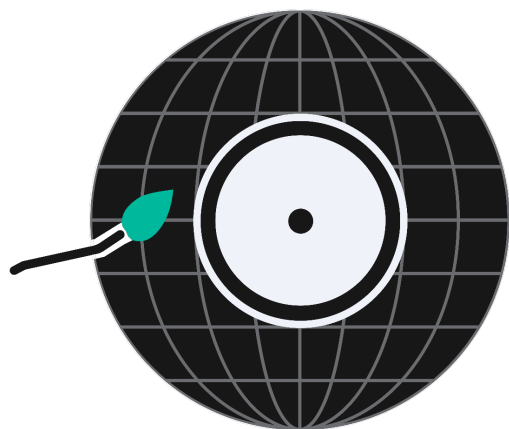




CON CERTO

Deliverable D7.2 – Plan for Dissemination, Exploitation and Communication of Results

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List of Abbreviations

CC	Carbon cycle
DA	Data assimilation
DEC	Dissemination, exploitation and communication
DMP	Data management plan
DoA	Description of Action
EC	European Commission
EO	Earth observation
ESM	Earth system model
EU	European Union
FLEX	Fluorescence Explorer
HCHO	Formaldehyde
KER	Key exploitable results
KPIs	Key performance indicators
LAI	Leaf area index
LSM	Land surface models
ML	Machine learning
OA	Open access
PDEC	Plan for dissemination, exploitation and communication of results
RIO	Research Ideas and Outcomes
SIF	Solar-induced fluorescence
TROPOMI	TROPOspheric Monitoring Instrument
VOC	Volatile organic compound

Preface

CONCERTO's Work Package 7, '*Communication, Dissemination, and Synergies*', is responsible for ensuring broad visibility and effective outreach to key stakeholders. This document details the planned activities and channels for disseminating results, fostering stakeholder engagement, and facilitating the exploitation of project outcomes to ensure long-term impact. Deliverable 7.2 – *Plan for Dissemination, Exploitation, and Communication of Results* – outlines the strategic approach for maximising the impact of CONCERTO's results.

Executive summary

CONCERTO's Plan for Dissemination, Exploitation, and Communication of Results (PDEC) outlines the strategy for effectively sharing project outcomes, engaging stakeholders, and ensuring the long-term impact of its results. Developed by M6 and continuously updated throughout the project's duration (M24 and M42), this plan provides a structured framework for targeted outreach and knowledge dissemination.

The document identifies key exploitable results (KERs), target audiences, and the most effective communication and dissemination tools, including social media, press releases, blog articles, training materials, video interviews, workshops, academic publications, and policy briefs. Stakeholder engagement is a core focus, with efforts to connect CONCERTO to ongoing projects and initiatives to enhance collaboration and co-design opportunities.

To maximise visibility and uptake, the project will implement a combination of scientific dissemination, policy engagement, and public outreach activities. The PDEC also includes key performance indicators (KPIs) to monitor the effectiveness of these efforts. As a living document, it will be reviewed and updated periodically to ensure its relevance and adaptability to the evolving needs of the project and its stakeholders.

1. Introduction

Proper communication and dissemination are essential for CONCERTO to maximise its impact, ensure knowledge exchange, and support the adoption of project outcomes. The Plan for Dissemination, Exploitation and Communication of Results (PDEC) leverages the expertise and networks of project partners, using co-creation platforms to shape outreach strategies and establish benchmarks for effectiveness.

The PDEC's primary objective is to define clear goals and foster meaningful engagement among key stakeholders, using strategic messaging, and implementation approaches. This document will be continuously updated throughout the project, adapting to emerging developments to keep CONCERTO's communication efforts effective and relevant. It outlines specific actions designed to achieve this aim.

A survey, conducted among project partners, within month 4 of the project, and containing 15 questions, serves as a foundation for identifying target groups (who), strategic goals (how), key messages (what), and implementation timelines (when), along with measurable indicators to track progress. The PDEC is built based on the detailed results collected through the consortium-wide survey. The replies from this questionnaire are securely stored by PENSOFT and, if required, can be shared with project partners and/or representatives of the European Commission.

As a guiding framework for communication and dissemination, the PDEC provides a roadmap for delivering consistent, well-coordinated, and impactful messaging. It also highlights CONCERTO's anticipated outcomes and broader societal benefits while detailing the key engagement tools—including the project website, press releases, newsletters, social media, workshops, meetings, and scientific publications.

