D1.2 Plan for Exploitation, Dissemination and Comms

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D1.2 PEDCOM

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Key takeaway messages

- To maximise the impact of its results, OneSTOP planned and described its communication, dissemination and exploitation efforts in D1.2 Plan for Exploitation, Dissemination and Comms (PEDCOM).
- The PEDCOM outlines the stakeholder groups (Chapter 2), estimated project results (Chapter 3), tools and channels that will be used to share them (Chapter 4), and an implementation plan for activities (Chapter 5).
- Table 5 in Chapter 5 establishes the concrete connection between the project's results, target audiences and communication, dissemination, and exploitation tools, as well as the Key Performance Indicators (KPIs) which will be used to measure their effectiveness.

Executive summary

Part of the tasks contained in OneSTOP's work package (WP) 1 is developing the project's D1.2 Plan for Exploitation, Dissemination and Comms in M6 (June 2025) and updating it in M20 (D1.3, August 2026) and M38 (D1.4, February 2028). D1.2 is a detailed plan of how the project's findings will be used, shared, and communicated to stakeholders, ensuring that the knowledge generated is effectively transferred to relevant audiences. D1.2 covers activities up to M18. After this point, the PEDCOM will be updated to assess the progress made and to plan upcoming actions (D1.3, M20).

The PEDCOM structure includes the key dissemination actors (Chapter 2), the results to be achieved (Chapter 3), the communication and dissemination channels that will be used (Chapter 4), as well as an Implementation Plan with Key Performance Indicators (KPIs) for each action (Chapter 5).

Non-technical summary

European research projects such as OneSTOP need to openly share their findings through communication, dissemination and exploitation activities in order to provide social value beyond their specific domain. Communication focuses on promoting the project's activities and raising awareness about them. Dissemination aims to make the project's knowledge and results accessible to everyone who can benefit from them, free of charge. Exploitation concentrates on ensuring that the results are delivered to the right stakeholders who can use them for concrete societal, commercial and/or political purposes. OneSTOP's efforts in these three areas have been outlined in D1.2, including the specific groups of stakeholders that can benefit from the project's results, how to reach them effectively, when to reach out, and how to measure the success of these efforts.

List of abbreviations

DEC	Dissemination, Exploitation, Communication
DMP	Data Management Plan
EASIN	European Alien Species Information Network
EU	European Union
FAIR	Findable, Accessible, Interoperable and Reusable
GBIF	Global Biodiversity Information Facility
IAS	Invasive Alien Species

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EICAT	Environmental Impact Classification of Alien Taxa
IUCN	International Union for Conservation of Nature
IPBES	Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services
KPI	Key Performance Indicator
LLM	Large Language Model
PEDCOM	Plan for Exploitation, Dissemination and Comms
WP	Work Package

1. Introduction

OneSTOP aims to minimise the introduction, establishment, and spread of invasive alien species (IAS). The project's methodology is based on four pillars: detection, prioritisation, dissemination, and socio-political action. Results will be valuable to various stakeholders, including academia, government bodies, conservation groups, the private sector, and society at large.

To ensure stakeholders are aware of the project's emerging results, OneSTOP's WP1 is tasked with developing the project's D1.2 Plan for Exploitation, Dissemination and Comms in month 6 (June 2025), and updating it in months 20 (D1.3, August 2026) and 38 (D1.4, February 2028).

The first version of the plan was developed by building on the measures to maximise impact identified in the project's description of action, and amplifying them through a consortium-wide consultation process based on feedback from a comprehensive questionnaire. This questionnaire contained 15 questions and was distributed to partners in month 5 to gather information about their communication and dissemination needs, as well as the results and impact they expect from OneSTOP.

Partners' contributions to the survey provided valuable insights into expected outcomes, target audiences, and preferred channels and tools for dissemination and exploitation. Based on this input, the PEDCOM defines the project's key dissemination actors (Chapter 2) and the results expected to be achieved (Chapter 3). It also outlines the communication and dissemination channels to be used and describes events and initiatives planned within the scope of the project (Chapter 4). Moreover, the PEDCOM includes OneSTOP's Implementation Plan, detailing the Key Performance Indicators (KPIs) for each action during the first stage of the project (Chapter 5).

Although there may be a certain overlap between [dissemination, exploitation, and communication](#) (DEC), these three lines of outreach activities have distinct scopes and objectives, working together synergistically to enhance the project's overall impact.

1.1. Communication

Communication is the broadest part of the DEC activities, beginning from the start of the project and continuing after its end. The main goal is to contribute to the positive societal impact of the project, raising awareness both in the scientific communities and among the general public on the connection between IAS, animal and plant biodiversity and human well-being.

A variety of promotional materials have been developed (during the first 5 months), including a project presentation, brochure, poster, roll-up banner, social media content, and scientific illustrations. These resources are available in OneSTOP's internal communication platform and will help partners raise awareness and engage their networks. These will be updated throughout the project to reflect OneSTOP's progress.

Starting from month 12 (December 2025), engaging communication formats from Task 1.4 will support public understanding of IAS and drive citizen science initiatives promoted through the project's Living Labs. Interactive visualisations will further explain IAS management, highlight priority species and pathways, collect culturomics data, and encourage public action, including contributions to biosecurity and the Alert system.

