



## Deliverable 2.1

### **Communication and Dissemination Plan**

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## Project details

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<b>Project full title</b>	<b>B</b> iodiversity and <b>I</b> nfrastructure <b>S</b> ynergies and <b>O</b> pportunities for European Transport <b>N</b> etwork
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1	31/03/2021	Final draft Julie de Bouville (FRB)

## EXECUTIVE SUMMARY

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The BISON project is led by a consortium of 39 European members and associated countries. It aims at tackling the integration of biodiversity with the development of infrastructure, including roads, railways, waterways, airports, ports, or energy transport networks.

The BISON project will meet the above aim through the specific objectives below:

- To identify future research methods in terms of cost effectiveness and the need for innovative solutions for a better integration of biodiversity activities with transport infrastructure.
- To identify the appropriate construction, maintenance, and monitoring methods and to select long-term durable and sustainable materials that can be applied by different transport modes to reduce the impact of transport on biodiversity.
- To support European Member States to fulfil their international commitments by engaging all stakeholders into biodiversity mainstreaming for infrastructure planning and development.
- To strengthen European Member States' leadership in sustainability, by showing the way to the other countries, including developing countries

The widespread and effective dissemination of results is a key component of the project as well as one of the overall goals to be achieved.

The objectives of communication activities, which shall contribute to the scientific and technical progress of the project as well as to a broad implementation of the project results, are to:

- To raise awareness on the project and its objectives, including how the project completes the larger framework on global initiatives to preserve biodiversity.
- To inform target audiences on BISON activities and progress.
- To share global initiatives on transport regarding the biodiversity conservation and to inform the public.
- To present the project deliverables and disseminating knowledge compiled within the within this H2020 Coordination and support action – BISON project.

The purpose of this document is to present the communication and dissemination perspectives in detail, listing the planned activities. This is a first approach and some of this information may be updated during the development of the project.

This report constitutes the Deliverable 2.1 of BISON project, part of the WP2 (Communication, Dissemination, exploitation of results to strengthen partnerships).

## ABBREVIATIONS

### List of BISON partners

Partner no.	Short name	Name	Country
1	CERTH/HIT	CENTER FOR RESEARCH AND TECHNOLOGY HELLAS	Greece
2	FEHRL	FORUM OF EUROPEAN NATIONAL HIGHWAY RESEARCH LABORATORIES	Belgium
3	MTEs	MINISTERE DE LA TRANSITION ECOLOGIQUE ET SOLIDAIRE	France
4	CDV	CENTRUM DOPRAVNÍHO VÝZKUMU v.v.i	Czech Republic
5	UGE	UNIVERSITÉ GUSTAVE EIFFEL	France
6	SPW	SERVICE PUBLIC DE WALLONIE – DIVISION MOBILITE – INFRASTRUCTURES	Belgium
7	UPGE	UNION PROFESSIONNELLE DU GENIE ECOLOGIQUE	France
8	UIC	INTERNATIONAL UNION OF RAILWAYS	France
9	CEREMA	CENTRE D'ETUDES ET D'EXPERTISE SUR LES RISQUES, L'ENVIRONNEMENT, LA MOBILITE ET L'AMENAGEMENT	France
10	Agristudio	AGRISTUDIO	Italy
11	WWF RO	WWF Programul Dunare Carpati Romania	Romania
12	UKF	UNIVERZITA KONŠTANTÍNA FILOZOFA V NITRE	Slovak Republic
13	BMK	Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology	Austria
14	AMPHI	AMPHI CONSULT	Denmark
15	FRB	FONDATION POUR LA RECHERCHE SUR LA BIODIVERSITE	France
16	UNILIM	CENTRE DE RECHERCHES INTERDISCIPLINAIRES EN DROIT DE L'ENVIRONNEMENT DE L'AMENAGEMENT ET DE L'URBANISME - EQUIPE THEMATIQUE DE L'OBSERVATOIRE DES MUTATIONS INSTITUTIONNELLES ET JURIDIQUES - UNIVERSITE DE LIMOGES	France
17	OFB	OFFICE FRANÇAIS DE LA BIODIVERSITE	France
18	BAST	BUNDESANSTALT FUER STRASSENWESEN / Federal Highway Research Institute	Germany
19	BMVI	BUNDESMINISTERIUM FUER VERKEHR UND DIGITALE INFRASTRUKTUR	Germany

Partner no.	Short name	Name	Country
20	ZARAND	ASSOCIATA ZARAND	Romania
21	UASVM-CN	UNIVERSITATEA DE STIINTE AGRICOLE SI MEDICINA VETERINARA CLUJ NAPOC	Romania
22	GDDKIA	GENERALNA DYREKCJA DROG KRJAOWYCH I AUTROSTRAD	Poland
23	STUBA	SLOVENSKA TECHNICKA UNIVERZITA V BRATISLAVE	Slovak Republic
24	MINUARTIA	MINUARTIA	Spain
25	SLU	SVERIGES LANTBRUKSUNIVERSITET	Sweden
26	VLO	<u>VLAAMSE GEWEST</u>	Belgium
27	CAU	UNIVERSITY OF KIEL	Germany
28	UNI KASSEL	UNIVERSITY OF KASSEL	Germany
29	BfN	BUNDESAMT FÜR NATURSCHUTZ	Germany
30	ARMSA	Agencja Rozwoju Mazowsza Spolka Akcyjna	Poland
31	MoTC SR	Ministry of Transport and Construction of the Slovak Republic	
32	FDETEC	Federal Department for the Environment, Transport, Energy and Communications	Slovak Republic
33	NTIC	NETIVEI ISRAEL - NATIONAL TRANSPORT INFRASTRUCTURE COMPANY LTD	Israel
34	NCA	NATURE CONSERVATION AGENCY OF THE CZECH REPUBLIC	Czech Republic
35	TII	TRANSPORT INFRASTRUCTURE IRELAND	Ireland
36	Egis SE	EGIS ENVIRONNEMENT	France
37	TRV	SWEDISH TRANSPORT ADMINISTRATION - TRAFIKVERKET	Sweden
38	DTES.GEN CAT	DEPARTAMENT DE TERRITORI I SOSTENIBILITAT. GENERALITAT DE CATALUNYA	Spain
39	ANAS	Anas SpA	Italy

