

Science Communication Plan of the COST Action CA21158

**“Enhancing Small-Medium Islands resilience
by securing the sustainability of Ecosystem
Services (SMILES)”**

Version 1: October 2023

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Each Action Management Committee (MC) shall adopt a Science Communication Plan including a communication, dissemination, and valorisation strategy, as well as a plan to implement this strategy. The Science Communication Plan shall reflect the MoU in particular connecting to the aims and objectives of the Action. It is recommended that the Science Communication Plan is approved by the MC not later than 6 months after the start date of the Action. It is recommended that the Science Communication Plan, including progress on implementation, is discussed on a yearly basis by the Action MC and reviewed or amended where necessary. (*Annotated Rules for COST Actions, article 5*)

This template is provided to COST Actions as a support for developing the Action Science Communication plan. Actions can adapt the plan structure and content according to their needs.

VERSIONS AND HISTORY OF CHANGES

Version	Date of adoption by MC	Notes (e.g. changes from previous versions)	Lead author(s)*
Version 1		Not applicable	Paraskevi Manolaki
Version 2	1/11/2023	Updated following comments by WG6 members	Paraskevi Manolaki Ioannis Vogiatzakis

** The Science Communication plan is developed, updated and its implementation monitored under the overall supervision of the Science Communication Coordinator, and in close collaboration with other relevant contributors.*

This document is based upon work from COST Action < Enhancing Small-Medium IsLands resilience by securing the sustainability of Ecosystem Services, (SMILES)-CA21158>, supported by COST (European Cooperation in Science and Technology).

COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.

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SUMMARY

Dissemination is crucial to achieving the action's aim and objectives because most scope of securing ecosystem services for enhancing resilience of the islands lies in the better-coordinated transfer of knowledge, practices and experience. This document describes the dissemination, communication and valorisation activities for the COST Action CA21158: Enhancing Small-Medium Islands resilience by securing the sustainability of Ecosystem Services (SMILES) including the different tools, channels and means. More importantly, the present communication plan describes the target audience that each activity was created for, and outlines the key dates related to each action/activity or event.

Dissemination is organised within Working Group 6 “*Dissemination, Participation and user-centered design processes*”. Each Working Group (WG) acts independently and the WG Leader and co-leader(s) will organise the activities/events/training etc. in order to fulfil WG's tasks and to achieve milestones and produce deliverables (reports, Training Schools, etc.). The mission of WGLs will be the facilitation of effective communication within and between WGs.

WG6 will ensure a successful **communication** and **dissemination** of the findings of other WGs by promoting an effective transfer of existing knowledge and practices and facilitate a better communication among research-policy-public sectors which is a core objective of SMILES Action.

In this document, main principles of **dissemination**, **communication** and **valorisation** activities are presented. It can be modified during the Action and it is coordinated with the Guidelines for the dissemination and exploitation of COST Actions results and outcomes – 28/08/2017 – version 4.

1. GENERAL AIM AND TARGET AUDIENCES

The aim of the Action is to create a **science-practice-society European network** for the consolidation of knowledge on small-medium islands' natural capital and their ecosystem services. Therefore, the Communication Plan aims to **address activities and communications that will:**

- A1. Facilitate and ensure** the **successful communication and dissemination** of the findings of the Action
- A2. Ensure** that all the deliverables and project outputs produced are relevant for the stakeholders involved in this project and beyond
- A3. Convey** and **share** knowledge among scientists, policy makers and stakeholders
- A4.** Fill in the communication **gaps** among target groups by promoting a common “language”
- A5.** Support Science-Policy-Society (SPS) based best practices
- A6. Enhance** and **increase** accessibility to the scientific knowledge

The content of this activity involves all the relevant tasks that will allow the accomplishment of the highest level of dissemination and diffusion of the project objectives, actions and results.