2. Objectives

CONCERTO aims to enhance the understanding, monitoring, and modelling of the terrestrial carbon cycle (CC), thereby reducing uncertainties in Earth system models (ESMs) and supporting effective climate policy. The project advances ESMs through improved representations of land processes, including ecosystem carbon uptake, land cover, leaf area index (LAI), and land management intensity, using high-resolution Earth observation (EO) data. Furthermore, it integrates process-based models with data assimilation (DA) and machine learning (ML) techniques, incorporates novel satellite datasets (e.g., FLEX, Sentinel-5P/TROPOMI), and strengthens simulations of ecosystem responses to climate extremes, wildfires, and recovery. A key innovation is the improved representation of lateral carbon fluxes, particularly CO₂ outgassing from inland waters, and refined assessments of biomass production and land use impacts.

To ensure these scientific advances are effectively communicated and translated into broader societal value, the Plan for Dissemination, Exploitation and Communication (PDEC) will play a central role. This document will guide targeted outreach, knowledge transfer, and engagement efforts aligned with CONCERTO's objectives. By identifying strategic pathways, such as peer-reviewed publications, conference presentations, policy briefs, educational resources, and digital media campaigns, the PDEC will promote the project's outcomes across diverse stakeholder groups.

The overarching goal and mission of the PDEC is to broaden the project's reach beyond the scientific community, ensuring that its outputs are accessible and beneficial to land managers, policy-makers, educators, and the general public. Particular emphasis is placed on enabling participation and uptake by audiences who can contribute to or gain from CONCERTO's activities and results.

All communication and dissemination actions are designed in compliance with the interests and needs of CONCERTO's identified target groups, ensuring relevance, clarity, and impact. Moreover, the PDEC will support the identification and promotion of KERs, showcasing innovative datasets, models, and methodologies developed within the project that hold strong potential for future application in research, environmental management, and policy development.

3. Target Groups (who)

To ensure that CONCERTO's dissemination, exploitation, and communication (DEC) measures are effective, they must be carefully tailored to the project's target groups. These groups are defined in CONCERTO's Description of Action (DoA) and reflect the project's ambition to connect scientific advancement with actionable climate policy and land-use decision-making. The project outputs are of high relevance to climate researchers, operational service providers, land-use planners, and the policy and innovation community. Accordingly, the main stakeholder categories have been identified below.

As the project progresses, these groups may be further refined to reflect the evolving needs and emerging results of the consortium. Key messages tailored to each target group will be presented in updates of the PECD (D7.3 & D7.4) and delivered through dedicated DEC activities, ensuring maximum outreach and impact.

Actions taken to reach these stakeholder groups, along with the specific activities tailored to their interests and roles, are outlined in section [4. Tools and Methods \(how\)](#). This section presents the approaches and instruments used to engage each group effectively and ensure the relevance and impact of CONCERTO's dissemination, exploitation, and communication efforts.

3.1. Scientific community

The scientific community is a primary target group of CONCERTO. It includes researchers working in Earth system science, climate modelling, remote sensing, data assimilation, terrestrial ecology, and biogeochemistry. Some sub-groups include:

- Global Emissions Initiative (GEIA)
- Analysis of eMIssions using Observations (AMIGO)
- Joint Research Centre (JCR)
- Trends in Net Land-Atmosphere Carbon Exchange Project (TRENDY)
- European Space Agency Climate Change Initiative (ESA CCI)
- Land Ecosystem Models based On New Theory, observations and Experiments (LEMONTREE)
- University of Natural Resources and Life Sciences, Vienna (BOKU)
- Flemish Institute for Technological Research (VITO)
- Met Office (Meteorological Office)
- UK Centre for Ecology & Hydrology (UKCEH)
- Katholieke Universiteit Leuven – Department of Earth and Environmental Sciences
- University of Valencia – Image Processing Laboratory
- Laboratory for Earth Observation (LEO)
- Belgian Climate Centre (BCC)
- Climate Limited-area Modelling Community (CLM)

3.2. Policymakers, and other regulating bodies

This group includes decision-makers at the EU, national, and regional levels who are responsible for shaping policies on climate, land use, and the environment. CONCERTO supports evidence-based decision-making and contributes to policy design related to climate mitigation and adaptation, carbon neutrality, and ecosystem management. The main relevant stakeholders identified by the project are:

- European Commission (EC)
- European Parliament (EP)
- Belgian Federal Minister of Mobility, Climate, and Ecological Transition
- Nationale Klimaatcommissie (National Climate Commission - BE)
- Walloon Agency for Air and Climate (AwAC)

- Federal Public Service (FPS) Health, Food Chain Safety, and Environment
- Bond Beter Leefmilieu (Flemish Environmental NGO)
- Austrian Science Fund (FWF)
- Austrian Research Promotion Agency (FFG)
- Italian Ministry of the Environment
- European Space Agency (ESA)
- Climate Action Network (CAN)

3.3. Industry representatives

This group covers private-sector entities and innovation actors involved in Earth observation technologies, environmental monitoring tools, sustainable land-use practices, and data-driven services. These include EO companies, climate service providers, and developers of decision-support tools.

- e-GEOS
- Planetek Italia (PLANETEK)
- Leonardo (LEONARDO)
- Assimila Limited
- Ecometrica Limited

3.4. General Public

The general public includes individuals and community groups interested in climate change, sustainability, and the role of ecosystems in climate regulation. CONCERTO aims to raise awareness about terrestrial carbon dynamics and the relevance of improved climate models to societal resilience and policy choices.

4. Tools and methods (how)

To maximise visibility, outreach, and stakeholder engagement, CONCERTO will implement a multi-modal DEC approach. This strategy blends traditional tools (e.g. press releases and newsletters) with interactive formats (e.g. videos and social media campaigns), ensuring that the project remains agile and responsive to emerging opportunities and needs. All tools will be aligned with CONCERTO's visual identity and branding guidelines and tailored to the project's key target groups across research, policy, industry, and society.

4.1. Project Website

The CONCERTO website (www.projectconcerto.eu) serves as the primary digital hub for project communication and dissemination, providing accessible information on the project's scope, goals, partners, and outcomes. It will host public deliverables, news, multimedia content, publications, and updates, offering stakeholders a central space

to track progress and access results. It will also link to social media channels and provide tools for community engagement. Full information about the CONCERTO website, its functionalities and content can be found in *D7.1 'Report on project branding and website'*.

4.2. Promotional materials

A set of promotional materials was designed, according to the project's identity, and produced during the initial months of the CONCERTO project to support visibility at events and online. These materials are tailored to both technical and non-technical audiences. They are available in digital and print-ready formats and include:

- Project brochure
- Poster and banner
- Sticker and visual identity items

Additional promotional materials can be developed on demand throughout the project's duration, in response to specific communication needs. These materials are used at conferences, workshops, exhibitions, and stakeholder engagement activities across the project's lifecycle.

4.3. Social media

CONCERTO is working towards establishing a strong online presence on multiple social media channels. The platforms are used to share updates, engage with communities, amplify results, and highlight events or contributions from partners and stakeholders. Currently, the project can be found on LinkedIn, Bluesky and YouTube.

Each platform serves a distinct purpose and offers specific benefits to the project.

- **LinkedIn** supports professional outreach and networking, allowing the project to connect with researchers, policymakers, and industry stakeholders.
- **Bluesky** offers an evolving space for dialogue and community engagement.
- **YouTube** provides a visual platform to share dynamic content such as project videos, interviews, event recordings, and educational materials.

This use of social media strengthens the project's visibility, promotes knowledge exchange, and encourages active participation from its wider audience. These channels will be supported through the lifecycle of the project and will be updated or changed if the consortium decides.

4.3.1. Social media campaigns

A structured editorial calendar will guide the timing and themes of content shared on social media throughout the project. Planned campaigns are listed in Table 1.

Table 1. Planned social media campaigns and their durations

Name	Hashtag	Description	Duration (in months)
CONCERTO partners	#CONCERTOpartners	Introducing consortium members and highlighting their roles within the project.	3M
CONCERTO's Work Packages	#CONCERTO_WorkPackages	Presenting all of the projects Work Packages to the wider audience.	2M
Previous research	#CONCERTO_PreviousResearch	Highlighting valuable publications that form the backbone of CONCERTO activities.	4M

4.4. Videos

Project videos will be developed, covering general introductions, technical demonstrations, and highlights from project activities such as modelling experiments, EO innovations, and stakeholder interviews. These will be hosted on YouTube and embedded on the website to reach a broader audience and facilitate science communication. An example of these videos can be seen throughout the #CONCERTO_WorkPackage social media campaign.