### List of Advisory Group members

Partner no.	Short name	Name	Country
1	KHEOPS	KHEOPS	Canada
2	RURBN	RENAISSANCE URBAINE	France
3	ACLIE	AFRICAN CONFERENCE FOR LINEAR INFRASTRUCTURE AND ECOLOGY – ENDANGERED WILDLIFE TRUST	South Africa
4	AFNOR	ASSOCIATION FRANÇAISE DE NORMALISATION	France
5	ANET	AUSTRALASIAN NETWORK FOR ECOLOGY & TRANSPORTATION	Australia
6	ASFA	ASSOCIATION OF FRENCH MOTORWAY COMPANIES	France
7	CEFE	CENTRE FOR FUNCTIONAL AND EVOLUTIONARY ECOLOGY	France
8	CER	THE COMMUNITY OF EUROPEAN RAILWAY AND INFRASTRUCTURE COMPANIES	EU
9	CHST - Vejdirektorat et	(DANISH ROAD DIRECTORATE)	Denmark
10	CIDCE	INTERNATIONAL CENTRE FOR COMPARATIVE ENVIRONMENTAL LAW	France
11	CLLC - IUCN WCPA- CCSG	CONNECTIVITY CONSERVATION SPECIALIST GROUP	United States
12	DATA TERRA	DATA TERRA	France
13	ECOFIRST	ECOFIRST	Belgium
14	EIM	EUROPEAN RAIL INFRASTRUCTURE MANAGERS	EU
15	Haropaports	HAROPAPORTS	France
16	ICOET - UCD	INTERNATIONAL CONFERENCE ON ECOLOGY AND TRANSPORTATION	United States
17	IDRRIM	INSTITUTE OF ROADS, ROADS AND INFRASTRUCTURES FOR MOBILITY	France
18	IUCN	INTERNATIONAL UNION FOR CONSERVATION OF NATURE	United States
19	PIARC	WORD ROAD ASSOCIATION	International
20	RTE	ELECTRICITY TRANSMISSION NETWORK	France
21	RWS	RIJKSWATERSTAAT	Netherlands

Partner no.	Short name	Name	Country
22	S2R	SHIFT2RAIL	EU
23	SIP - UNEP	SUSTAINABLE INFRASTRUCTURE PARTNERSHIP	International
24	SNCF	NATIONAL SOCIETY OF FRENCH RAILROADS	France
25	TePo	PROVINCIA DI TERNI	Italy
26	TRC	TÜV RHEINLAND CONSULTING	Germany
27	UE	UNIVERSITY OF EVORA	Portugal
28	WWF	WORLD WILDLIFE FUND	United States

## TABLE OF CONTENTS

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### Contents

<b>EXECUTIVE SUMMARY.....</b>	<b>3</b>
<b>ABBREVIATIONS.....</b>	<b>4</b>
<b>TABLE OF CONTENTS .....</b>	<b>8</b>
<b>LIST OF FIGURES .....</b>	<b>9</b>
<b>LIST OF TABLES.....</b>	<b>9</b>
<b>1. INTRODUCTION .....</b>	<b>10</b>
1.1. Purpose of the document .....	10
<b>2. TARGET AUDIENCE.....</b>	<b>11</b>
2.1. Project Target groups .....	11
2.2. Advisory Group .....	12
2.3. Members of the BISON Consortium .....	12
2.4. Decision makers .....	13
2.5. Practitioners: Private and public companies in the transport sector and environmental sector .....	14
2.6. Scientific community and European Technology Platform.....	15
2.7. Association and Civil society .....	15
2.8. BISON networks .....	16
2.9. Objectives and means of each target group.....	18
2.10. Message/results to be disseminated/ exploited .....	19
<b>3. DISSEMINATION, COMMUNICATION AND PUBLICATIONS TOOLS.....</b>	<b>20</b>
3.1. BISON Website.....	20
3.2. BISON Member Area (Extranet) .....	21
3.3. Press Release .....	22
3.4. Electronic news articles .....	22
3.5. Social networks .....	24
3.6. Communication Toolkits.....	24
3.7. Brochures/ leaflets/ Roll-up/Power Point .....	24
3.8. BISON Events .....	25
3.9. Relevant International and National Conferences.....	26
<b>4. COLLABORATION WITH OTHER PROJECTS.....</b>	<b>28</b>
<b>5. MONITORING AND EVALUATION .....</b>	<b>28</b>



**6. Obligation to disseminate results..... 29**

**LIST OF FIGURES**

---

Figure 1. BISON Communication and Dissemination Strategy ..... 11  
 Figure 2. BISON Target Groups ..... 11  
 Figure 3. Advisory group members ..... 12  
 Figure 4. Members of the Consortium ..... 13  
 Figure 5. Decision Makers ..... 14  
 Figure 6. Practitioners: Private and public companies in the transport sector and environmental sector 14  
 Figure 7. Scientific Community ..... 15  
 Figure 8. Civil Society and association ..... 16  
 Figure 9. Bison Website ..... 21  
 Figure 10. Members Area ..... 21  
 Figure 11. Power Point Presentation ..... 25

**LIST OF TABLES**

---

Table 1. Communication and dissemination objectives and actions ..... 18  
 Table 2. Key Messages to be communicated to Project Target Group ..... 19  
 Table 3. Newsletters ..... 23  
 Table 4. List of conferences and workshops planned during the project life ..... 25  
 Table 5. List of conferences identified for presentations ..... 26  
 Table 6. Monitoring and evaluation of dissemination and communication tools/channels ..... 28

## 1. INTRODUCTION

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### 1.1. Purpose of the document

The general objective of the BISON project is to create and strengthen synergies between the network of researchers and practitioners at the EU scale. It also aims to mutually enhance the research, development, and innovation activities of the stakeholders of the transport and biodiversity sector.

A wide and effective dissemination of results is an important component of the project and one of the general objectives to be achieved.

WP2 has the mission of disseminating the main concepts and expected deliverables of the project to provide information about the growing challenges and issues regarding biodiversity and transports infrastructure. Throughout the BISON project, particular attention will be paid to the consequences of the COVID 19 crisis and the management of the BISON project's communication.

The communication and the dissemination activities shall:

- Ensure that the project's objectives and progress are widely disseminated.
- Generate awareness and commitment among stakeholders about the key objectives of the project.
- Help with communication tools to facilitate the adoption of the integration solutions developed in the project.

This plan (D2.1 Communication and dissemination plan) identifies the main messages and actions that need to be carried out for communication on the project, and dissemination of its outcomes towards various stakeholders. It will be a living document, regularly reviewed and updated by the WP leader in agreement with the project consortium and with the support of the Advisory Group. Updates will be posted on the Members area of the project.

The BISON communication and dissemination plan includes the following sections:

- Objectives for communication.
- Identification of the project target groups that may be interested by the results.
- Identification of the most suitable communication/dissemination channels for reaching the targeted audience.
- Dissemination and communication tools.
- Monitoring and evaluation of the dissemination activities.

The communication and dissemination strategy that will be used in the project is shown in Figure 1 below.



Figure 1. BISON Communication and Dissemination Strategy

## 2. TARGET AUDIENCE

### 2.1. Project Target groups

A fundamental aspect of an effective communication strategy is the definition of the target groups to whom the dissemination/communication activities must be tailored. The BISON consortium identified the main stakeholders and classified them according to the categories in Figure 2.