The objectives of the dissemination and communication plan are:

- Identify the target audience, communication tools and distribution channels for the project dissemination and communication activities.
- Create an identity to the project through graphically coherent material
- Organize WG6 into sub-groups based on the dissemination tools-means-channels (video, press release, poster, comics ect)
- Plan how to share the knowledge gained in the project
- Define the period of the dissemination and communication activities and the responsible partner/WG for the implementation

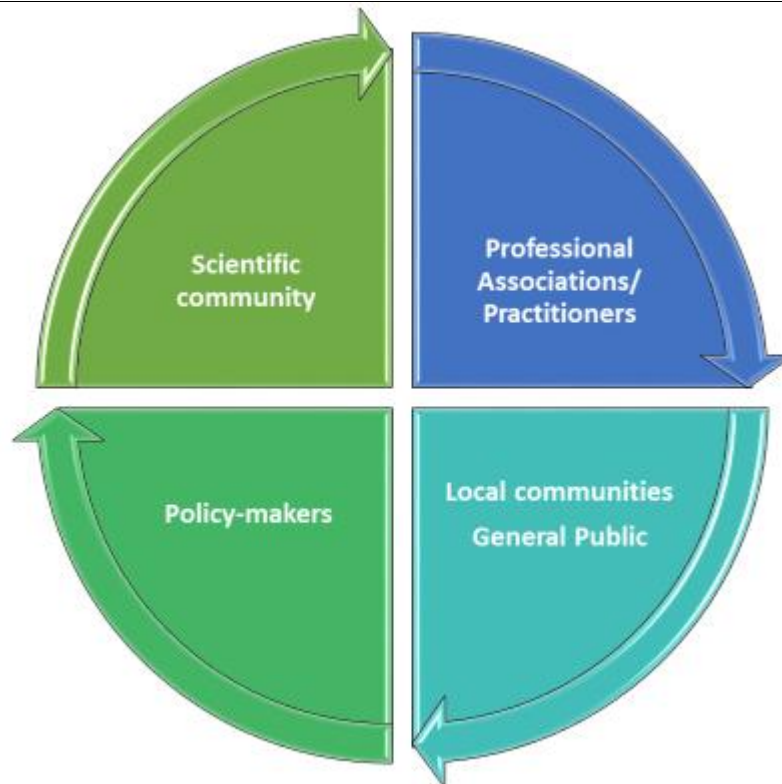
The Science Communication Coordinator (SCC) will be in charge for developing, maintaining and managing the Communication Strategy of SMILES Action.

Key responsibilities of the SCC are:

- Plan and coordinate the implementation of communication activities at project level
- Maintain records of communication activities
- Be the central point of contact with the COST Association for communication activities only.
- Provide information to interested partners and other stakeholders in a convenient format.

The main **stakeholders** of the SMILES Action are as follows:

- **Scientific communities** across Europe and worldwide – any other COST Actions in the same field.
- **Policy makers** (EU or national, regional institutions and government authorities)
- National, regional, European and global **professional associations, Non-Government Organisations (NGOs), private sector** (SMEs, industries and large corporations) and **Government employees** in environmental competent authorities
- **Local communities and interested public**



The communication activities will target the audiences above with the main purpose of giving support to the dissemination activities by:

- Raising the level of awareness about the importance of ecosystem services in small medium island sustainability
- Engaging stakeholders during conferences, workshops, and other target events
- Promoting interest on ecosystem services concept, and how it can be used to sustain resilience of SM-Islands.
- Sharing results and outputs of the Action.

The objectives of the Action will be achieved through planned participating activities (e.g. training, common workshops, case studies). These activities will facilitate co-production of knowledge, through knowledge exchange exercises, post-normal science practices and the use of multi-actor approaches.

