  | <b>RGB</b> 212 225 197 |

Figure 4: TRANSNATURE color codes



## 3.4 Infographics

To convey the TRANSNATURE research results to a broader audience and in a more engaging and understandable way, infographics will be designed as a deliverable within WP5. By presenting information clearly and concisely, infographics help researchers communicate the main points without overwhelming their audience with too abstract and complex concepts, and they help people remember key findings of TRANSNATURE. These visual representations also encourage storytelling, and will be shared on various platforms, on the website as well as on the social media channels and project presentations. In the international context of TRANSNATURE, these infographics have wide accessibility and shareability, bridging language barriers and reaching global audiences.

## 4 Dissemination and Communication Channels

Recognizing the diverse interests and preferences of the target audiences, a multifaceted dissemination and communication approach has been developed. By utilizing a more comprehensive array of communication tools, TRANSNATURE aims to ensure that the research reaches a wide and diverse audience. While we are aware of the diverse audiences, the tools for dissemination and communication are listed below without specific allocation to one or the other, as the two aims are oftentimes overlapping.

### 4.1 Website

The TRANSNATURE website serves as a dedicated online platform both to disseminate research advancements within the scientific community and to communicate with a more general audience. The website helps stakeholders, researchers, and the general public gain a clear understanding of the project's purpose and goals.

The TRANSNATURE website will also serve as a dynamic space for providing ongoing updates on the project's progress, showcasing milestones achieved, and highlighting significant developments. Regular progress updates will keep stakeholders informed about the project's status and demonstrate its vitality.

Another crucial role of a research project website is the dissemination of research outputs. In particular, the website will link to the dedicated Zenodo community as a repository for research findings, reports, publications, and other project-related materials. This accessibility ensures that the project's results are available to a wide audience, including fellow researchers, policymakers, and the interested general public.

The website will incorporate an inventive and interactive map showcasing prominent instances of transboundary biodiversity preservation, including their governance specifics. This map will encompass a global perspective, extending beyond Europe, to provide a comprehensive frame of reference. It will encompass the project's study regions and associated stakeholders. The inclusion of this mapping feature is likely to generate increased traffic and engagement from interested individuals and researchers. It can serve as an attractive and informative tool, encouraging visitors to explore and interact with the content related to transboundary biodiversity protection and governance.

Collaboration is also fostered through the project website, with features such as contact information for project team members, collaboration opportunities, and resources for effective teamwork. It serves as a hub for coordinating activities, sharing documents, and communicating project-related information securely.

The website provides a direct link to its associated X account, offers a newsletter subscription option, and allows visitors to stay informed about upcoming events.

The website features a readily available media kit, containing a concise project description, the project logo, key project facts, as well as contact information. This media kit is designed to facilitate the work of journalists, providing them with essential information and resources to use in their reporting and coverage of the project.

## 4.2 Zenodo community

The Zenodo community linked to the TRANSNATURE website facilitates data sharing by providing access to publications, datasets, and resources generated during the research process. This commitment to transparency empowers other researchers to use the project's data for further analysis or validation, contributing to the advancement of knowledge. The use of the Zenodo community is outlined in detail in the DMP.

## 4.3 Journals

The research consortium has already identified some high-profile academic journals in which they intend to publish the outcomes and findings of their research. This selection reflects a strategic approach to disseminating their research, ensuring that it reaches the most relevant platforms and the most influential research community within their field. These journals are, among others, Transnational Environmental Law, RECIEL, Journal of Environmental Law, Journal of Human Rights and the Environment, Environmental Law Review, Journal of International Wildlife Law & Policy, and Vanderbilt Journal of Transnational Law.

## 4.4 Conferences

The researchers involved in TRANSNATURE are actively planning to showcase their research findings at various international conferences, contributing to the global discourse on transboundary governance models for biodiversity protection. Examples for such conferences are the European Environmental Law Forum (EELF), the annual Colloquium of the IUCN Academy of Environmental Law (AEL), events of the IUCN World Commission on Environmental Law, the Tarragona International Environmental Law Colloquium, the ICON.s conference and others.

## 4.5 Policy recommendations

Findings of the research will be widely shared between several audiences in order to develop and strengthen the discussion on the transboundary governance of biodiversity in Europe. These findings are gathered in a set of policy recommendations that will be sent to key stakeholders, saved on the website, and uploaded on Zenodo.