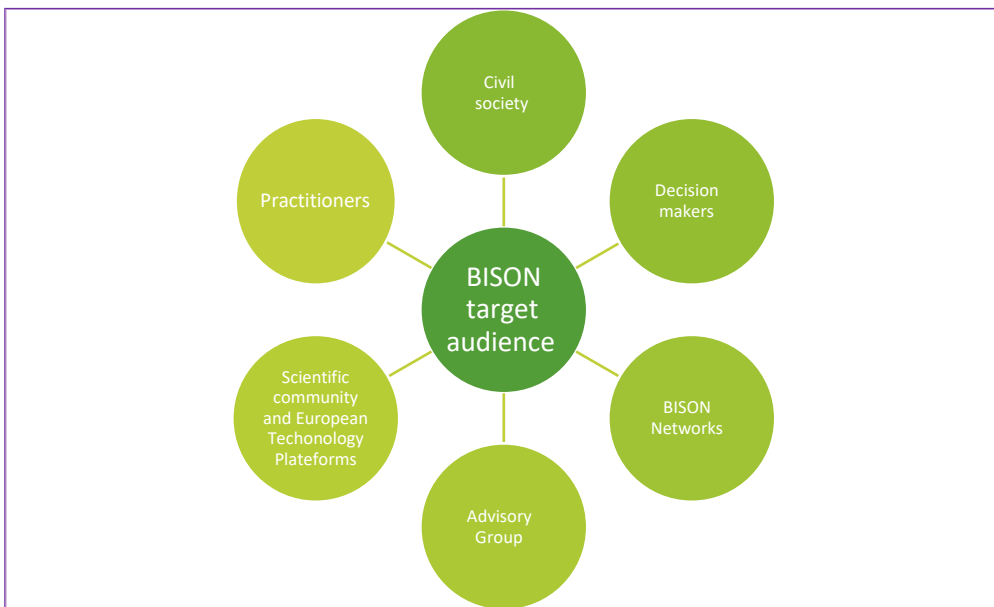


Figure 2. BISON Target Groups

## 2.2. Advisory Group

The BISON Advisory Group brings together Civil society, decision makers (such as national transport infrastructure and environmental), Infrastructure operators, Research, and academia. The main task of the Advisory Group will be to advise the BISON project consortium, review and give feedback to the project progress, reflected mainly in the deliverables, to ensure their relevance and excellence. The Advisory Group is composed of representatives from various organisations (Figure 3).

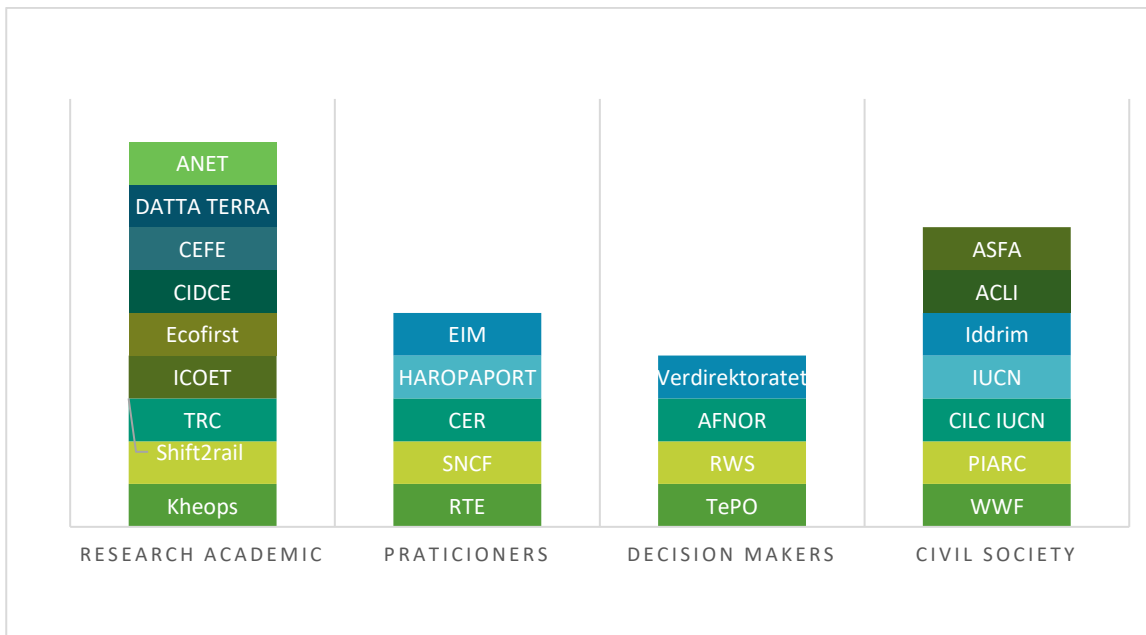
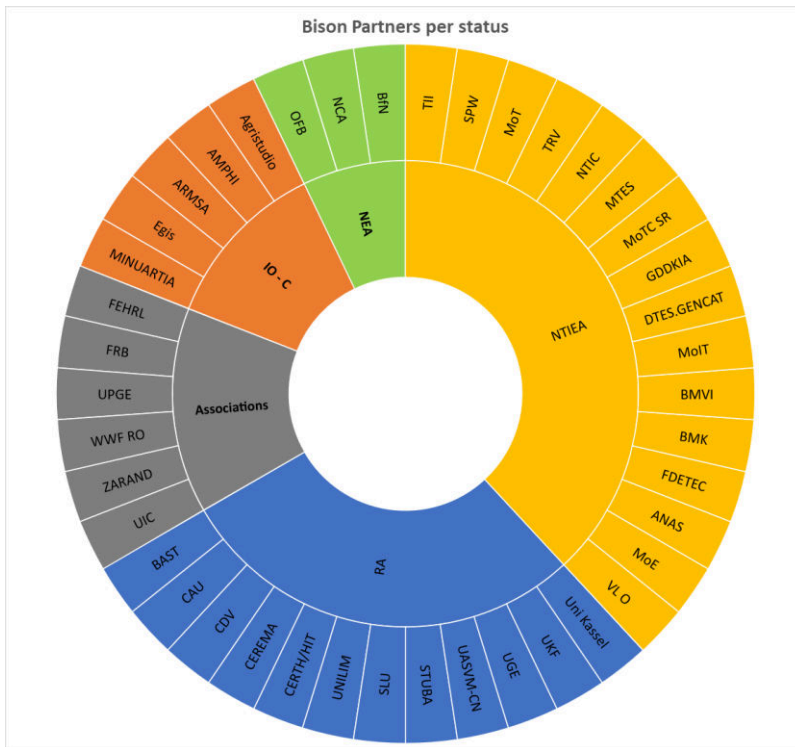


Figure 3. Advisory group members

## 2.3. Members of the BISON Consortium

The BISON consortium consists of 39 partners and 6 third parties from 18 EU Members States and associated countries. The team has been brought together to ensure a balance among various transport modes, European sub regions, and types of actors. This diversity will allow the project to derive knowledge from various spheres of interest, address possible conflicting positions and establish a levelled field in connecting infrastructures and biodiversity.