A1. Facilitate and ensure the successful communication and dissemination of the findings of Action

- **Develop** a tailored communication strategy, which will fit the need of the target groups.
- **A multi-faceted project communication toolkit** (e.g. website, social media, workshops, final conference) will be tailored to target a range of audiences.
- **Several communication outputs** will be targeted to the general public:
 - *regular short videos* about key research findings will be developed and broadcasted on social media.
 - *Graphical dissemination* through animated maps, graphical abstracts and media releases targeting general audiences will be developed.
 - *Art work/ comics* by professional artists targeting the general public and children
 - *leaflets, brochures, press releases and recommendations, which “translate” the academic language to that of the layman*
- Society will also be involved through the **reception of all dissemination materials**, reaching out to all age groups. This will happen through a **series of**

actions, of global (e.g., integration of the outcomes with the UNESCO Literacy Campaign on Oceans) **to local magnitude** (short videos, museum design, radio shows, public press articles) which will raise awareness about island specificities in research and policy agendas.

A2. Ensure that all the deliverables and project outputs produced are relevant for the stakeholders involved in this project and beyond.

A3. Convey and **share** knowledge among scientists, policy makers and stakeholders- a collaborative network

- Establishment of a **concrete interdisciplinary network** among scientists across Europe and beyond and providing a forum for an open collaborative dialogue with **researchers** and **practitioners**.
- Creation of a **network of academics and practitioners** through a participatory process that will allow for an open dialogue among different disciplines.
- **Three rounds of participatory modelling workshops** will be organized in each selected areas in order to establish interaction channels between stakeholders.
- An open **knowledge exchange**, dialogue and capacity building platform in Europe and beyond, directed at social awareness of the importance of small-medium islands
- Science-policy-society forum, which will allow for a continuous and participatory dialogue among representatives from all these sectors.
- **SMILES virtual knowledge exchange platform** (SMILESvKEP) with a dual function, depending on user's profile (input and retrieve outputs).
- **Web platform** will be used for compilation, synthesis, and dissemination of main results of the project
- Organizing **region specific workshops** and forums will provide several opportunities dedicated to knowledge transfer among stakeholders.
- **Representation of civil society organizations** in the network and stakeholder platforms

A4. Fill in the communication **gaps** among target groups through knowledge co-production and by promoting a common "language"

- Knowledge co-production: implementation of stakeholder engagement techniques to allow different audiences to identify previous experiences, case-studies and research outcomes while fostering knowledge exchange and co-production through dedicated stakeholder engagement techniques, including surveys, workshops and community events.
- Shared vocabulary: Development of an integrated and interoperable vocabulary incorporating vocabulary on ecosystem services, nature-based solutions, policy obligations and non-scientific jargon through:
 - **A series of workshops**; one with each group of scientists, policy makers and civil society organizations
 - **Two joint workshops** in which the groups will interact and commonly agree upon a shared vocabulary.

A5. Support Science-Policy-Society (SPS) based best practices

- **Training for different audiences**, including stakeholders working at different administrative levels and NGOs, and across sectors on Mapping and Assessment of ES and NbS, science-policy interface.
- **Oppla** (<https://oppla.eu/>), will be used to disseminate research outputs and information through its 'marketplace'.
- **ThinkNature platform** (<https://platform.think-nature.eu/>) will be used to support the understanding and promotion of NbS
- SMILES will take part in the forums organized by ThinkNature on ecosystem restoration, climate change adaptation and mitigation, risk management and

resilience, and will be included in ThinkNature’s interactive maps of case studies and projects involved in NbS.

- **Innovative systems such as “serious games”** will be provided in Action’s website that allow non-scientific participants to understand, use and interpret scientific knowledge for their own needs.
- Co-design of alternative futures for island development based on nature based solutions (NbS), which can be designed and tested by the network.

A6. Enhance and increase accessibility to the scientific knowledge

- **Open-access publications:** scientific publications which will be translated into Policy briefs to reach scientific and policy audiences.
- **Final conference** with sections for all user groups will be held.
- Development of a recommendation paper for a new ERA strategy for small and medium islands.
- The project outputs will be summarized to a proposal for a new ERA strategy for small medium islands for contributing stakeholders and EU agencies.
- **A forum and communication platform for PhD students and PostDocs**
- Training schools for European researchers

2. PLAN FOR THE COMMUNICATION OF ACTION RESULTS

The communication plan was designed to raise the awareness of the general public and to promote the Action and its results towards the COST community end-users, civil society and mass media. Hence, the information is conveyed in a language that is **widely accessible**.