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Stakeholder input from the Living Labs will guide the development and evaluation of these tools to maximise impact. There are also many existing resources on raising awareness of IAS already available, including EASIN's [Beware of the Aliens campaign materials](#), New Zealand's [Weedbusters programme](#), [CBD Invasive Species Toolkit](#), [IPBES IAS learning platform](#), [AlienScenarios project movie](#), [Racoon Rampage Boardgame](#), [PlantHealth4Life](#), and the [GB non-native species secretariat](#). These will be promoted through OneSTOP's channels to not only create new materials but also maximise the value of existing ones.

A biannual e-newsletter will keep stakeholders informed of project progress. Its performance will be monitored, with frequency adjusted as needed to maintain engagement. OneSTOP will also amplify its reach by leveraging partner channels and platforms like [EurekAlert!](#), [AlphaGalileo](#), and other targeted newsrooms and message boards, such as [WIT News](#) and the [Invasions Newsletter](#).

The project promotes a two-way communication approach, encouraging partners to leverage their existing personal and institutional networks while also establishing new connections with relevant organisations, projects, and initiatives. They are also encouraged to explore and, where appropriate, support the exploitation of results from past projects relevant to OneSTOP. Examples of such initiatives are listed in Table 1.

Table 1: Relevant past and current initiatives with links to OneSTOP

Name and website	Description
Alien-CSI	A networking COST action that aimed to address the challenge of managing IAS introductions, emphasising the role of citizen science, enabled by digital technology, in enhancing data collection and public engagement on the issue.
AlienScenarios	A Biodiversa+ research project that developed models and scenarios for biological invasions for the 21st century, and conceptual research on iEcology.
BB Alien	Sweden and Finland will conduct a cross-border cooperation for the effective eradication and prevention of the spread of IAS.
B-Cubed	Addressing the urgent need for rapid, reliable, and repeatable biodiversity monitoring in response to global crises like climate change and natural resource exploitation.
BioAgora	Aims to connect research results on biodiversity to the needs of policy-making in a targeted dialogue between scientists, other knowledge holders and policy actors.
Biodiversity Information Standards	The Biodiversity Information Standards is a not-for-profit organisation that promotes international collaboration and the sharing of biodiversity information by developing data exchange standards and facilitating discussions on biodiversity information management.
BioDT	The project will offer sophisticated models for the simulation and prediction of global biodiversity dynamics through practical use cases, including threats from IAS.
Biosecurity New Zealand	An incorporated society with membership open to individuals interested in biosecurity issues.
COBRAS	A New Zealand-based Centre of Excellence implementing data synthesis to develop innovative research to support interdisciplinarity through the concept of One Biosecurity.

DECIDE	Enhancing biodiversity models for better decision-making by prioritising recorder motivations, the project plans to map 1,000 species with high precision, leveraging data from Recorders.
Easy RIDER	A network of researchers across Europe and North America working together to develop automated camera systems for monitoring insects.
EASIN	EASIN facilitates information on alien species occurring in Europe and supports the EC services and EU Member States competent authorities in the implementation of the EU Reg. 1143/2014 on Invasive Alien Species.
EPPO	The European and Mediterranean Plant Protection Organisation is an international organisation responsible for cooperation and harmonisation in plant protection within the European and Mediterranean region.
EuropaBON	OneSTOP will liaise with the Biodiversity Monitoring Coordination Centre, conceived by EuropaBON, with the aim of coordinating monitoring activities across Europe
Exotennet	ExotenNet is a network of professionals who are involved in exotic species issues and management.
Finnish Advisory Board on Invasive Alien Species	Advises national authorities on the prevention, management, and monitoring of invasive alien species to protect biodiversity and ecosystems in Finland.
GBIF	Based in Copenhagen, GBIF serves as a European Open Science Cloud data provider, facilitating the sharing of biodiversity data through established standards like Darwin Core.
Global Register of Introduced and Invasive Species	Presents validated and verified national checklists of introduced (alien) and invasive alien species at the country, territory, and associated island level
GuardIAS	OneSTOP's sister project focusing on aquatic invasive alien species.
InsectAI	This COST Action supports insect monitoring and conservation at the national and continental scale using computer vision methods.
INVASIVESNET	Aims to enhance the understanding and management of IAS worldwide by establishing a comprehensive network for effective knowledge exchange to address the growing ecological, social, cultural, and economic impacts of IAS.
IPBES	A global body that assesses the state of biodiversity and ecosystem services to inform policy and support sustainable decision-making.
IUCN Invasive Species Specialist Group	Aims to reduce threats to natural ecosystems and the native species they contain by increasing awareness of invasive alien species, and of ways to prevent, control or eradicate them.
LIFE RIPARIAS	The Belgian RIPARIAS alert system for IAS and the 2023 Ebbe Nielsen-winning GBIF Alert system. OneSTOP will elaborate further on this initiative and build an alert system for IAS in Europe.
MAMBO	Developing, testing, and implementing tools for monitoring the conservation status and ecological needs of under-studied species and habitats.
National Laboratory for Health Security Invasion Biology Division	Provides the scientific basis for data and analysis-based decision making in the fields of health, disease control and ecosystems in Hungary.
Panel on Plant Health EFSA	Provides independent scientific advice on the risk posed by plant pests which can cause harm to plants, plant products or biodiversity in the EU.
Priodiversity LIFE	The largest project ever implemented in Finland to tackle biodiversity loss.