- NTIEA - National Transport Infrastructure and Environmental Authorities (NTIEA<sup>1</sup>)
- NEA - National Environmental Agency (NEA).
- IO-C - Infrastructure operators and companies
- RA - Research and academia
- Associations - Civil society, NGOs, research associations

Figure 4. Members of the Consortium

## 2.4. Decision makers

Decision makers, such as National Transport Infrastructure and Environmental Agencies, are the core target group for the dissemination of BISON's activities. The aim of the project is to:

- Help European Member States to fulfil their international commitments by engaging all stakeholders in the integration of biodiversity for infrastructure planning and development.
- Help European Member States to become political leaders through collaboration and support of European research.

Apart from the decision makers present in the consortium and part of the AG (Figure 5), the project will reach out to others both at the national and international level.

<sup>1</sup> The Ministry of Infrastructure and Transport, Greece (MoIT) is represented in BISON by CERTH/HIT/  
The Ministry of Environment, Czech Republic (MoE) is represented in BISON by NCA  
The Ministry of Transport, Czech Republic (MoT) is represented in BISON by CDV

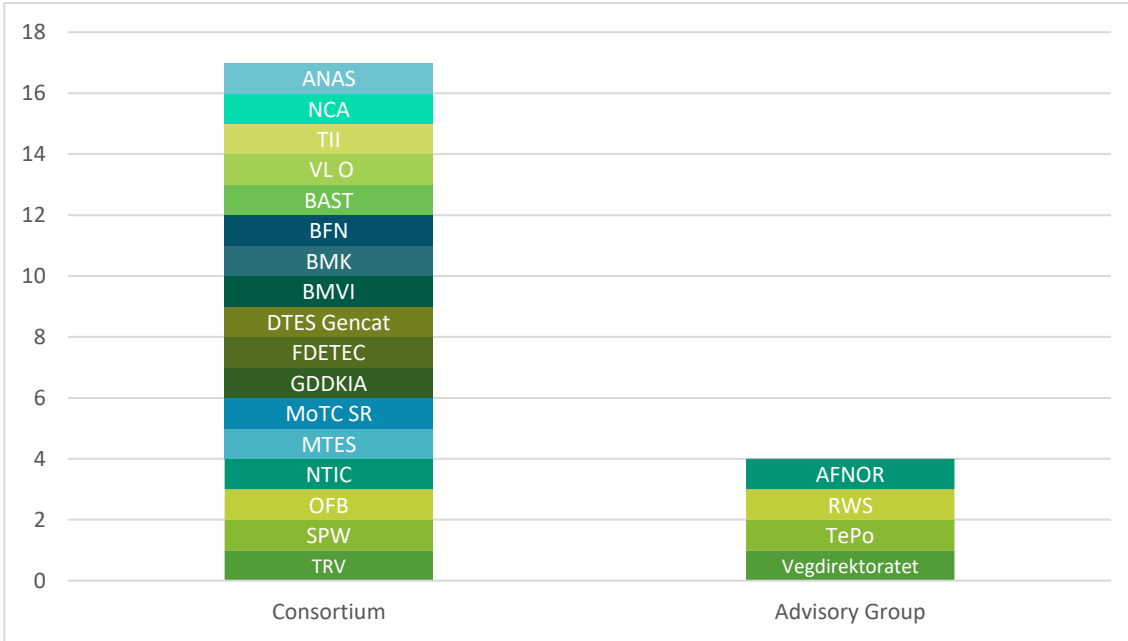


Figure 5. Decision Makers

## 2.5. Practitioners: Private and public companies in the transport sector and environmental sector

Practitioners are one of the key targets of the dissemination’s activities carried out in the BISON project. The aim of the project is to provide innovative solutions that could mitigate pressure on biodiversity and enhance security. This makes crucial to dedicate specific dissemination/communication activities to the members of those groups. The project will reach out to external practitioners through the network available to BISON and AG practitioners.



Figure 6. Practitioners: Private and public companies in the transport sector and environmental sector

## 2.6. Scientific community and European Technology Platform

The scientific community and European Technology Platform are also one of the key targets of the BISON project's communication. The objective of the consortium will be to inform members of the scientific community and European Technology Platform to mobilise them to participate in the project and thus encourage research activities in this field.

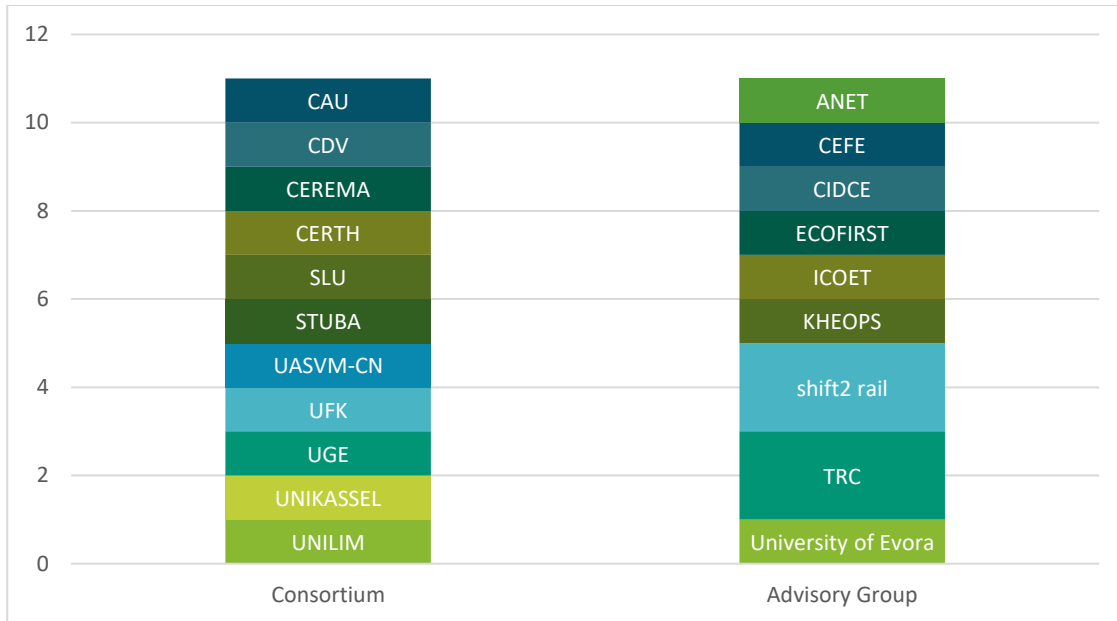


Figure 7. Scientific Community

## 2.7. Association and Civil society

To stimulate our core and key targets, we will communicate with our secondary target. This target is defined as National and International NGOs active in the fields of transport and environment. Press releases and workshops will be produced and organised for them at key project events to support the uptake of results from the BISON project.