The communication strategy, sets up **approaches** and **tools** in order to:

- ensure the successful transfer of the findings of Action
- raise societal awareness on the network outcomes
- facilitate a better communication among the target audience (across different age groups, from students to all members of society)
- Thus, a **Multi-faceted project communication toolkit** was developed (Month 4). The tailored communication strategy was designed to fit the target groups (scientific community, policy makers, general public, and professionals in private and governmental sector) and
- to promote a “common” language by filling in gaps in the field of insular ES.

Project visual identity

The Open University of Cyprus designed the Action logo that will be used along with the COST logo. Dissemination materials will be prepared in line with visual identity of the Action to enable effective “branding” of the project.



The logos of the COST and the Action will appear on all published and related promotional documents to increase visibility of the Action.

Partners will have access to a shared folder and have access to the above materials. They are also going to be provided with working tools that will be adopted along the Action’s implementation period, including:

- Template for Power-Point presentations
- Template for word documents; and

- Template for posters

COST SMILES CA21158
**Enhancing Small-Medium Islands resilience by
 securing the sustainability of Ecosystem Services**



<https://www.cost-smiles.eu/>

25/10/2023

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The design of the project website is also a part of the **Project visual identity**, and it was launched from the second month of the Action. <https://www.cost-smiles.eu/home>

**Enhancing Small-Medium Islands resilience by securing the
 sustainability of Ecosystem Services (SMILES)**

Project acronym:	SMILES
Project number:	CA21158
Start date:	22/09/2022
End date:	21/09/2026



Description

European islands are hotspots of biological and cultural diversity, which, compared to mainland, are more vulnerable to climate change, tourism development, uncontrolled land use changes and financial crisis. These factors have increasingly resulted in severe impacts on socio-economic and environmental services. Projected climate and land use change will impact on islands' biodiversity but also on ecosystem services and in turn on the quality of life of island inhabitants. Even if the existing techniques can adequately predict climate-induced ecological changes of the larger islands, this is not the case for small and medium size islands where there is a need for refinement.

Show >

The following communication outputs will be targeted to the general public:

- Regular short videos about key research findings will be developed and broadcasted on social media.
- *Graphical dissemination* through animated maps, graphical abstracts and media releases targeting general audiences will be developed.
- *Artwork/ comics* by professional artists targeting the general public and children
- *Leaflets, brochures and recommendations*, which “translate” academic language to that of the layperson
- A short cartoon on small-medium islands natural capital
- An open **knowledge exchange, dialogue and capacity building platform** in Europe and beyond, directed at social awareness of the importance of small-medium

islands **SMILES virtual knowledge exchange platform** (SMILESvKEP) will have a dual function, depending on user's profile (input and retrieve outputs).

- Organizing **region specific workshops** and fora that will provide several opportunities dedicated to knowledge transfer among stakeholders.
- **Representation of civil society organizations** in the network and stakeholder platforms
- Development of an **integrated and interoperable vocabulary** incorporating vocabulary on ecosystem services, nature-based solutions, policy obligations and non-scientific jargon.