TrIAS	OneSTOP will build on this Belgian initiative, which created an open, data-driven framework to dynamically track, identify, and assess the risk of IAS, thereby informing policy.

Particular efforts will be dedicated to organising joint activities with our sister project GuardIAS, such as joint meetings and collaborative work on improving the modelling framework, developing species lists and conducting joint communication efforts.

1.2. Dissemination

OneSTOP's dissemination strategy aims to maximise the accessibility of project results by making them publicly available and free of charge to any stakeholder who might benefit from them. Efforts for dissemination will begin as soon as results are produced, and such activities can continue for years after the project's conclusion.

Results will be actively shared via social media (Bluesky and LinkedIn) and the project's website, which will serve as the central dissemination hub for accessing publications, deliverables, and updates. The project adopts a fully open access, open data, and open source approach, as outlined in its D1.5 Data Management Plan. Publications will be made available through gold open access publishing routes and deposited immediately into trusted open access repositories. Research data and other outputs will be accessible via open community-endorsed repositories, such as Zenodo, GBIF or GitHub. Open source software developed by the project will be managed transparently on GitHub and archived on Zenodo, reinforcing the principles of openness, FAIR, and reproducibility. OneSTOP's results will be comprehensively represented in a single citable collection in the open access Research Ideas and Innovation journal.

The project will also produce tutorial videos (shared via YouTube) to simplify complex findings and support capacity-building with targeted training and information packs for local land managers. By leveraging European science infrastructures like the European Open Science Cloud, GBIF and EASIN, OneSTOP ensures broad visibility and long-term accessibility. Project members will also present their results and engage in dialogue with stakeholders at relevant meetings, webinars, conferences, events and workshops.

Through this combination of different dissemination methods and measures, OneSTOP aims to contribute its innovations to the management of IAS and to make them accessible and easy to use, and to transfer knowledge.

1.3. Exploitation

The primary objective of OneSTOP's exploitation strategy is to ensure that project results reach the stakeholders best positioned to translate them into societal, commercial, or political impact. While formal exploitation activities intensify toward the final stages of the project, once results are fully developed and functional, early and continuous stakeholder engagement plays a critical role in maximising their long-term value and uptake.

To that end, OneSTOP involves stakeholders from the outset through five Living Labs, leveraging their expertise to shape project tools and methodologies. This participatory approach is further reinforced through datathons and training webinars (WP4), as well as targeted workshops (WP3 and WP6), ensuring that outputs are aligned with user needs and are therefore more likely to be adopted and sustained beyond the project's lifetime.

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Project results will also be strategically presented and discussed in webinars with key policy actors, aiming to promote knowledge transfer in areas such as detection and prioritisation, and co-develop methods for integration into initiatives like the EASIN notification system. To strengthen policy impact, the project will produce concise, actionable policy briefs and distribute them through relevant events and conferences, including Neobiota 2026, Biodiversity Information Standards, the International Conference on Ecology and Management of Alien Plant Invasions, and the Conference of the Parties.

In addition, OneSTOP will leverage existing stakeholder networks from other Horizon Europe initiatives and use dissemination platforms such as the Horizon Results Platform, the Knowledge Centre for Biodiversity, and EASIN to expand its reach. It will also support the exploitation of relevant outcomes from previous projects, as detailed in Chapter 1.1, promoting continuity and synergy across EU research efforts.

A preliminary list of OneSTOP's results can be found in Chapter 3.

2. Stakeholder groups

To ensure successful communication, dissemination and exploitation, the key dissemination actors need to be identified. This can be done by first assessing which stakeholders can benefit from the project's results, and why; and second, how these groups will contribute to the further exploitation of the project's outcomes. Such an identification is a prerequisite for producing the key messages of the project.

The different stakeholder groups were initially outlined in the project's description of action and they were further developed through the questionnaire distributed to the consortium. The stakeholders identified in relation to OneSTOP are described in Table 2.
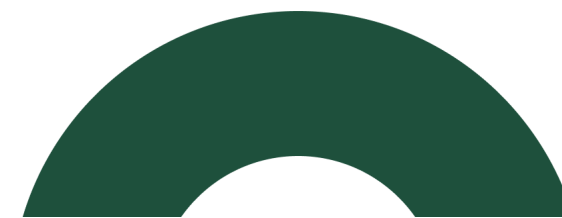
Table 2: OneSTOP stakeholder groups