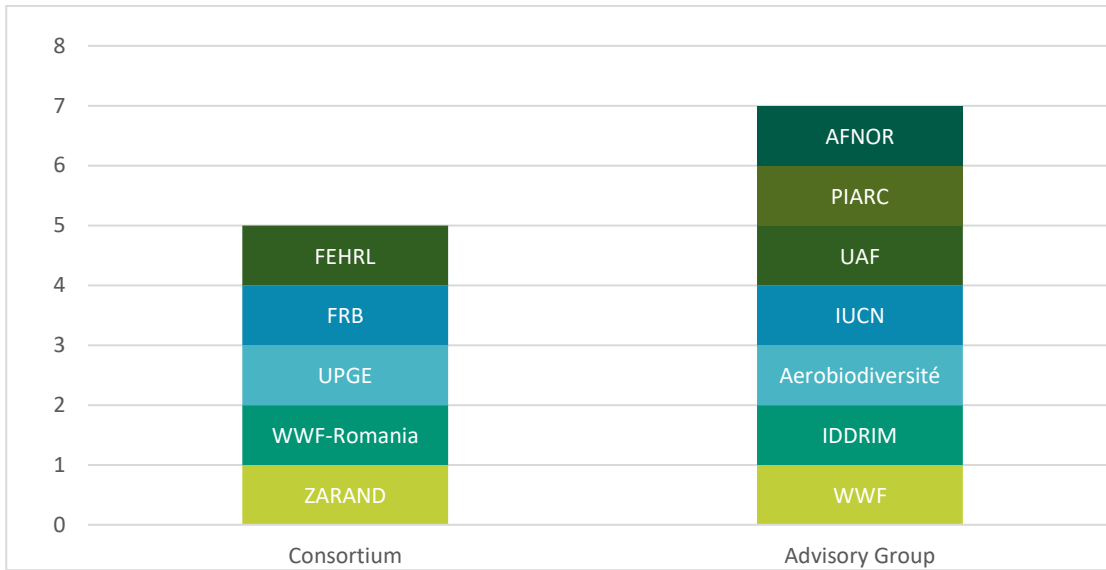


Figure 8. Civil Society and association

## 2.8.BISON networks

In addition to the members of the consortium and the Advisory Group, many members of the network are themselves members of other networks and will be able to help to disseminate the information in their own networks:

- **At a national level**

**TRIEKOL network** – Applied Road and Rail Ecology is the research program of the Swedish Transport Administration (STA), a BISON partner, on the impact of transport infrastructure on biodiversity and landscape ecology. It aims to develop knowledge and methods that can help the transport sector maintain and, where possible, improve the ecological functions and qualities of the landscape. The work within the program has a direct link with ongoing operations of STA, and the results are used to develop guidelines for planning new investment projects, and for the development and maintenance of existing roads and railways. TRIEKOL has now started its third program period, which includes the years 2017-2022.

**ITTECOP network** (Infrastructures de Transports Terrestres, Ecosystèmes et Paysages) is the French National Research programme dedicated to infrastructure effects on landscapes and biodiversity. This programme, created in 2008 by the French Ministry of Transport and Ecology (BISON partner), and the Environmental Agency is, since 2013, co-funded by a public-private partnership including the Research Foundation on Biodiversity and all national infrastructure operators: rail, road, waterways, and energy. In France, project results contribute directly to original thinking and support public decision-makers when evaluating infrastructure impacts. The fifth research call which include the years 2020-2024 is currently engaged and it will be co-funded by close to 15 partners (Ministries, agencies, and private companies) for over 1.5 million €. Its results will be directly addressed in the BISON project.

The '**Meerjarenprogramma Ontsnippering**' (MJPO) is reconnecting defragmented nature areas in the Netherlands. This national defragmentation programme is executed by Rijkswaterstaat, the national road



authority, and Pro Rail, the railway authority. Over 15 years, more than 500 measures are being delivered to solve the main problem areas between transport infrastructure and nature. The programme finished in 2018 but many partners continue to share good practice and knowledge and regarding defragmentation amongst governments, researchers, consultants, and contractors. Rijkswaterstaat is a member of BISON Advisory Group.

**The BMVI Network of Experts** is a new format of department research initiated by the German Ministry of Transport and Digital Infrastructure addressing urgent transport questions of the future through innovations in the areas of adapting to climate change, environmental protection, and risk management. Using an intermodal approach, seven subordinated authorities (including road, railway, waterway, and maritime agencies) investigate efficient and feasible solutions to promote biodiversity and prevent establishment and spread of invasive species on verges along infrastructure. The dissemination activities to this network will be led by BISON partner, BMWI.

- **At international level**

**IENE network:** With 500 members not only from Europe, but from the whole world the IENE Network, hosted by FRB, brings together researchers, experts, managers, and institutions to support the development of applied research about infrastructure (transport and energy) and biodiversity. As an independent, international, and interdisciplinary arena, IENE supports its members in promoting safe and environmentally sustainable pan-European transport infrastructure.

**ACLIE network** –African Conference for Linear Infrastructure and Ecology Based in South Africa since 2019 and managed by the Endangered Wildlife Trust-ACLIE is the first African conference dedicated to mainstreaming infrastructure and biodiversity.

**ICOET network** International Conference on ecology and Transportation- in the US and directly supported by the TRB, ICOET is, since 1996, the foremost interdisciplinary, interagency supported conference addressing the broad range of ecological issues related to transportation systems in all modes. Experts in transportation development, related scientific study, policy issues, and administrative processes gather at ICOET to share current research, quality applications, and best practices that can enhance both the project development process and the ecological sustainability of all transportation modes.

**ANET** - Australasian Network for Ecology & Transportation-<http://www.ecologyandtransport.com/>Based in Australia since 2010, ANET is a not-for-profit organisation that aims to promote best-practice in road ecology and the design of environmentally sensitive linear infrastructure. They provide a centralised location for the latest evidence on the design, construction and evaluation of environmentally sensitive roads and linear infrastructure. They aim at improving the flow of high-quality information among stakeholders, including planners, engineers, regulators, researchers, and community groups.

**UIC network** gathers over 200 members in 100 countries around the world, representing the global railway community including railway infrastructure managers, railway operators, railway service providers and public transport companies. UIC maintains close cooperation links with all actors of rail transport, including industries, railway associations and public authorities. Under the umbrella of its Sustainability Platform, UIC and its members work continuously to demonstrate how rail can be part of the solution to the challenge of sustainable development.

**PIARC network:** PIARC, currently has nearly 3,000 members in 142 countries around the world. The Association comprises several categories of members: governments, regional authorities, companies, individuals, and other organisations.

**FEHRL network:** Over time, FERHL Members and Associates have grown to thirty countries, including members throughout the European member states, EFTA countries and Eastern European countries, but also Israel and the USA.