Information about the planned number of videos can be found in [Table 3](#).

4.5. Newsletters

A bi-annual digital newsletter will be issued to keep subscribers informed about project developments, publications, and events. The newsletter will also include partner spotlights, key findings, and opportunities for engagement, and will be made available through the website and mailing list.

The first CONCERTO newsletter will be sent in June 2025 (M6), including information about the launch of the project and the current status of the project's development.

Information about the planned number of newsletters can be found in [Table 3](#).

4.6. Policy brief and public deliverables

CONCERTO will publish a series of policy briefs that summarise actionable insights and recommendations derived from project outputs, tailored to both EU and national policy contexts. These briefs will be made available on the project website, as well as through key dissemination channels including the Horizon Results Platform and relevant intergovernmental science-policy platforms, panels, and instruments, such as Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), Intergovernmental Panel on Climate Change (IPCC), the Convention on Biological Diversity (CBD), and the EU Knowledge Centre for Biodiversity (KCBD). Partners will be encouraged to re-share these materials within their internal networks to further support targeted dissemination and uptake.

Information about the planned number of Policy briefs can be found in [Table 3](#).

4.7. Press releases

Key project milestones, events, and findings will be announced through press releases distributed via institutional networks, media outlets, and the project's communication channels. Press releases will be published on established platforms such as EurekAlert! and AlphaGalileo, while project partners are also encouraged to disseminate them through their respective institutional websites to broaden outreach.

These efforts are designed to raise visibility among the broader public and stakeholder communities. To date, CONCERTO has already published one press release and one blog post, marking the beginning of its public communication activities.

Information about the planned number of press releases can be found in [Table 3](#).

5. Knowledge outputs (what)

CONCERTO places a strong emphasis on its impact pathways within the communication and dissemination strategy, with a focus on the identification and promotion of its KERs to ensure the long-term value. As such, all communication and outreach activities are strategically aligned to effectively convey these results to the most relevant stakeholders and user groups. It is important to underline that the current KERs are based on preliminary insights and represent an initial version. As the project evolves, this information will be continuously reviewed, expanded, and refined to reflect progress and stakeholder needs.

Table 2. CONCERTO's Key Exploitable Results (KERs) and potential stakeholder users

Output (KERs)	Potential users
High-resolution land use map	Academia, Industry representatives
Mapping of land cover and leaf area index	Academia, Industry representatives
Mapping of management intensity	Academia, Industry representatives
Training database for vegetation processes	Academia
Improved carbon cycle representation in land system models	Academia, Climate modelling groups
Improved representation of carbon, water, energy, and nitrogen interactions	Academia
Characterisation of carbon cycle uncertainties	Academia
Guidelines for improve carbon cycle representation in Earth system models	Academia, Policymakers
NPP product potential users	Academia

6. Communication, Dissemination and Exploitation

6.1. Communication

CONCERTO's communication efforts, the most extensive of its Dissemination, Exploitation and Communication (DEC) activities, began at the project's inception and will continue beyond its completion. These efforts are designed to ensure that CONCERTO's results are easily accessible and widely understood while promoting the project and raising awareness of its mission and goals. By presenting outcomes in an engaging and comprehensible way, the project reaches a broad audience, including the general public, media, and non-specialists, while also fostering opportunities for dialogue and interaction.

6.2. Dissemination

CONCERTO is committed to making its findings widely accessible to potential users and the broader scientific community. Therefore, dissemination efforts will begin as soon as project results emerge, using a combination of traditional and modern approaches to maximise impact. A range of one-way and two-way channels will ensure that stakeholders, including policymakers, industry leaders, researchers, practitioners, and civil society, can effectively engage with and benefit from the project's outcomes.

For one-way dissemination, CONCERTO will prioritise open-access (OA) dissemination of scientific publications, tools, and key findings whenever possible. This includes publishing in open-access formats and leveraging public repositories for data archiving. Open-access publications may be made through platforms such as Research

Ideas and Outcomes (RIO) journal, as well as widely recognised repositories including Zenodo, arXiv, BioRxiv, and Open Research Europe, ensuring broad and unrestricted accessibility of project outputs.