Name	Representatives	Description	Relevant results	Key message
Governmental and regulatory bodies (GR)	Competent authorities, environmental agencies and biodiversity monitoring bodies Government departments dealing with agriculture, forestry, wildlife, and natural resources, transport and border control agencies Public health authorities	This group is the bridge between scientific research and policy formulation. It contributes by developing and enforcing biosecurity laws and guidelines, and it transfers scientific insights to regulatory standards and policies.	Living Labs. Novel detection methods. Online Alert System. Risk-based prioritisation system. Horizon scanning. GRIIS Europe. Understanding public perception. Policy forum insights and outcomes	OneSTOP supports governmental and regulatory bodies in managing the emerging risk of invasive alien species by providing updated species lists, real-time alerts, and tailored decision-support tools. By combining these with insights on public perception and the science-policy interface, the project enables more effective communication, risk-based planning, and targeted interventions—ultimately reducing control costs and supporting EU policy implementation.
Industry and private sector (IP)	The Agricultural European Innovation Partnership (EIP-AGRI) Pest control organisations Companies specialising in environmental monitoring technologies, biosecurity solutions, and data analytics platforms	This group is essential for providing practical solutions for managing terrestrial IAS.	Living Labs. Novel detection methods. Open access publication pipelines. Horizon Scanning and Modelling. Risk-based prioritisation system. Policy forum insights and outcomes	OneSTOP provides the private sector with improved risk assessment tools, real-time data, and open-source workflows to support smarter business planning, regulatory compliance, and innovation. By helping identify problematic species, track public sentiment, and estimate the costs of action or inaction, the project reduces economic losses, reveals market opportunities, increases regulatory preparedness and supports the development of responsible, forward-looking business models in sectors like pest control, horticulture, and trade.

Name	Representatives	Description	Relevant results	Key message
Environmental and conservation groups (EC)	NGOs, conservation agencies, biodiversity research centres, and grassroots environmental advocacy groups responsible for managing Red List species EPPO; IUCN; Natuurpunt; Botanical Society of Britain and Ireland; World Wildlife Fund	These groups are engaged with conservation, employing and exploiting scientific research, promoting community engagement and policy advocacy. Their expertise and dedication are crucial for advancing conservation strategies, habitat restoration efforts, and public awareness campaigns focused on the impacts of IAS.	Living Labs. Novel detection methods. Open access publication pipelines. Online Alert System. Horizon scanning and prioritisation maps. Understanding public perception. Species of concern identified. Citizen science activities	OneSTOP supports environmental and conservation groups by providing data and advanced tools to identify and prioritise invasive species at the local level, effectively linking grassroots actions to broader EU goals. Through Living Labs, public engagement, and evidence-based decision-making resources, the project helps these groups understand which management approaches have stronger local community support. This enables them to optimise resources, enhance outreach, foster collaboration with relevant local organisations, and focus on species of particular community interest, highlighted through culturomics and Living Labs, ultimately leading to more effective conservation and management outcomes.

Name	Representatives	Description	Relevant results	Key message
Research and Technology groups (RT)	Biodiversity Information Standards; Research Data Alliance; GBIF; Group on Earth Observations Biodiversity Observation Network; INVASIVESNET; Biodiversa+ Professionals (academic researchers in environmental sciences, innovators in technology and data analysis, focused on combating terrestrial IAS, etc.)	These groups work in scientific and technical fields and contribute to using technologies such eDNA analysis, computer vision, and AI to enhance IAS detection and monitoring.	Living Labs. Novel detection methods. Open access publication pipelines. Online Alert System. Prioritisation modelling and maps. Understanding Public Perception	OneSTOP supports research and technology groups by fostering the development, validation, and in situ testing of innovative detection methods and analytic tools, promoting interdisciplinary collaboration and capacity building. The project's data products identify critical knowledge gaps in invasive species ecology and social perceptions, guiding future research priorities and enhancing communication strategies to build public support for management actions. By providing reproducible, automated workflows for data sharing and integration with existing platforms, OneSTOP enables effective monitoring and management of IAS, opening new avenues for funding and driving societal impact through cutting-edge science and technology.
Society and the general public (SP)	Royal Horticultural Society Environmentally conscious individuals, gardeners, educators, the wider public	This group contributes to IAS monitoring and management through citizen science projects, educational outreach, schools, colleges, and universities and policy advocacy. Consequently, this community plays a crucial role in promoting awareness and encouraging long-term sustainable practices.	Living Labs. Citizen science activities. Alert System. Understanding public perceptions. Improved communication on IAS management	OneSTOP increases awareness and understanding of invasive alien species, their impacts, and the need for active management. Through public participation and co-creation initiatives like sentinel gardens, the project helps individuals, such as gardeners, identify, monitor, and report problematic species, fostering more sustainable practices. By supporting nature conservation, agriculture, and forestry, OneSTOP contributes to reducing the economic and social costs of IAS, enabling more effective use of public resources and promoting environmental protection for the benefit of people and nature.

3. Results

OneSTOP will generate a range of data and other research outputs, which are described in D1.5 Data Management Plan, outlining their availability, intended use, and access conditions. For planning DEC activities, key project results are summarised in Table 3 and will progressively be further developed, including exploitation details, in the PEDCOM updates in months 20 and 38.