Deliverables are:

- Short video presenting the SMILES results for the wider public
- Web Exchange Platform
- Translated version of core documents in at least 6 languages
- A series of videos, graphical dissemination, art work and comics
- Website (access to all reports, documents, etc)

What	How	Target audience	When
Short video about the Action's findings (Deliverable D6.2)	Broadcasted on SMILE's Instagram, Facebook page, Webpage, Radio shows	<ul style="list-style-type: none"> • Local communities and general public • Scientific community • Professionals in private and governmental sector • Policy-makers 	By September 2026
Web Exchange Platform (Deliverable D6.2)	Will be hosted on Action's website	<ul style="list-style-type: none"> • Local communities and general public • Scientific community • Professionals in private and governmental sector • Policy-makers 	Expected to be launched during months 12-18
Policy briefs on novel island-related policy instruments (Deliverable D6.3)	• On line version will be available on Action's website	<ul style="list-style-type: none"> • Professionals in private and governmental sector • Policy-makers 	Expected to be delivered at the end of the Action (Month 48)
Translated version of core documents in at least 6 languages (Deliverable D6.4)	• On line version will be available on Action's website	<ul style="list-style-type: none"> • Local communities and general public • Scientific community • Professionals in private and governmental sector • Policy-makers 	Expected to be delivered at the end of the Action (Month 48)

Short video about the objectives of the Action, and informing the audience about ecosystem services on small islands (Deliverable D6.5)	<ul style="list-style-type: none"> Broadcasted on SMILE's Instagram, Facebook page, Webpage, Radio shows 	<ul style="list-style-type: none"> Local communities and general public 	M12
Graphical dissemination (animated maps, graphical abstracts) (Deliverable D6.5)	<p>Media releases,</p> <ul style="list-style-type: none"> Free press 	<ul style="list-style-type: none"> Local communities and general public 	M12, 24, 36 Month 48
Art work/ comics (Deliverable D6.5)	<p>Free press</p> <ul style="list-style-type: none"> SMILE's Instagram, Facebook page, webpage 	<ul style="list-style-type: none"> General public and children 	M24
Short cartoon on small-medium islands natural capital (Deliverable D6.5)	Shared with schools, youth organisations, universities, NGOs directly and through the use of social media and website	<ul style="list-style-type: none"> General public and children 	M33
Website, social media accounts (Instagram, Facebook, Twitter) (Deliverable 6.6)	Website hosted by the OUC, and interlinked with social networks of the Action such as Twitter, Facebook and Research Gate (see section below) with a regular updating of news and activities	<ul style="list-style-type: none"> Local communities and general public Scientific community Professionals in private and governmental sector Policy-makers 	<p>Launched (month 2)</p> <p>https://www.cost-smiles.eu/home</p>

3. PLAN FOR THE DISSEMINATION OF ACTION RESULTS

A sharing research strategy will be designed to enhance and increase accessibility to the scientific knowledge.

- **Open-access publications:** scientific publications which will be translated into Policy briefs to reach scientific and policy audiences.
 - Paper 1: Published paper on the assessment of biodiversity and natural capital
 - Paper 2 on global systematic review of ES methodological approaches
 - Paper 3 on the proposed framework for assessing ES
 - Papers 4-8 Case study papers (at least 4) implementing the developed framework
 - Paper 9: on challenges and perspectives of CC projections for islands
 - Paper 10 on SSPs for small, medium islands
 - Paper 11 on Integrated Assessment of global change on ES supply
 - Paper 12: presenting methodology and results from NbS inventory
 - Paper 13: assessing co-benefits arising from NbS implementation in small island
 - Paper 14: Review article on innovative instruments for island-related resilience through policy building

- **Final conference** with sections for all user groups will be held.

Development of a recommendation paper for a new ERA strategy for small and medium islands. The project outputs will be summarized to a proposal for a new ERA strategy for small and medium islands for contributing stakeholders and EU agencies.

- **A forum and communication platform for PhD students and PostDocs**

Development of a forum run by and for young researchers on main topics of island research. The forum will be run by SMILES members but will embrace the wider YRI community.