## 2.9.Objectives and means of each target group

Table 1 summarises the objectives of each target group and the means of communication available to fulfil the needs.

Table 1. Communication and dissemination objectives and actions

"Who"	Objective	How
Project partners	Act as ambassadors within one's own organization and involve external professional networks	<ul style="list-style-type: none"> <li>• Promotional material</li> <li>• Email communication</li> <li>• Website</li> <li>• Extranet</li> <li>• Social networks</li> </ul>
Members of the Advisory Group	Increase awareness on the subject, provide feedback and promote project results	<ul style="list-style-type: none"> <li>• Promotional material</li> <li>• Workshops</li> <li>• Extranet</li> <li>• Newsletter</li> <li>• Website</li> <li>• Social networks</li> <li>• Workshops at key conferences (e.g., TRA)</li> <li>• Articles in magazines</li> </ul>
Decision-makers:	<ul style="list-style-type: none"> <li>• Increase awareness, participate, and promote project results.</li> <li>• Uptake of R&amp;D agenda and implementation of R&amp;D&amp;I results</li> </ul>	<ul style="list-style-type: none"> <li>• Promotional material</li> <li>• National workshops</li> <li>• Newsletter</li> <li>• Website</li> <li>• Social networks</li> <li>• Policy briefs</li> <li>• Workshops at key conferences (e.g., TRA)</li> </ul>

“Who”	Objective	How
Practitioners:	<ul style="list-style-type: none"> <li>Increase awareness, participate, and promote project results.</li> <li>Uptake of R&amp;D agenda and implementation of R&amp;D&amp;I results</li> </ul>	<ul style="list-style-type: none"> <li>Promotional material</li> <li>Newsletter</li> <li>Website</li> <li>Social networks</li> <li>Workshops at key conferences (e.g., TRA)</li> </ul>
Scientific community	Exchange of knowledge	<ul style="list-style-type: none"> <li>Promotional material</li> <li>Presentations at Scientific thematic events,</li> <li>Workshops, conferences</li> <li>Publication in Scientific journals</li> <li>Social networks</li> </ul>
Civil society	Share results to ensure visibility and provide opportunities to receive feedback, share experiences and discuss joint problems. To avoid duplications of effort and foster synergies.	<ul style="list-style-type: none"> <li>Promotional material</li> <li>Invite coordinators/key people to workshop and consensus-reaching sessions</li> <li>Newsletter</li> <li>Website</li> <li>Social networks</li> <li>Workshops at key conferences (e.g., TRA)</li> </ul>

## 2.10. Message/results to be disseminated/ exploited

The table below summarises relevant and significant outputs needed to be disseminated. The messages are extracted from each WP and are matched with the target group they need to be disseminated at.

Table 2. Key Messages to be communicated to Project Target Group

	Key messages to communicate	Advisory Group	Practitioners	Decision makers	Civil society	Scientific community	ETPs
WP3	State-of-the-art of research and practice	++	++	+	+	++	++
WP3	Cross-modal practices and how they may evolve in the future through different scenarios	++	++	++	+	+	++
WP4	Trends and future challenges to develop the research aspects (SRA) of the	++	++	+	+	++	++

	Key messages to communicate	Advisory Group	Practitioners	Decision makers	Civil society	Scientific community	ETPs
	SRDA in an integrated way, with all consortium members, the Advisory Group and any other relevant stakeholders.						
WP5	Identify what the necessary actions for mainstreaming green and grey infrastructure are across the EU Member States for different transport modes	++	++	++	++	+	+

### 3. DISSEMINATION, COMMUNICATION AND PUBLICATIONS TOOLS

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#### 3.1.BISON Website

FRB and UIC have created a dedicated website at [www.bison-transport.eu](http://www.bison-transport.eu) which was launched in March 2021. The website gives the visitor a comprehensive overview of the project. It is the primary link with external actors - a key issue of the upcoming year(s) especially regarding the covid situation.

The BISON website will be regularly updated and maintained to communicate project developments. All news is published on the web page as well as public outcomes, and tweets are regularly published with hashtags such as #Bison #H2020 #transportandbiodiversity and through the twitter account @Bisonproject.

The consortium partners will also provide links to the BISON website within their organisations' websites. The website will remain online after the end of the project and will be maintained by UIC.

The BISON website will include the online training platform which will be developed in Task 2.4 and which will be an open access tool for all interested parties to access training/capacity building courses. It will summarize available data at European and national level including studies, policies, legislation and different kinds of interactive data and e-learning materials.

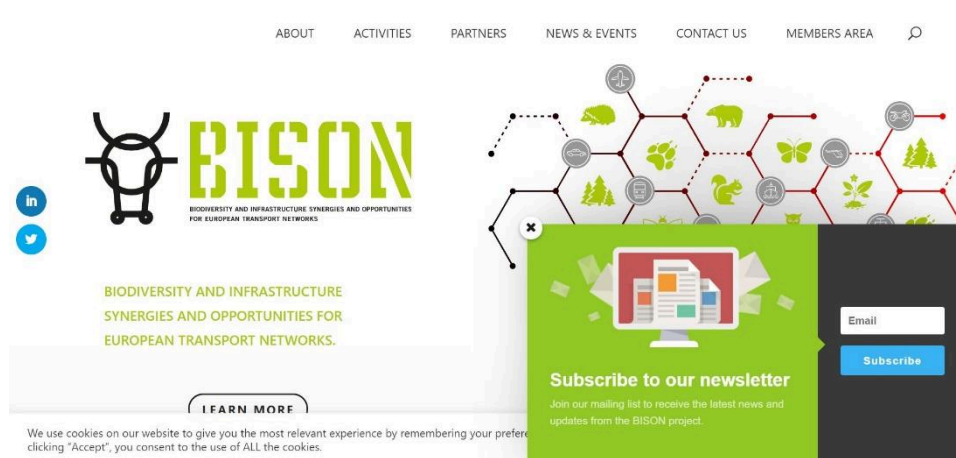


Figure 9. Bison Website

### 3.2.BISON Member Area (Extranet)

WP2 has an overall objective to inform about the growing challenges and issues regarding biodiversity and transport infrastructure and explain the main concepts and expected outcomes of the project. In addition, it has also the responsibility of ensuring good internal communication within partners of all WPs, and with the Advisory Group.

