



RestPoll

Communication & engagement strategy

WP6: COMMUNICATING AND EXCHANGING KNOWLEDGE AND
ENGAGEMENT

TASK 6.1: ELABORATE THE RESTPOLL OVERALL COMMUNICATION,
ENGAGEMENT AND IMPACT STRATEGY

Deliverable D6.1 & Milestone 23

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RestPoll

**Restoring Pollinator habitats across European agricultural
landscapes based on multi-actor participatory approaches**



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EU Horizon Europe Framework Programme

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Preface

The objective of work package 6 “Communicating and exchanging knowledge and engagement” is to upscale and broaden pollinator conservation through effectively communicating the project results and engaging diverse actors in the uptake and future use of the results. As part of work package 6, task 6.1 must be completed. This task is to elaborate the RestPoll overall communication, engagement and impact strategy. Therefore, a communication and engagement plan was created (D6.1). Furthermore, milestone M23 must be reached. This milestone entails that general project communication such as sharing the first general press release and setting up social media accounts.

This report describes the process of creation of the communication and engagement strategy, communication and knowledge transfer, as well as their current and future implementation within the project. Work package 6 also aims to provide an optimal level of popularisation of project results by promoting and disseminating them across stakeholders and the general public. Therefore, the dissemination plan has been established as part of task 6.1.

Summary

This report presents the communication and engagement plan and general communication that promotes and disseminates progress and results with diverse actors. As a foundation of the future effective communication activities, a clear plan to communicate with stakeholders the communication and engagement plan is crucial to be established at the start of the project. Therefore, the communication and engagement plan was created in the first 6 months of the project to form the guidelines of communication for this project. The communication and engagement strategy for RestPoll outlines and discusses the objectives, tactics, tools and metrics regarding communication of the project in all stages ranging from dissemination to evaluation, along with our engagement strategy with stakeholders involved in the project. This plan describes the process of creation of the communication and engagement strategy, as well as future implementation within the project. The RestPoll communication and engagement plan will be made available on the project website. A goal of work package 6 is to provide an optimal level of popularisation of project results by promoting and disseminating them across stakeholders and the general public. Therefore, Task 6.1 establishes the dissemination plan. Furthermore, the general project communication was set up. This was done in the form of the first general press release and setting up social media accounts. Accounts have been set on social media channels (Twitter/X, Facebook, Instagram, Mastodon, LinkedIn and BlueSky) to ensure the widest possible impact and outreach of RestPoll related results, news and events and to engage the interested parties in a virtual community.

1. Communication and engagement

1.1 COMMUNICATION AND ENGAGEMENT PLAN

The RestPoll communication and engagement plan outlines and discusses the objectives, tactics, tools and metrics regarding communication of the project in all stages ranging from dissemination to evaluation, along with our engagement strategy with stakeholders involved in the project. It includes the target audiences, the positioning and message, communication strategy, creative concept, means of communication, planning and responsibilities. Furthermore, it includes the contents of the columns to be used on social media, the website and in the newsletters. The RestPoll communication and engagement plan can be found on the RestPoll website. This report presents the communication and engagement plan and general communication that promote and disseminate progress and results with diverse actors. As a foundation of the future effective communication activities, a clear plan to communicate with stakeholders the communication and engagement plan is crucial to be established at the start of the project. Therefore, the communication and engagement plan was created in the first 6 months of the project to form the guidelines of communication for this project.

2. General project communication

General project communication consists of the first general press release and setting up social media accounts among others. The press release and links to the social media accounts can be found on the website for RestPoll.

2.1 PRESS RELEASE

The goal of the first press release for RestPoll is to introduce the project, announce the kick-off and the launching of the website. The press release was officially published in November 2023, before the Kick-Off meeting. [The press release](#) can be found on the RestPoll website and is enclosed in Annex 4.1 of this deliverable. A second press release to share the results of RestPoll will be shared at a later stage of the project.

2.2 SOCIAL MEDIA & SOCIAL MEDIA TEMPLATES

Social media accounts have also been set on social media channels ([Twitter/X](#), [Facebook](#), [Instagram](#), [Mastodon](#), [LinkedIn](#), [BlueSky](#) and YouTube) to ensure the widest possible impact and outreach of RestPoll related results, news and events and to engage the interested parties in a virtual community. Throughout the projects lifetime these will be filled with content with use of the social media templates.

A template for social media posts in the corporate identity of RestPoll was created to share on the social media channels with all stakeholders and the general public. The templates incorporate the RestPoll visual identity and the columns to communicate updates and information regarding the project. The templates are enclosed in Annex 4.2 of this deliverable. They consist of template for posting about the columns and topics which do not fit in these categories, a template for a carousel and templates for stories.

2.3 NEWSLETTER TEMPLATE

A template for the newsletter in the corporate identity of RestPoll was created to send out to all stakeholders and the general public. The newsletter can be received by subscribing to it via the RestPoll website. The template for the newsletter incorporates



the RestPoll visual identity and the columns to communicate updates and information regarding the project. All newsletters for RestPoll will also be published on the website. The template is enclosed in Annex 4.3 of this deliverable.