Table 3: OneSTOP Key exploitable results

Key exploitable result	Relevant stakeholder groups	Accessible: where and when	Exploitation route
Policy recommendations tackling environmental and economic policies (T6.3, T6.4, T1.2)	Governmental and regulatory bodies Environmental and conservation groups	Where: Policy briefs distributed on knowledge platforms When: Between M12-M40, with more specific details to be provided in D1.3 (M20)	Policy briefs co-developed with relevant stakeholders and disseminated through various channels such as international events, OneSTOP webinars and knowledge platforms
Molecular and digital sensors for detection and classification of IAS (T2.1, T2.2)	Governmental and regulatory bodies Industry and private sector Environmental and conservation groups Research and Technology groups	Where: Publication and open access repository When: Between M15-M42, with more specific details to be provided in D1.3 (M20)	SME to commercially exploit IAS-validated high-volume air samplers using existing international sales channels. Exploitation supported with poster and workshop presentations
A workflow to collect IAS data from media platforms (T2.3)	Industry and private sector Environmental and conservation groups Research and Technology groups	More specific details to be provided in D1.3 (M20)	Released as Open Source software, results distributed through Living Labs and the website
Citizen science sentinel gardens scheme for IAS (T2.4)	Governmental and regulatory bodies Environmental and conservation groups Research and Technology groups Society and the general public	Where: Publication and open access repositories When: More specific details to be provided in D1.3 (M20)	Implementation in existing citizen science platforms, published to GBIF for Open FAIR distribution, including EASIN. Exploitation supported with training video, infographic, leaflet and event presentations
Living Labs for IAS network (T3.4)	Governmental and regulatory bodies Environmental and conservation groups Research and Technology groups Society and the general public	Where: Publication and open access repositories When: More specific details to be provided in D1.3 (M20)	Living Labs stakeholder network will consider sustainable approaches to ensure the Living Labs will remain active beyond the project lifetime and expand the network to other regions and countries. Exploitation supported with training video, infographic, leaflet and event presentations

Key exploitable result	Relevant stakeholder groups	Accessible: where and when	Exploitation route
Automated species distribution modelling workflows (T5.1, T5.2)	Industry and private sector Environmental and conservation groups Research and Technology groups	Where: Open access repository When: More specific details to be provided in D1.3 (M20)	Released as Open Source software, results distributed through Living Labs and T5.6. Exploitation supported with infographics and presentation at events
LLM-assisted EICAT assessments (T4.4)	Governmental and regulatory bodies Research and Technology groups Society and the general public	More specific details to be provided in D1.3 (M20)	The tools developed for using LLMs within the EICAT assessment process will be made open and well-described in an associated publication. We will disseminate their application through the EICAT Unit and Authority.
Open and real-time IAS detections available on GBIF (T4.1)	Environmental and conservation groups Research and Technology groups	Where: GBIF.org When: More specific details to be provided in D1.3 (M20)	Incorporated into EASIN and WP5 workflows through GBIF, disseminated to stakeholders through OneSTOP Alert. Exploitation supported with workshops and presentations at events
A European species list of IAS (GRIIS Europe) (T4.2)	Governmental and regulatory bodies Environmental and conservation groups Research and Technology groups Society and the general public	Where: GRIIS.org, GBIF.org When: More specific details to be provided in D1.3 (M20)	Published on GBIF and GRIIS website. Exploitation supported with training materials, workshops
European Alert system for new detections of IAS in Europe (T4.3)	Governmental and regulatory bodies Industry and private sector Environmental and conservation groups Research and Technology groups Society and the general public	Where: Project website, EASIN website When: More specific details to be provided in D1.3 (M20)	Released as Open Source software, results distributed through Living Labs and the website. Exploitation supported with training materials, presentation at events

4. Tools and channels

In order to share and promote the results outlined in Table 3 with the Stakeholder groups in Table 2, OneSTOP will use a variety of tools and channels. The project will combine traditional and well-established outreach methods with emerging new ones in order to find the appropriate means to reach each stakeholder group. To ensure effective communication and dissemination through its channels, OneSTOP will monitor its performance and reflect on it in the PEDCOM updates in months 20 and 38.

4.1. Branding and promotional kit

OneSTOP has developed branding guidelines and a promotional kit in order to easily communicate its objectives, planned activities and expected results to stakeholders. This includes an initial multilingual marketing pack, with corporate templates, a brochure, an introductory presentation, backgrounds for online meetings, a roll-up banner, scientific illustrations and stickers. A Brand Guidelines document outlines the project's visual identity, including typography, colour palette, and other design elements, and provides partners with access to reusable visual assets. By using these coordinated resources, OneSTOP enhances its awareness-raising initiatives, ensuring that stakeholders receive concise and visually compelling information about the project. Additionally, these materials facilitate communication and dissemination activities as project partners can distribute them within their networks, showcase OneSTOP at events and meetings, or share them across digital platforms. OneSTOP's D1.1 Branding contains details on the visual identity of OneSTOP, its promotional materials and website.

4.2. Website

OneSTOP's website (https://onestop-project.eu/) serves as a central information and dissemination hub for the project. It is the main tool for storing project outputs, including deliverables, publications, policy briefs, promotional materials, etc. It also contains an introduction to the project and its recent updates. In this way, the website facilitates communication between partners and the general public. More details are available in D1.1 Branding.

4.3. Partners' existing networks

The OneSTOP consortium brings together leading experts across diverse fields, each with strong dissemination capacity. Building on previous projects, OneSTOP benefits from an established network that facilitates wide-reaching communication. Collaborations with existing organisations, networks, and initiatives (see Chapter 1.1) further expand this reach. Consortium members will actively engage both internal and external audiences, leveraging their networks to share results with key stakeholders such as policymakers and researchers. This broad engagement will not only enhance the project's visibility and impact but also create opportunities for feedback and continuous improvement throughout its duration.