CONCERTO's two-way dissemination will focus on targeted engagement strategies to foster collaboration and encourage the adoption of project outcomes. This includes participation in academic conferences, networking events, and policy workshops to engage with relevant user communities. Stakeholders will be actively involved through workshops, webinars, and direct engagement in case studies that demonstrate the relevance of CONCERTO solutions at national and international levels, across various vertical markets.

6.3. Exploitation

Scientific exploitation will be pursued throughout the project's duration and beyond through academic publications and collaborative research initiatives. To facilitate the effective exploitation of CONCERTO's findings, the project will foster ongoing, in-depth dialogue with key stakeholders, provide training activities, and draw on their specific expertise. Target groups will be encouraged to engage with and provide feedback on CONCERTO's results through online workshops, webinars, and dedicated project events, with further details to be provided in forthcoming project deliverables.

A key aspect of CONCERTO's scientific exploitation strategy is the improved representation of ecosystem responses to climate extremes, wildfires, and vegetation recovery. By refining the parameterisation of land surface models within Earth System Models (ESMs), the project will contribute to reducing uncertainties in carbon cycle projections. The development of novel representations of lateral carbon fluxes, including CO₂ outgassing from rivers will further enhance global Earth system simulations. Dedicated seasonal and climate experiments will demonstrate how improved modelling of land surface processes strengthens the accuracy and reliability of climate predictions. These advancements will support informed decision-making and underpin pathways towards carbon neutrality.

7. Implementation

The CONCERTO implementation plan is designed to support its mission of enhancing the understanding, monitoring, and modelling of the terrestrial carbon cycle. This plan outlines the tools, target stakeholder groups, and Key Performance Indicators (KPIs) to assess the effectiveness of DEC activities. Structured into three progressive stages (Fig.1), the plan aligns with the project's maturity and includes scheduled updates to the PDEC at M24 and M42.



Figure. 1. CONCERTO's maturity stages

Stage 1: Introduction (M1–M18)

In the initial stage, the project will focus on establishing a clear identity and raising awareness among its key audiences. This phase will involve the creation of a robust communication infrastructure, encompassing the development of visual identity, digital platforms, and a set of core materials to communicate the project's vision, goals, and methodologies.

To this end, the project has already launched its official website and social media channels, which serve as central hubs for communication. Introductory materials, such as brochures and press releases, will be produced and disseminated to outline the scope and ambitions of CONCERTO.

Stage 2: Unfolding (M19–M36)

As the project advances and preliminary results become available, the second stage will prioritise the dissemination of these findings and the strengthening of collaborative ties. Communication efforts will evolve to reflect the emerging scientific outputs, with an emphasis on sharing methods and interim results with the wider scientific community, policymakers, and other stakeholders. Publications in peer-reviewed journals and presentations at relevant conferences will be key tools for reaching the academic community.

Stage 3: Maturity (M37–M48)

In the final phase of the project, emphasis will shift towards ensuring the long-term impact and sustainability of CONCERTO's results. Activities will focus on the strategic exploitation of project outputs, both within and beyond the consortium, and on the promotion of policy uptake.

The CONCERTO final meeting, scheduled for M48, will provide a platform to showcase the project's achievements and stimulate dialogue on future applications and collaborations. In parallel, the project will work to establish repositories and digital platforms that guarantee open and enduring access to key data and tools. Continuous engagement with policy makers will aim to embed CONCERTO's findings into relevant policy frameworks, thereby enhancing the project's legacy.

7.1. Key Performance Indicators

Accordingly, D7.2 defines a set of key performance indicators (KPIs) relevant to the "Introduction" phase of the project, with a focus on effectively launching project activities, enhancing visibility, and initiating the CONCERTO community. These KPIs are outlined in Table 3.

In the upcoming revision of the PDEC (M24), the current KPIs will be reviewed and analysed, and new KPIs will be introduced to reflect the evolving needs and the current stage of the project lifecycle.

Table 3. CONCERTO key performance indicators covering stage 1 of the project development. Activity types are C= Communication, D= Dissemination, E= Exploitation.