- **Oppla** (<https://oppla.eu/>), will be used to disseminate research outputs, develop collaboration with NBS projects, and to share information about case-study islands through its 'marketplace'.
- **ThinkNature platform** (<https://platform.think-nature.eu/>) will be used to support the understanding and promotion of NbS
- **NetworkNature+**, will be used to develop collaborations with ongoing NBS projects and to disseminate research outcomes.
- SMILES will take part in the fora organized by ThinkNature on ecosystem restoration, climate change adaptation and mitigation, risk management and resilience, and will be included in ThinkNature's interactive maps of case studies and projects involved in NbS.

	How	Target audience	When
What			

Open-access publications (approx. 14 scientific papers)	Open access journals Open Research Europe (ORE)	<ul style="list-style-type: none"> • Scientific community, • Policy makers 	Throughout the duration of the project	
Final conference (Deliverable D6.7)	Organise a conferences	<ul style="list-style-type: none"> • Scientific community • Policy makers • Professionals in private and governmental sector 	At the end of the Actions (month 45-48)	
New ERA strategy	Promote a discrete island related focus in the new ERA strategy, through lobbying activities at the national Research Council (of every member state)	<ul style="list-style-type: none"> • Scientific community, • Policy makers 	At the end of the action	
Disseminate research outputs and information through its 'marketplace'.	Oppla (https://oppla.eu/) ThinkNature platform (https://platform.think-nature.eu/) NetworkNature+	Scientific community, Policy makers	Every 6 months after the first year	
Forum and communication platform for PhD students and PostDocs	Online discussions on emerging science priorities, cutting-edge research, new opportunities and challenges with tangible outputs	Young researchers Scientific community	Throughout the project	
Participation on ThinkNature's forums and NetworkNature+	Sharing of project outcomes to be included in newsletter, forums and wider dissemination.	Researchers, practitioners, decision-makers	Throughout the project	

4. PLAN FOR THE VALORISATION OF ACTION RESULTS

Valorization aims to **establish interaction channels between stakeholders on the basis of a multi stakeholder dissemination and communication strategy.**

- **SMILES virtual knowledge exchange platform** (SMILESvKEP) virtual knowledge exchange platform will be comprised of a web-based application, which will allow for all three types of users to participate in the SMILES project. The platform will have a dual function, allowing users depending on their profile to either contribute with input to the project, or to use the platform to retrieve information on the project outputs:
- A **dataset of small- medium islands natural capital** (stocks, flows and dependencies) and Natural Capital Protocols and methodology (including indicators) to assess the “properties” condition and benefits from natural assets of small- medium islands in Europe.
- **A framework (including indicators) for assessing** and mapping regulating and provisioning ES of high relevance for small-medium islands
- A **conceptual framework for cultural ES** on small-medium Islands
- **Resulted maps and assessments** will be shared with practitioners, policy-makers and more widely using the OPPLA Marketplace
- Open access inventory of **NbS with environmental and socio-economic benefits** in small and medium islands, which will be widely shared with practitioners and professional organisations, NGO and communities.
- **Participatory technique** (Delphi method) to allow practitioners worldwide to collaboratively assess the co-benefits arising from NbS implementation in small and medium islands
- Stakeholders will participate in the **eco-design of the ecosystem service assessments** in island spaces, as well as the design of nature-based solutions.
- A user-centered design shared integrated vocabulary,
- Final **ES map and indicators** for at least 5 islands
- Three rounds of **participatory modelling workshops** will be organized in each selected areas
- Integrated to the Action’s website, a component of the platform will allow stakeholders (assisting and contributor) to make a few **virtual decisions and through “serious games”** to visualize the future state of the island spaces they intend to manage (**Innovative systems such as “serious games”** will be provided in Action’s website that allow for non-scientific participants to understand, use and interpret scientific knowledge for their own needs)
- **Policy briefs** produced by the Action will reach scientific and policy audiences