3. Conclusion

The RestPoll communication and engagement plan is an integral part of the success of the project. The plan outlines and discusses the objectives, tactics, tools and metrics regarding communication of the project in all stages ranging from dissemination to evaluation, along with our engagement strategy with stakeholders involved in the project. It includes the target audiences, the positioning and message, communication strategy, creative concept, means of communication, planning and responsibilities. Furthermore, it includes the contents of the columns to be used on social media, the website and in the newsletters.

A goal of work package 6 is to promote and disseminate project outputs to stakeholders and the general public through various general project communication. Therefore, the first general press release was shared, and social media accounts set up. The templates for social media and the newsletter help to maintain a consistent project identity and keep the relevant target groups well informed. The communication and engagement plan and these templates will be used the project lifetime. The goal to ensure the widest possible impact and outreach of RestPoll related results, news and events and to engage the interested parties in a virtual community.

4. Annexes

4.1 PRESS RELEASE 1



Project RestPoll: Restoring Pollinator habitats in Europe

RestPoll is a new project which aims to permanently restore and connect pollinator habitats in Europe. The project began in October 2023 and will run for 4 years. The project is led by the Chair of Nature Conservation and Landscape Ecology at the University of Freiburg. It aims to provide society with tools to reverse wild pollinator declines and to position Europe as a global leader in pollinator restoration.

Restoring pollinator habitats

To counteract the decline of pollinators and thus pollination services, it is important to restore their flowering and nesting habitats. This is important for biodiversity in general and for agricultural yields and food security.

RestPoll will, together with stakeholders ranging from individual land managers to governments, focus on measures and cross-sectoral approaches to restore pollinators and their services. Central to RestPoll is the establishment of a Europe-wide network of pollinator restoration case-study areas and Living Labs (LL), which are unique hubs for experimentation, demonstration, and mutual learning. Restoration activities in the eighteen case-study areas in fourteen European countries are partly already set up by stakeholders in cooperation with RestPoll researchers or vice versa.

The RestPoll consortium combines expertise from sixteen countries ranging from natural and social scientists, twenty-three research institutions, one NGO, three businesses, three ministries and one national park. Stakeholders along the food value chain will be engaged through newly developed participatory approaches at diverse social, ecological, and political scales. The project partners are a team of smart and passionate creatives.

Kick-off in Lund, Sweden

The first meeting with all project partners will take place to kick-off the project and will be held on 28 and 29 November in Lund, Sweden. It is an opportunity for all project partners to discuss in person how to reach the ambitious project goals. The partners will share an overview of their work packages and certain topics related to data collection and policymaking will be discussed further. Alexandra-Maria Klein is coordinator of the project and currently a guest professor at the University of Lund. She is excited to launch the multi-actor restoration project.

*"The project will support land-use transformation towards biodiversity-friendly and productive landscapes across Europe."
- Alexandra-Maria Klein*

Launching RestPoll website

During the kick-off in Lund, the website for the project will also be launched: www.restpoll.eu. The website will stimulate knowledge exchange and include background information on the project and updates such as news, planned activities and milestones which have been reached.



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This project receives funding from the European Union's Horizon Europe Framework Programme under project No. 101082102.