4.4. Technical materials

In addition to its branding and promotional kit, OneSTOP will produce a range of informational materials, including infographics, factsheets, and training packs tailored to different areas of the project's work. For instance, dedicated IAS information packs will be developed for land managers across various regions, offering practical guidance on risks, management strategies, and prioritisation. These materials will present complex topics in a clear, accessible format, combining visual and textual elements to support stakeholder understanding and informed decision-making.

4.5. Interactive tools

In order to engage stakeholders, OneSTOP will also prepare a video series and will develop interactive Shiny apps. The goal is to present results in an informative and interactive manner. The video format makes complex concepts more engaging and comprehensible to a wider range of audiences, ultimately facilitating the learning process and illustrating the utility of project results. Similarly, the interactive Shiny apps provide an entertaining and practical way to gain knowledge on a topic through gamification and could be used to facilitate the learning process for a wide range of audiences. The apps themselves will raise awareness on IAS and will promote citizen science by collecting data and promoting practical actions for biosecurity preservation.

4.6. Newsletters

OneSTOP will disseminate project outcomes and updates through a biannual newsletter, helping to keep partners and stakeholders informed while reinforcing the project's identity among external audiences. The newsletter will be promoted through early social media campaigns to build a strong subscriber base from the outset. Its performance and engagement levels will be regularly monitored, with the publication frequency adjusted as needed to ensure continued relevance and impact.

4.7. Press releases

OneSTOP will gain further visibility by sharing its results and activities amongst a wider audience through press releases. OneSTOP's press releases will be published on renowned science news portals, such as EurekAlert! and AlphaGalileo. These can be based on OneSTOP's activities, or they could be joint press releases with other projects, such as GuardIAS. Potential topics for press releases might be the publication of new significant papers, the organisation of OneSTOP events, Living Lab activities, as well as the release of important datasets and other outputs, such as workflows and policy briefs. In this way, important information concerning the project will reach a broader audience.

4.8. Social media

OneSTOP has prepared a social media strategy in accordance with the European Commission's social media guide[1]. In the current age of technology, social media provides stakeholders and partners with various opportunities to share content, open discussions, and raise awareness about certain topics. Thus, social media use is crucial for OneSTOP's main aims, including disseminating details regarding the Living Labs, or enhancing public participation in citizen science initiatives.

4.8.1. Social media platforms

OneSTOP has selected a number of social media platforms based on which will be the most effective for its purposes. When selecting the precise social media channels, OneSTOP has considered the following questions
- Are project members actively engaged on this social network?
- Are stakeholders active on this social network?
- Does this channel have a large and engaged audience?

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[1]
https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide_he_en.pdf

- Do we possess the necessary expertise to maintain an account on this channel?
- Can we effectively measure and report outcomes for this channel?

Based on these questions and the feedback from partners, OneSTOP has decided to keep actively engaging in the following networks:

- LinkedIn: OneSTOP Project
- Bluesky: @onestop-project.eu

OneSTOP has also created a profile on YouTube (@OneSTOP-project), which will be used to disseminate the project's videos. In addition, the project will carefully monitor the social media scene in case any other newly emerging platforms prove to be suitable for its purposes.

When using these channels, the project should take into account their individual nature, their benefits, as well as their negative aspects. In order to do this, Table 4 offers a comparative analysis of LinkedIn and Bluesky.

Table 4: Strengths and weaknesses of LinkedIn and Bluesky

Channels	Strengths	Weaknesses
LinkedIn	- Allows building professional networks - Inspirational and leadership-focused content - Potential to target industry stakeholders - No character limitations	- Big focus on job search - Difficult to build a wide network - Spam messages - Hard to navigate due to the overwhelming amount of information
Bluesky	- Easy to start discussions - Fast and easy communication - Easy to track events & news through hashtags - Credibility amongst the scientific community	- Requires very regular content - Limited characters - Limited popularity amongst the general public - Still in the early stages of development, and whether it will fully be established as a solid social media network is to be seen

4.8.2. Social media resources

As already established, social media is a useful tool not only for the dissemination of results but also for engaging stakeholders and staying informed about other initiatives. Accordingly, OneSTOP will use its social media to keep up with the latest updates of other networks and projects dealing with similar issues. In addition to engaging with the initiatives listed in Table 1, OneSTOP will also interact with relevant content from other key sources, including pages such a UN Biodiversity, British Ecological Society Invasion Science Group, Espécies Invasoras em Portugal, Convention on Wetlands and WWF EU.

In addition to following and engaging with other projects and networks, OneSTOP will also promote its own profiles and posts by using hashtags. Hashtags such as

#InvasiveAlienSpecies, #IAS, #Bioinvasions contribute to the project's visibility and promote connections with other posts on similar topics. OneSTOP will further maximise its social media efforts through engaging with the channels of consortium partners who will share the project's posts and disseminate them amongst their networks.

4.9. Attendance at events

To disseminate its results and strengthen engagement with the scientific community and key stakeholders, OneSTOP will actively participate in major international and regional events throughout the project's duration. These include high-profile scientific and policy forums such as the TDWG Conference, Neobiota 2026 in Brussels, the IPBES Plenary in Manchester (2026), World Biodiversity Forum, Biodiversity Week 2026, Biodiversa+ events, the International Biogeography Society Conference, the European Congress on Conservation Biology and the eLTER Science Conference.