Type of DEC activity	Channel	Stakeholder group	KPI
C	Project Website	All	3500 visitors; > 120s. average session
C	Promotional materials	All	3 materials produced; > 100 distributed; utilized at > 6 events
C	Social media	All	> 1 posts per week; > 1 repost per week; > 200 followers across platforms; 30 000 impressions; 1300 users' traffic to website
C & D	Project videos	All	2 project videos; > 200 views
C	Newsletter	All	4 issues; > 80 subscribers; > 35% open rate; 20% click-rate

Type of DEC activity	Channel	Stakeholder group	KPI
D	Scientific publications	Scientists	>3 publications
C	Press releases	General public	>3 releases; >200 vies
D	Presentations at conferences & scientific events	Scientists	>5 national or international events
D	Public deliverables		>5 Deliverables on the website
D & E	Policy briefs	All	N/A for this period
D & E	Training activities & tutorial materials	All	N/A for this period
D	Organisation of workshops and webinars	Scientists, Policy makers	N/A for this period
D	Factsheets	Scientists, Policy makers	N/A for this period
D	Infographics	All	N/A for this period
D	Practical abstracts	Industry representatives	N/A for this period
C	Collaboration with relevant projects	All	>1 project collaboration
C	Early career researchers engagement	Scientists	>2 employed ECRs

7.2. Identity & Synergies

Building upon the initial phase of CONCERTO, which focused on establishing a clear identity and raising awareness among key audiences through the development of a robust communication infrastructure, the project has undertaken several targeted activities to enhance its outreach and stakeholder engagement.

To promote transparency and increase understanding of the project's structure and collaborative efforts, CONCERTO launched the thematic social media campaign #CONCERTO_WorkPackages (Fig.2), which ran from M3-M5. This campaign provided valuable insights into the specific objectives and methodologies of each Work Package, thereby fostering a deeper understanding among stakeholders.



Figure 2. Illustration of the promotion of #CONCERTO_WorkPackages social media campaign

To support the project's dissemination goals, CONCERTO representatives have participated in events aligned with the project's scope. These included the European Centre for Medium-Range Weather Forecasts (ECMWF) 50th Annual Meeting (Reading, United Kingdom) and the European Geosciences Union (EGU) General Assembly 2025 (Vienna, Austria).

In addition, project partners plan to attend several upcoming high-impact events, including the 21st GEIA Conference (Abidjan, Ivory Coast), the Living Planet Symposium 2025 (Vienna, Austria), the FLEX Workshop (Bonn, Germany), and the LEMONTREE Summer School (Reading, United Kingdom). Participation in these events is expected to enhance CONCERTO's visibility, facilitate knowledge exchange, and strengthen scientific and policy-relevant collaborations.

Promotional materials tailored for such events are available in the “Promotional Materials” section of the CONCERTO website, ensuring consistent and effective communication across all channels.

Beyond participation in scientific conferences, CONCERTO is strategically directing its communication and dissemination activities to maximise impact on its target audiences. The project will deliver timely scientific contributions to key science-policy interfaces, including the European Space Agency (ESA), the European Commission’s Earth System Science initiative, the European Soil Observatory (ESO), and the Integrated system for Natural Capital Accounting (INCA) platform. Collaboration will also extend to European research infrastructures, such as eLTER and ICOS.

In identifying opportunities for collaboration and alignment, the CONCERTO project will also explore engagement with the BioAgora project to ensure complementarity and maximise policy relevance and impact.

Furthermore, CONCERTO will engage with related Horizon Europe projects, such as CERISE, CORSO, RESCUE, CMUG, and others, as detailed in Table 3 of this document. Active synergies will also be pursued with projects funded under Horizon Europe Missions, including “Adaptation to Climate Change”, “Climate Neutral and Smart Cities”, “A Soil Deal for Europe”, and “Restore our Ocean and Waters by 2030”. These collaborations aim to align scientific outputs with policy needs, enhance uptake, and support interdisciplinary cooperation across the EU research landscape.

8. Outlook

In summary, CONCERTO’s PDEC offers a structured and strategic framework for guiding the project’s dissemination, exploitation, and communication activities. It creates a strong link between the project’s results, its target audiences, and the most effective outreach tools and channels. The PDEC includes a well-defined implementation timeline, outlining key actions and evaluation methods to track progress. To maintain the effectiveness and adaptability of CONCERTO’s DEC efforts, the PDEC is scheduled for an update in M24 and M42. These revisions will assess the outcomes of the activities implemented so far, highlight opportunities for refinement, and introduce updated indicators to better measure impact during the second phase of the project.