4.2 TEMPLATES SOCIAL MEDIA

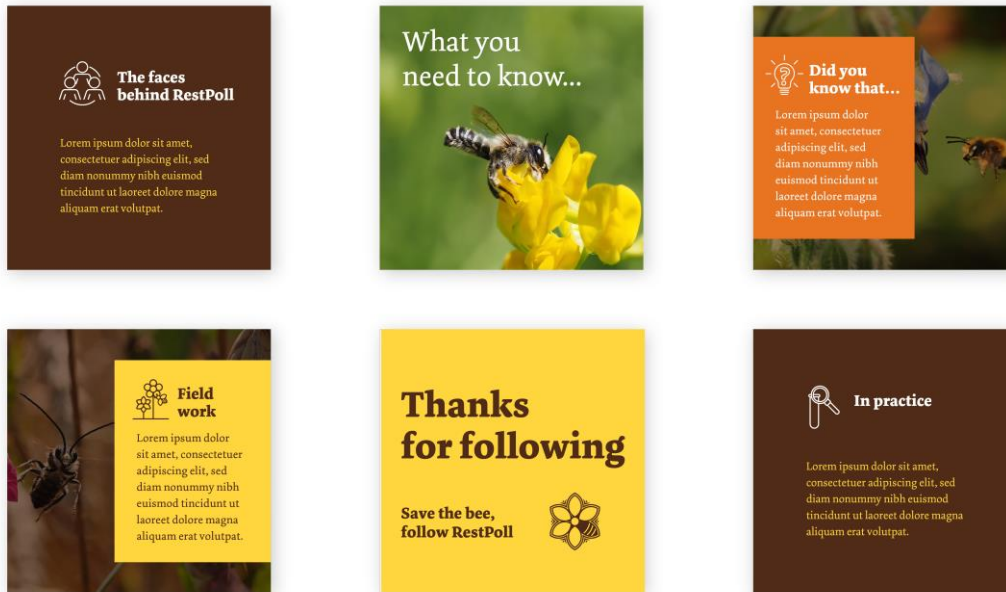


Figure 1 Social posts columns

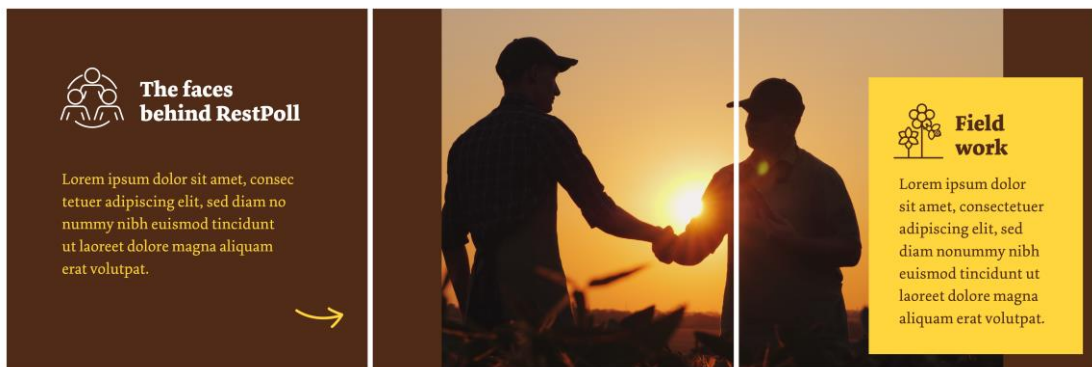


Figure 2 Social post carousel

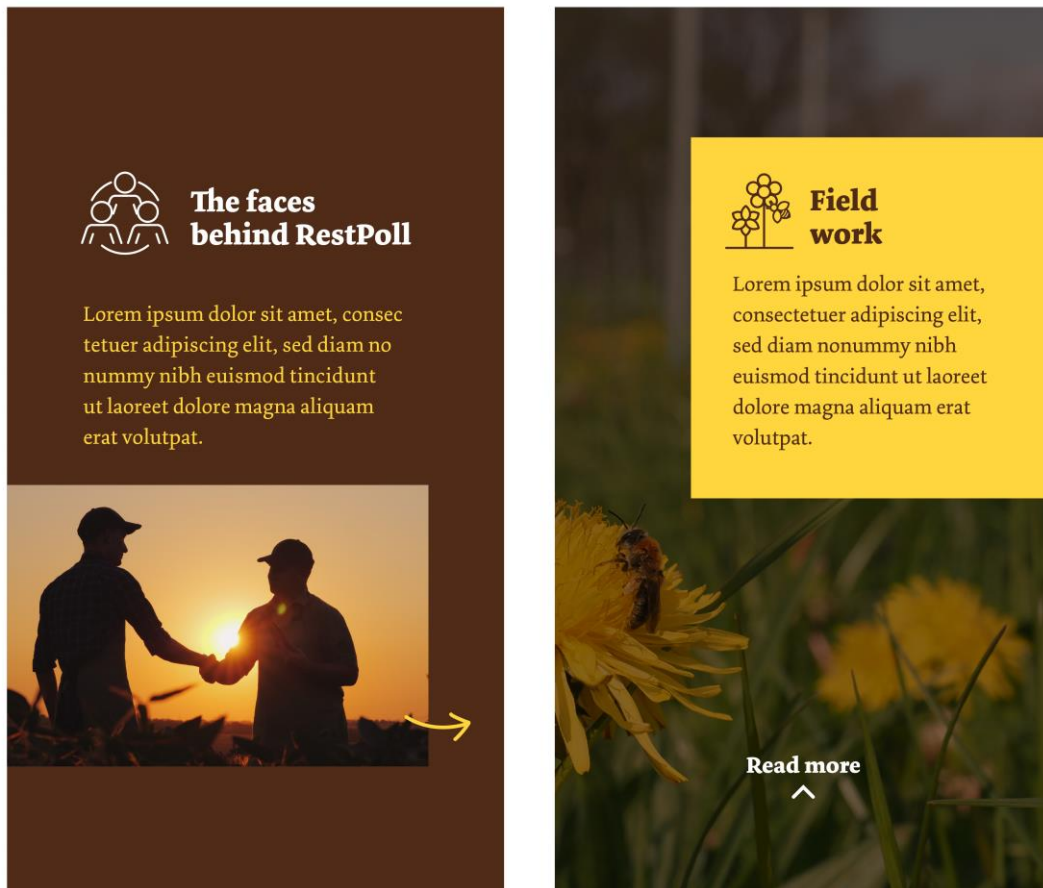



Figure 3 Social posts stories


4.3 TEMPLATE NEWSLETTER

[Bekijk de webversie](#)




Dear [Name],


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ac malesuada ex. Proin rutrum faucibus est non ultrices. Aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ac malesuada ex. Proin rutrum faucibus est non ultrices. Aliquam erat volutpat.




Did you know that?




Faces behind RestPoll



In practice




Field work



Title news item

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Read more



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Voor een goede ontvangst voegt u ({{from_email}}) toe aan uw adresboek.