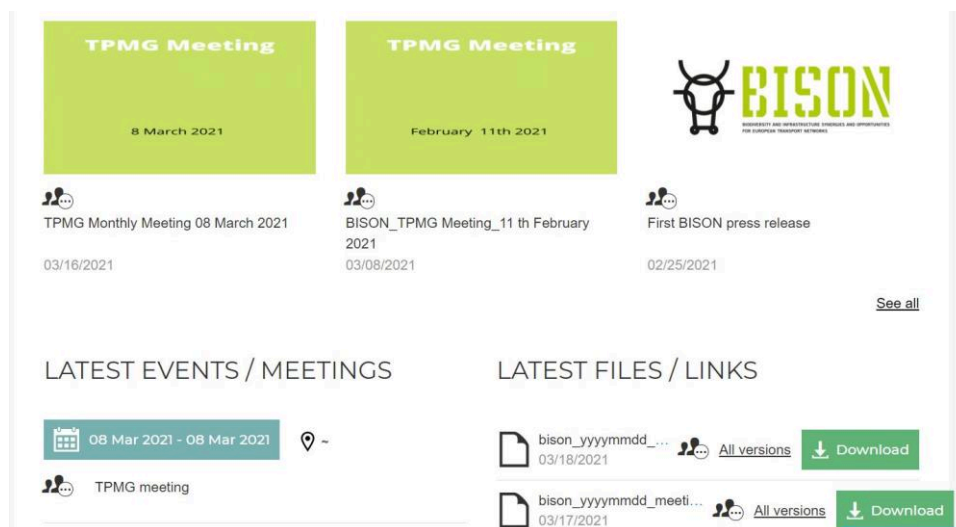


Figure 10. Members Area

The main objective of the BISON “Member Area”, which is accessible by all the members *via* the website, is to facilitate communication and exchange knowledge among the consortium members.

To work with the Consortium Members, the Advisory Group will have access to a separate space in the Extranet. This allows Consortium Members and the Advisory Group to have a dedicated space where they can download and work on the documents that are relevant to them.

The BISON “Member Area” is an open-source content management and collaboration platform based on a large community of users.

This BISON Workspace enable users:

- to share and store documents;
- to share news for project members only;
- to send notifications to all members about each update;
- to make announcement to convene project members;
- to set tasks which can be assigned to specific person;
- to manage directories and contacts;
- to discuss special issues on forums.

The key functions of this exchange platform are the following:

- manage users’ rights and profiles;
- manage meeting schedules and associated documents;
- enable users with relevant rights to update information, upload and download files in real time;
- manage the directories constituting a contacts database inside and outside the project;
- provide e-mail notification of news and events;
- search on the various fields.

### **3.3.Press Release**

The BISON project will produce press releases whenever activities that may be of interest for the public are performed (under the condition that such dissemination activities could be beneficial for the project and no confidentiality and/or security-related issues are at stake).

Up to date, the BISON consortium has already produced one press release in conjunction with the launch of the BISON project.

The press release can be found at the following link: [Press release Nr 1 - BISON project \(bison-transport.eu\)](https://bison-transport.eu/press-release-nr-1-bison-project)

To reach the European media, we will rely on the [Meltwater database](#) which covers part of the European press.

In addition to this media coverage, the Consortium members and Advisory Group will be responsible for translating the press release into their own languages and sending it to their own media network.

### **3.4.Electronic news articles**

Electronic newsletters will be used as an ideal medium to keep the BISON Community informed about the project.

Five newsletters will be produced during the project to inform the entire community of the BISON project about the results of the project.

Table 3. Newsletters

Newsletter	Topics	Date
Newsletter 1	Research and innovation needs expressed by stakeholder (D4.1)	Sep 2021
Newsletter 2	Report on principles and criteria to select good practice (D3.1)	Feb 2022
Newsletter 3	<p>Status of national policy, legislation and implementation tools and recommendations for the integration of the EU SGI into transport infrastructure development (D5.1)</p> <p>Report on identification of Gaps and Barriers to expand replicability and application of good practice to mainstream biodiversity and transport (D3.2)</p> <p>Report on future trends and emerging topics (D3.4)</p> <p>Report on application of BIM and other tools to standardise data record and management (D3.5)</p>	June 2022
Newsletter 4	<p>Recommendations for policy/strategy harmonization (D5.2)</p> <p>Development and use of the European Defragmentation Map (D5.3)</p>	Jan 2023
Newsletter 5	<p>Allocation of innovative solutions to future scenarios (D5.5)</p> <p>EU funding opportunities and proposals for cross sectoral topics (D5.6)</p> <p>Online handbook 'Good practice for mainstreaming biodiversity on transport' (D3.3)</p> <p>Strategic research action programme (D4.2)</p> <p>Effective transport infrastructure life cycle tools, processes, and implementation barriers (D5.4)</p>	June 2023

The consortium partners will use their internal newsletters to regularly disseminate information on the project, thus targeting their own community. For example:

- The IENE electronic newsletter, managed by FRB, focused on Transport Linear Infrastructure projects and activities, is sent to its stakeholders (500 addresses).
- Global railway community: UIC shares the news with over 2000 contacts.

### **3.5.Social networks**

Social networks are very efficient to target a large audience or more specific communities. At this stage, three different networks have been chosen (Twitter, ResearchGate and LinkedIn).

- **Twitter**

Twitter is one of the channels chosen for disseminating information about the project to a wide audience. The objective is to use the Twitter accounts of the project's partners to "tweet" pieces of news such as news articles, information about BISON workshops and events, relevant conferences, major findings. The partners will use at least the specific hashtag created for the project: #BISON so that all the tweets with #BISON #Infrastructure #Biodiversity #Transport will be published in real time on the homepage of the BISON website. A BISON twitter account (@bison\_project) is already open and will allow all information to be relayed. We will ask all members of the consortium and the Advisory Group to register to this account to relay the information.

One of the key advantages of using Twitter is that it enables the dissemination of short pieces of information which will contribute to driving back the traffic towards the project's website. Another benefit is the multimedia support offered by Twitter, which allows partners to post short videos, text, and pictures.

- **ResearchGate**

ResearchGate is the channel chosen for disseminating information to the scientific community as it is a very efficient social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. Information on BISON will be available on it by the end of April 2021.

- **LinkedIn**

Once the results are available, a LinkedIn page for BISON (bisonproject) will share some striking content which can be understood by all public, thus increasing the awareness of people about BISON results.

### **3.6.Communication Toolkits**

At the time of the release of key deliverables, communication kits will be produced. These may contain visuals, language for social networks, websites, emails etc. The partners would be invited to translate in their national languages the main news and publications and to disseminate them through their own internet and social media tools.

### **3.7.Brochures/ leaflets/ Roll-up/Power Point**

A BISON brochure made for the events online and offline (A5 format) will present the main objectives and partners of the project. The brochure will be published in April 2021 and will be updated during the project (mid-term, final term). It will be distributed by all partners at conferences, events, and meetings in which they participate. An electronic version will be available on the BISON website. Finally, three roll-



ups will be made of these brochures to be presented during workshops and conferences that will be held offline.

In addition, so that the partners can present the BISON project at conferences, workshops, and meetings a Power Point presentation of the BISON project was produced in March 2021.