OneSTOP will also engage with national and sectoral platforms, including the British Ecological Society's Species Interest Group Annual Meeting on Invasive Species, the Finnish Advisory Board Meeting on Invasive Alien Species, and the Local Action Group Annual Meeting and Stakeholder Forum hosted by the GB Non-native Species Secretariat.

Depending on the nature of each event and the maturity of project results, participation may include oral presentations, scientific posters, invited talks and stakeholder engagement through one-on-one discussions or organised sessions.

4.10. OneSTOP events

To effectively disseminate project results and foster active stakeholder engagement, OneSTOP will organise a range of targeted events. These will include 'sentinel garden' events focused on reporting ornamental plants through Plant Alert, and bioblitzes dedicated to monitoring invertebrates. Additionally, at least one datathon will be held to encourage collaboration and knowledge exchange among stakeholders, including participants from the GuardIAS project. This event will focus on the collection and verification of updated data on terrestrial IAS, with potential expansion to aquatic species.

Stakeholder involvement will also be deepened through training webinars and workshops within the Living Labs. Additionally, a dedicated workshop under WP6 will bring together key actors supporting the implementation of EU Regulation 1143/2014 on IAS, including IUCN, EASIN, and national regulatory authorities, to explore improvements in reporting. Finally, a high-level policy forum will be organised alongside a major international event, such as the World Biodiversity Forum, to present and refine OneSTOP's policy recommendations in dialogue with global experts and decision-makers.

4.11. Living Labs

OneSTOP has established a network of five Living Labs across Europe to foster an inclusive and participatory approach that actively involves user communities in the research and innovation process. These Labs engage local stakeholders and the public, facilitating dialogue on invasive alien species management and identifying previously unengaged actors at the local level. To ensure sustainability and replicability, an online handbook on the Living Lab methodology will be developed. This resource will enable the continued operation of the existing Living Labs after the project concludes and support the establishment of new Living Labs in other countries and regions, further amplifying OneSTOP's impact.

4.12. Policy briefs

Policy briefs are concise documents containing actionable policy recommendations based on research findings. As OneSTOP activities are expected to generate valuable insights relevant to European and international policies on invasive alien species, numerous policy briefs containing this information will be published. They will summarise key findings and recommendations. More information will be available in D6.4 Series of policy briefs, due in month 40.

4.13. Scientific publications

OneSTOP will publish scientific papers in open access community-endorsed journals with significant influence as part of its dissemination activities. Among the targeted journals are NeoBiota, Biodiversity Data Journal, Ecological Solutions and Evidence, Methods in Ecology and Evolution, Scientific Reports, Ecological Informatics and People and Nature. The project will also consider publishing scientific publications through novel platforms such as Research Ideas and Outcomes journal and Open Research Europe.

4.14. Open access collection

OneSTOP adheres to the FAIR principles, Findability, Accessibility, Interoperability, and Reusability, and is committed to the early and open dissemination of its research outputs. To support this, the project will establish a dedicated, citable collection in the open-access Research Ideas and Outcomes journal. This collection will serve as a central hub, linking to OneSTOP's data sets, factsheets, policy briefs, project deliverables, infographics, and scientific publications. By consolidating all outputs in one accessible platform, OneSTOP ensures that its results remain discoverable, citable, and usable by a wide range of stakeholders in one single place, even beyond the project's duration.

4.15. European platforms

OneSTOP will also explore the use of dissemination and exploitation services provided by the European Commission to maximise the visibility and impact of its results. The Horizon Results Platform offers a valuable channel to connect researchers with policymakers and other stakeholders, facilitating access to OneSTOP's key outcomes and supporting their uptake. The project also plans to consider publishing in Open Research Europe, an open access platform that enables rapid publication and open peer review. Additionally, results may be shared via the Knowledge Centre for Biodiversity to support knowledge exchange and policy integration. Toward the end of the project, OneSTOP aims to highlight its achievements through the EU's Research and Innovation Success Stories platform, further promoting its impact and legacy.

OneSTOP will also work closely with the Joint Research Centre, specifically with EASIN, supporting its mission to protect EU biodiversity by enhancing the detection and management of invasive alien species through advanced technologies and up-to-date data integration. By collaborating with EASIN, OneSTOP aims to strengthen Member States' capacity to meet regulatory obligations, share best practices, and respond swiftly to IAS threats.

5. Implementation plan

To guide and coordinate its DEC activities, OneSTOP has developed an implementation plan, outlined in Table 5. This plan details the tools to be used, target stakeholder groups,

D1.2 PEDCOM

and the Key Performance Indicators (KPIs) that will help assess the effectiveness of these efforts. The OneSTOP communication team will lead the monitoring and regular updating of this plan, offering technical, organisational, and design support, and actively participating in most activities. All project partners are expected to contribute by sharing updates, providing content for communication materials, organising and participating at events, and promoting project results through their own networks.