## 4.6 Blog posts

In addition to more academic outlets, such as the journals, the TRANSNATURE consortium has also cultivated long-standing collaborations with both academic blogs and blogs aimed at reaching a broader audience. These collaborations are poised to play a crucial role in further disseminating and communicating the research results to a wider readership, extending the research's reach and impact beyond traditional academic channels. Examples include [IACL-AIDC Blog](#), [ICONnect Blog](#), [Völkerrechtsblog](#), [Verfassungsblog](#), [Föderalismusblog](#), as well as the [EUreka! blog](#) for a broader audience. Throughout the project, researchers will actively engage in publishing blog posts as part of their dissemination and communication strategy. These blog posts will serve as an additional avenue for sharing insights, updates, and key findings related to the research. They will be shared on the website and on the social media channels, in particular X.

## 4.7 Social media

Institutional social media channels play a pivotal role in the dissemination and communication of the TRANSNATURE project due to their unparalleled capacity to connect with diverse and global audiences. X, Facebook; and Instagram offer real-time, interactive, and accessible means of sharing research findings, updates, and insights, breaking down the barriers between academia and the broader public. To make the best use of social media, the research project will leverage the existing social media channels of all partner and funding institutions. Collaboratively, they will cross-post, share content, and tag each other, harnessing the collective reach and expertise of their networks. This strategic approach ensures that research findings and updates are disseminated widely, fostering engagement, sparking discussions, and facilitating collaborations. By actively harnessing the established social media presence of partner institutions, the project maximizes its impact, recognition, and knowledge-sharing potential across a diverse and interconnected audience.

These social media will enable researchers to engage in meaningful dialogues, and garner feedback, thereby amplifying the impact of their work. Furthermore, in combination with the TRANSNATURE website and the Zenodo community, these channels will facilitate the swift and widespread distribution of research outputs, enhancing visibility, recognition, and knowledge dissemination.

Additionally, an [X account](#) (@transnature\_bio) has been established specifically for the project. This dedicated account will serve as a centralized platform for sharing research results, showcasing project advancements, and providing real-time updates on the project's activities and milestones. It will enhance the project's online presence and enable direct communication with a broader audience, including stakeholders, fellow researchers, and the interested public, further amplifying the dissemination and communication efforts.

## 4.8 Newsletter

The annual TRANSNATURE newsletter will serve as an additional dissemination and communication tool, offering a source of information that consolidates progress, achievements, and milestones throughout the year. It will establish a regular engagement rhythm with stakeholders, highlighting significant accomplishments, collaborations, and partnerships. With visually appealing elements in the TRANSNATURE visual identity, and a historical record of the project's evolution, the newsletter will engage a wider audience, ultimately strengthening relationships with the research community, stakeholders, funders, and collaborators while showcasing the project's impact and contributions. To ensure accessibility, interested parties will also have the option to subscribe to the newsletter directly through the TRANSNATURE website.

## 4.9 Press releases

The TRANSNATURE research project is committed to issuing and distributing regular press releases in different languages, providing concise updates on the progress and findings, ensuring widespread awareness and engagement. The press releases will be uploaded in the media kit on the TRANSNATURE website.

## 4.10 Videos

Throughout the project, each partner institution will capture stakeholders' insights and perspectives in video recordings during stakeholder meetings. In addition to these recordings, there will be an ongoing production of videos that document various project-related developments. To maintain a consistent and professional presentation, all videos will follow a standardized structure, guided by a set of directives provided by the WP lead (see Annex). This approach ensures uniformity and coherence across all video content, resulting in a harmonized and visually cohesive presentation that aligns seamlessly with the overall visual identity of TRANSNATURE. The videos will be shared through multiple channels, including the TRANSNATURE website, the project's dedicated X account, and various social media platforms. This wide-reaching distribution strategy ensures that the video content reaches a diverse and engaged audience, maximizing its impact and visibility. The aim of these videos within the TRANSNATURE project is to disseminate information, engage stakeholders, and raise awareness about biodiversity conservation efforts. They also serve to showcase project progress and promote collaboration.

## 4.11 Streaming

The closing conference of TRANSNATURE will be streamed and recorded for further publication on the website and social media. It enables wider access to the conference's proceedings, ensuring that stakeholders, researchers, and interested parties can remotely participate, view presentations, and engage in discussions, thus maximizing the conference's reach and the project's impact. Additionally, it allows for real-time interaction and questions from a diverse audience, fostering a dynamic and inclusive exchange of ideas and insights.