Figure 11. Power Point Presentation

### 3.8.BISON Events

Dissemination events shall be held at strategic moments during the project:

- two interim events
- a final event

The organisation of seminars is planned at strategic moments in the life of the project. Most of these events are scheduled in parallel or alongside key events on the infrastructure agenda. This will be an opportunity to share results, stimulate discussion and bring together the contributions and technical expertise of different stakeholders. These workshops and sessions will provide unique opportunities to stimulate interest in BISON and its results, to reach wide and varied audiences, to stimulate discussion and feedback.

Table 4. List of conferences and workshops planned during the project life

Title	Event	Date	WP	Location	Expected type of attendees	Expected number of attendees
Mid-term meeting Conference	Infrastructure Ecology Network Europe (IENE) International Conference	September 2022	WP 3 4 5	Romania	Advisory Group + experts	50

Title	Event	Date	WP	Location	Expected type of attendees	Expected number of attendees
Mid-term meeting - Workshop	Transport Research Arena (TRA)	14 – 17 <sup>th</sup> November 2022	WP 2,3,4,5	Lisbon/online	Advisory Group + experts	50
Final seminar	Dedicated event	2023	All results	Strasbourg France	All target groups	100

Considering the present situation with the COVID-19 pandemic, and in case none of these planned events will be physical events, BISON will organise online workshops using dedicated tools (e.g., MURAL, PADLET, SLIDO etc.) that will serve as digital workspaces for visual collaboration.

### 3.9.Relevant International and National Conferences

Table 5 shows the list of conferences already known where abstracts could be submitted, and presentations given when possible.

Table 5. List of conferences identified for presentations

Title	Date	Location	Audience	Dissemination actions	Partners involved
ITF 2021 Summit: Transport Innovation for Sustainable Development	26 – 28 <sup>th</sup> May 2021	Online	Decision makers, practitioners	Presentation of BISON project Distribution of brochures Networking	MTES
<a href="#">Movin'On 2021</a> . World Summit on Sustainable Mobility	1 – 4 <sup>th</sup> June 2021	Online	Decision makers, practitioners	Presentation of BISON project Distribution of brochures Networking	MTES
ACLIE - African Conference for Linear Infrastructure & Ecology	12 - 13 <sup>th</sup> & 16 - 17 <sup>th</sup> August 2021	Online	Scientist and stakeholder experts	Presentation of BISON project Distribution of brochures and other material Networking	TBD
<a href="#">ICOET 2021</a> — International Conference On Ecology and Transportation	21 – 31 <sup>st</sup> September	Online	Experts in transportation development, related scientific study, policy issues, and	Presentation of BISON project Distribution of brochures and other materials Networking	TBD

Title	Date	Location	Audience	Dissemination actions	Partners involved
			administrative processes		
IUCN World Conservation Congress	3 – 11 <sup>th</sup> September 2021	Marseille or Online	Biodiversity and stakeholders' experts	Presentation of BISON project  Distribution of brochures and other materials Networking	FRB/MTES
ETC – European Transport Conference	8 – 10 <sup>th</sup> September 2021	Online	Transport practitioners and researchers	Presentation of BISON project  Distribution of brochures  Networking	TBD
IEEE International Conference on Intelligent Transportation Systems 2018	September 2021	Indianapolis, IN, United States	researchers	Presentation of BISON project  Distribution of brochures  Networking	TBD
UIC Webinar	2021 - TBC	Online	Sustainable Land Use on Railways (vegetation control & biodiversity)	Presentation of BISON project  Distribution of brochures and other materials networking	UIC
FIRM – FEHRL Infrastructure Research Meeting	December 2021	Online	Scientist and stakeholder experts	Presentation of BISON project  Distribution of brochures and other materials  Networking	FEHRL
2022 TRB (Transportation Research Board)	Jan. 2022	online	Transport experts	Presentation of BISON project  Distribution of brochures  Networking	FEHRL

This list can be enriched later by all the events of countries which are members of the consortium and which will organise national events to disseminate the results of the Bison project.

## 4. COLLABORATION WITH OTHER PROJECTS

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The BISON project consortium will use its involvement in (and knowledge of) numerous projects to enhance its dissemination reach. This will entail maintaining relationship and exploring opportunities for cooperation with projects both at the national and international levels. The BISON project will take opportunities to collaborate with projects such as LIFE Safe crossing (BISON member involved: Agristudio), PIARC (Cerema), Reverse (UIC), European Partnership on Biodiversa (FRB), SaveGreen (WWF-CEE). The expected collaboration will allow for the transfer of knowledge on shared issues, improve communication and experience sharing between all transport modes through all projects; involve additional interested parties/stakeholders from other projects and exchange specific experience and/or tools (databases, publications etc.) between projects.

## 5. MONITORING AND EVALUATION

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To measure the impact of the dissemination activities and thus conduct the most accurate assessment of the dissemination activities, a set of key performance indicators have been defined. Table 6 addresses the key performance indicators, their relevance to the tools/ channels used and the estimated target value.

*Table 6. Monitoring and evaluation of dissemination and communication tools/channels*

<b>Tools/channels</b>	<b>Key Performance Indicators</b>	<b>Target value</b>
Project Website	Total visits to Project's website	5,000 per year
BISON newsletters	Number of Subscribers	200 per newsletter
Press Release	Number of media contacts	+1000 European media contacts per press release
Workshops and conferences	Number of events organised Number of presentations	1-2 per year 5 – 10 per year
Brochure (online and offline)	Number of brochures printed and distributed  Number of brochures sent after a presentation	500 per year  20-50 after each presentation
Website	Bounce rate of a website	50%

More detailed statistics related to the BISON website will be provided in the periodic dissemination report. This will include the following indicators:

- Number of visitors
- Percentage of new visitors
- Number of page views
- Average session duration
- Source of traffic
- Top page views

For monitoring purposes, each dissemination action needs to be reported to the communication and dissemination manager (FRB).

Furthermore, thanks to the Melwater tool, we will be able to monitor media coverage across both news and social media. Social media listening covers Twitter, Facebook (incl. Topic Data), Instagram, LinkedIn, YouTube, comments, review sites, forums, message boards, and blogs.

On a regular basis, evaluation of the communication and dissemination activities will be done to check the effectiveness of the measures taken to reach the target audience. Corrective measures will be introduced in the planned review of the communication and dissemination plan as explained in Section 1 of this report.

## 6. OBLIGATION TO DISSEMINATE RESULTS

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- **The disclaimer below should be added to every technical document:**
- The sentence below must be added to all publications mentioning the BISON project:

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006661.*

- **The logo below should also be included**



When displayed together with another logo, the EU emblem must have appropriate prominence.

- **Compliance with Article 29.1 of the Grant agreement shall be ensured at all times:**

Article 29.1 on dissemination of the results extracted from the consortium agreement is displayed below:

Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium). This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply. A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate. Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests. If a beneficiary intends not to protect its results, it may — under certain conditions (see Article 26.4.1) — need to formally notify the Agency before dissemination takes place.