This implementation plan unfolds across three stages based on the project's level of maturity at each stage and the planned PEDCOM updates in months 20 and 38.
1. **Foundations (M1-M18)**: This stage is focused on raising awareness, establishing the project identity, setting up the key DEC channels, consolidating the OneSTOP community and initiating outreach.
2. **Active and Targeted Dissemination (M19-M36):** In this second stage, the project builds upon the impact evaluation of the previous one, and focuses on active dissemination activities, outreach and collaborative activities with other initiatives.
3. **Legacy and Exploitation Paths (M37-M42+)**: The final stage focuses on maximising the exploitation paths of the project's most significant results and establishes the plan for OneSTOP's legacy.
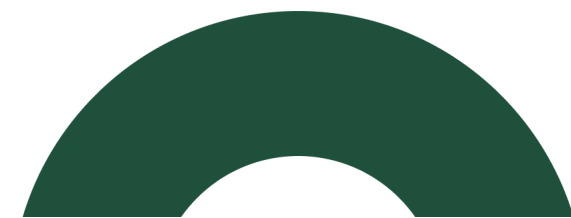
D1.2 Plan for Exploitation, Dissemination and Comms provides detailed KPIs for the first stage of the project, which is aimed at launching the project activities and raising awareness. The relevant KPIs for the next stage of the project will be added when the PEDCOM is updated in months 20 and 38.

Table 5: Overview of OneSTOP's communication, dissemination and exploitation tools with KPIs for the first project stage (M1-M18)

| Tool	Activity Type	Relevant Stakeholder Group	Output KPI	Outreach KPI
Promotional materials	C	Governmental and regulatory bodies Industry and private sector Environmental and conservation groups Research and Technology groups Society and the general public	No. of materials: ≥5	Distributed: ≥300
Media publications (magazines, press releases)	C	Society and the general public	No. of press publications: ≥2	No. of views: ≥2500
E-newsletter	C	Governmental and regulatory bodies Industry and private sector Environmental and conservation groups Research and Technology groups Society and the general public	No. of issues: ≥3	No. of subscribers: ≥100 No. of opens: ≥40%
Partners' existing websites, social media, newsletters	C	Governmental and regulatory bodies Industry and private sector Environmental and conservation groups Research and Technology groups Society and the general public	No. of mentions: ≥10	No. of reached networks: ≥5

Tool	Activity Type	Relevant Stakeholder Group	Output KPI	Outreach KPI
OneSTOP website	C, D	Governmental and regulatory bodies Industry and private sector Environmental and conservation groups Research and Technology groups Society and the general public	News items: ≥18 Uploaded documents: ≥10	No. of visits: ≥4000 Average session duration: ≥120s Returning visitors 10%
Social media networks (Bluesky, LinkedIn)	C, D	Governmental and regulatory bodies Industry and private sector Environmental and conservation groups Research and Technology groups Society and the general public	No. of (re)posts: ≥300	No. of followers: ≥600 No. of interactions: ≥1.500 No. of impressions: ≥30.000 Traffic to the website: ≥250
Videos	C, D	Governmental and regulatory bodies Industry and private sector Environmental and conservation groups Research and Technology groups Society and the general public	No. of videos: ≥5	No. of views: ≥500
Infographics & factsheets	D	Governmental and regulatory bodies Industry and private sector Environmental and conservation groups Research and Technology groups Society and the general public	No. of infographics/factsheets: ≥3	Distributed: ≥300
External and OneSTOP events	D, E	Governmental and regulatory bodies Research and Technology groups	No. of attended events: ≥15 No. of organised events: ≥4	No. of attendees: ≥400

Tool	Activity Type	Relevant Stakeholder Group	Output KPI	Outreach KPI
Scientific publications	D	Research and Technology groups	No. of publications: ≥4	OneSTOP aims to prioritise qualitative assessment of its publications over traditional journal impact factors, focusing instead on metrics such as citation counts and readership statistics. However, as these indicators accumulate over time, a full evaluation will only be possible beyond a single project phase.
Living Labs	D,E	Governmental and regulatory bodies Industry and private sector Environmental and conservation groups Research and Technology groups Society and the general public	No. of Living Labs: ≥5 No. of events: ≥5	No. of engaged stakeholders: ≥200
Training packs for local land managers	D	Environmental and conservation groups	No. of packs: ≥1	Distributed: ≥50
Policy webinars/workshops	D	Governmental and regulatory bodies	No. of webinars: ≥1	No. of attendees: ≥15
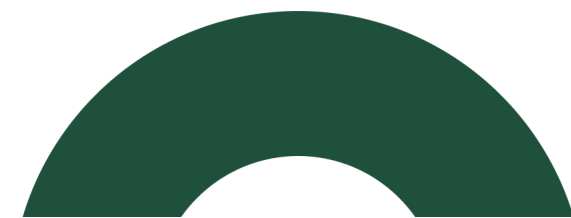
6. Intellectual Property Management Strategy

Intellectual Property management within OneSTOP will be conducted in accordance with the Consortium Agreement (chapters 8, 9 and 10) and the Grant Agreement (article 16). Their principles are summarised in D1.5 Data Management Plan, Chapter 7.

7. Outlook

OneSTOP's PEDCOM provides a clear strategy to guide the project's communication, dissemination and exploitation activities. The plan establishes the links between the project's results, relevant stakeholder groups, and the chosen outreach tools. It also includes an Implementation Plan specifying the actions to be carried out by month 18 and their exact measures. In order to ensure that the PEDCOM is relevant, it will be updated in months 20 and 38. These updates will assess the performance of the activities by checking if the KPIs identified in Table 5 have been achieved already and will outline the KPIs for the next stages of the project.