What	How	Target audience	When
SMILES virtual knowledge exchange platform (SMILESvKEP).	Web-based application	all target audiences	February 2024
A <u>dataset</u> of small- medium islands natural capital	Spreadsheet, publication, online platform	Researchers, practitioners, policy-makers	February 2024
Natural Capital Protocols and methodology	Protocol shared on online exchange platform	Researchers, practitioners, policy-makers	February 2024
A framework (including indicators) for assessing	Scientific publication	Researchers, practitioners	September 2024

and mapping regulating and provisioning ES			
A conceptual framework for cultural ES on small-medium Islands	Scientific publication	Researchers, practitioners	November 2024
Final maps and assessments on ES	Scientific publication; web-based application	All target audiences	August 2026
Open access inventory of NbS with environmental and socio-economic benefits	Scientific publication; web-based application	All target audiences	August 2026
Participatory technique (Delphi method) to allow practitioners worldwide to collaboratively assess the co-benefits arising from NbS implementation in islands	Scientific-publication, policy brief	Practitioners, decision-makers	May 2026
A user-centered design shared integrated vocabulary	Published in the form of a Glossary	All target audiences	August 2026
Innovative systems such as "serious games"	On Action's website	<ul style="list-style-type: none"> • Professionals in private and governmental sector • Policy-makers • Practitioners, decision-makers 	February 2024
Policy briefs on novel island-related policy instruments (Deliverable D6.3)	On line version will be available on Action's website	<ul style="list-style-type: none"> • Professionals in private and governmental sector • Policy-makers 	Expected to be delivered at the end of the Action August 2026

ANNEX 1

The tables below are meant to provide an **overview to the Action** of relevant dimensions to be considered while structuring the Science Communication Plan.

Table 1 highlights the different scope of **Dissemination** and **Communication** activities, while Table 2 underlines key questions to be addressed in each plan.

TABLE 1. COMMUNICATION – DISSEMINATION – VALORISATION

	COMMUNICATION	DISSEMINATION	VALORIZATION
Objectives	<ul style="list-style-type: none"> - Facilitate and ensure the successful communication and dissemination of the findings of Action - Ensure that all the deliverables and project outputs produced are relevant for the stakeholders involved in this project and beyond - Convey and share knowledge among scientists, policy makers and stakeholders - Fill in the communication gaps among target groups by promoting a common “language” - Support Science-Policy-Society (SPS) based best practices - Enhance and increase accessibility to the scientific knowledge 	<p>Short video about the Action’s findings broadcasted on SMILE’s Instagram, Facebook page, Webpage, Radio shows</p> <p>Web Exchange Platform hosted on SMILE’s website to disseminate: new, events, materials, documents and results derived from the Action.</p> <p>Short video about the objectives of the Action, and informing the audience about ecosystem services on small islands</p> <p>Graphical dissemination through animated maps and graphical abstracts about nature-small islands and ES will be published on (animated maps, graphical abstracts) SMILE’s Instagram, Facebook page, Webpage and to the free press.</p> <p>Art work/ comics by professional artists</p> <p>Short cartoon on small-medium islands natural capital</p>	<ul style="list-style-type: none"> - SMILES virtual knowledge exchange platform (SMILESvKEP). - A dataset of small- medium islands natural capital - Natural Capital Protocols and methodology - A framework for assessing and mapping regulating and provisioning ES of high relevance for small-medium islands - A conceptual framework for cultural ES on small-medium Islands - Resulted maps and assessments - Open access inventory of NbS - Participatory technique (Delphi method) to allow practitioners worldwide to collaboratively assess the co-benefits arising from NbS implementation in islands - A user-centered design integrated vocabulary - Final ES map and indicators - “Serious games” to visualize the future state of the island spaces they intend to manage - Policy briefs
Expected Impact	Engaging with society to show how it can benefit from the Action results.	Creating high-quality new knowledge. Strengthen	Leveraging