## 5 Stakeholders

The project plans to involve a wide array of stakeholders to shape policy-making at all levels of governance (CBD; DG ENV and Coordination Group for Biodiversity and Nature; Alpine Convention; EUSALP; Environmental Ministries; authorities responsible for nature conservation and forestry management at national and subnational levels). In particular, TRANSNATURE builds on the continuous exchange and dialogue with the stakeholders of selected cases:

- ZASNET EGTC and transboundary biosphere reserve Meseta Ibérica (Spain/Portugal)
- Prealpi Giulie and Triglav parks (Italy/Slovenia)
- Westerschelde (The Netherlands/Belgium)
- Baltic to Barents (Finland/Sweden/Norway)

Stakeholders have agreed to actively participate and provide input throughout various stages of the project's development (see Annex IV). This includes an initial meeting for the project presentation, interviews and focus groups, meetings to collect input on the policy recommendations for enhancing the effectiveness of transboundary biodiversity governance, as well as the dissemination of project's results and sharing of policy recommendations derived from the project findings.

TRANSNATURE will produce more general impacts on society, since it aims to ameliorate the governance of natural areas, including through the participation of local actors and with specific impacts on the cross-border pollution and unlawful uses of local fauna. In this sense, the project will produce benefits to the inhabitants of the areas studied in the project, as well as citizens at large. As explained above, the project website and more outreach activities such as blog posts, videos, infographics, press releases, and policy recommendations will be used to reach citizens, end-users, and civil society at large. The project distinguishes between (a) stakeholders, which are subjects and institutions interested in the project design, development, and implementation, and (b) end-users, which are to benefit from the research conducted in the study areas, including for instance other transboundary conservation areas that will not be specific object of our study such as EUREGIO and PMIBB as detailed below.

The project will inform and exchange with several international levers and multipliers that reach out to their members. Such levers and multipliers are, among others, EUSALP, Evroregija Alpe-Jadran, Arge Alp, CBD Secretariat, the EU Commission, IUCN, UNEP, UNEP Vienna, the Alpine Convention, and others.

Several international stakeholders (international organizations, CBD, EGTC, municipalities, citizens...) have already expressed their interest in the project. An initial list of stakeholders has been included in the project. This list will be constantly updated during the lifetime of the project. For privacy reasons, contact details are specified only if publicly available. Other contacts are safely stored in the TRANSNATURE databases and accessible to those responsible only.

## 6 Annex

### Stakeholder videos

#### Interviewees

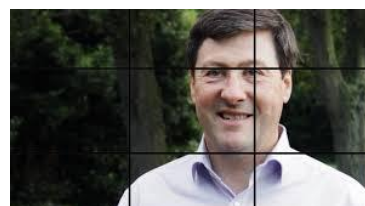
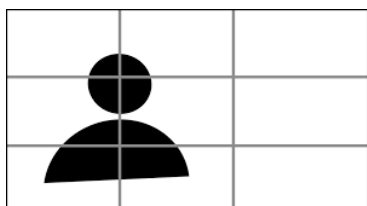
- Identify 1 interviewee per country, meaning two people per case study (e.g. 1 from Slovenia, 1 from Italy).
- Each interviewee should be interviewed separately.
- Within the interview, the interviewee should introduce themselves (name, position, etc.), talk about their experience collaborating across state borders and with different stakeholders, and discuss how transboundary pollution and wildlife crime is being addressed (if applicable to the interviewee).

#### Preparations before recording

- If possible, send questions to the interviewees beforehand so they can prepare.
- English is preferred as the language of the interview.
- Make sure they have signed the necessary privacy consent documents for video and audio recordings.

#### To keep in mind while recording

- Ensure the interviewee is well lit, with minimal/soft shadows covering their face.
- Record video with your phone in landscape mode.
- Frame the interviewee in a medium closeup shot and position them in the left or right third of the frame, as shown in the images below. Advise the interviewee to look at the camera when talking.



- The interviews should be conducted sitting down. This can help the interviewer keep the camera steady, leaning on table, armrest, etc.
- In general, ask each question and then have the interviewee give their response. Interject only if it seems appropriate.
- Don't go over three minutes per question. Record separate videos for each question.
- Remember to keep the camera in the same position for each question.
- Go through the video to make sure the lighting/framing is good and the audio is clear.

#### If you record the interviewee at the stakeholders' meeting

- Try to film outside if possible for a scenic background, or inside with a nice view from the window.

- Make sure the surroundings are not too noisy that they will obscure the audio. Use a microphone if you have it.
- If possible, film also some scenes from the stakeholders' meeting (people talking, landscape, location of meeting, park, ). Inform the participants about the usage of photos and videos. These clips should also be in landscape mode, and only need to be a few seconds each.

### **After recording**

- Upload the videos (MP4) including the names of the interview partners on Teams, in the folder WP5 - Dissemination and Communication.