		interdisciplinary. Fostering diffusion of knowledge and Open source.	investment in research and innovation
Audiences	Reaching multiple audiences from general public, citizens, civil society, and mass media	Scientific communities across Europe and worldwide, working on islands sustainable development Engage with policymakers mainly at the EU and national level responsible for formulation and/or implementation of key sectoral policies and EU directives	Local, national or EU-related innovation ecosystems (e.g. national Centres of Excellence, EU Research Infrastructures) including policy-makers, SMEs, NGOs and civil society.
Languages	Non specialist language, layman	Scientific and specialist language/jargon.	Combines both general and technical language to present reports, results, prototypes, software, data, etc.
Channels & Tools	Radio, newspapers, websites, social media targeting general public. Leaflet/brochure, infographics, multimedia (podcast, webinars, videos)	Peer-review journals, scientific or stakeholder conferences, online repository of results, etc. Leaflet/brochure, infographics, multimedia (podcast, webinars, videos) EU related platforms and services such as Open Research Europe, European Open Science Cloud.	Stakeholder groups and events, policy publications/reports, competitions/awards. EU related platforms and services such as CORDIS, Horizon Results Booster, Innovation Radar, Horizon Results platform,

TABLE 2. THE 5 W TO STRUCTURE YOUR PLAN

WHY It is relevant to communicate about the Action?	<ul style="list-style-type: none"> • Research on ecosystem services derived by small-medium islands (SMIs) is scarce and fragmented across Europe; • Urgent need for a coordinated and joint effort to build a collaborative platform linking science, policy makers, and professionals • Raise awareness on the importance of different types of ecosystems on the provisioning of ecosystem services especially for the SMIs • Bring added value of belonging to a multidisciplinary network involving numerous countries; • Opportunities of new collaborations.
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WHAT is the key message?	<ul style="list-style-type: none"> • Strengthen an interdisciplinary approach for natural capital assessment in small-medium islands; • Change the current policy regarding small-medium islands development model; • Explore new methodological avenues in ES assessment of small-medium islands
WHO is the target audience?	<ul style="list-style-type: none"> • Scientific communities across Europe and worldwide Scientists, Academia – any other COST Actions in the same field. • Policy makers - Authorities, Policymakers (EU, national, regional institutions and government authorities) • National, regional, European and global professional associations, Non-Government Organisations (NGOs), private sector (SMEs, industries and large corporations) and Government employees in environmental competent authorities • Local communities and interested public
WHERE and how to communicate & disseminate?	<ul style="list-style-type: none"> • Radio, newspapers, websites, social media; • Workshops, training schools, conference
WHEN it is appropriate to start communicating & disseminating?	<ul style="list-style-type: none"> • When the website & social media were set (Month 1) all new events were advertised i.e. meetings, workshops; STSMs open calls, presentations related to the Action. Website & Social media are updating on a regular basis (once a week or when it is necessary). • When there are some results they are going to be released and advertised through SMILES website & social media, partners individual websites • When a joint scientific publication is published articles will be available using the open access publication option, throughout universities and institutions websites, Research Gate, Academia.edu etc • When other evidence-based results are communicated to major stakeholders

Indicators	Year 1 (Nov22-Oct23)	Year 2 (Nov23-Oct24)	Year 3 (Nov24-Oct25)	Year 4 (Nov25-Jan26)
Logo	Appearance of the logo in all material and dissemination activities created under the Action.			
Number of visits to project's website	>500	>600	>1000	>1500
Quantity of appearances in media	>3	>5	>5	>5
Number of events attended by network members relevant to the Action.	5	10	10	10
Number of newsletters disseminated	2	2	2	2

Number of flyers disseminated	1	1	1	1
Number of recipients/subscribers of the Action's newsletter	>100	>300	>400	>500
Number of conferences and workshops organized.	2	4	4	4
Number of Tweets on the Action's Twitter account and re-tweets	No twitter account	>50	>50	>50
Number of followers on the Action's Twitter account	No twitter account	>300	>400	>500
Number of members on the Action's LinkedIn account	No LinkedIn account	>300	>400	>500
Number of presentations of the Action at conferences or events (presentation, poster, paper)	5	15	15	15
Number of Scientific publications	1	4	6	1