

Science Communication Plan of the COST Action CA23121 - Genetic Nature Observation and Action (GENOA)

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

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

VERSIONS AND HISTORY OF CHANGES

Version	Date of adoption by MC	Notes (e.g. changes from previous versions)	Lead author(s)*
1.0	26.03.2025	First version	Alexander Kopatz, Peter Galbusera, Belma Kalamujić Stroil, Xiatong Cai Comments by: Ancuta Fedorca, Isa-Rita Russo and GENOA Core Group

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

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

1. SUMMARY

COST Action CA23121 (hereinafter referred to as GENOA) is adopting a Science Communication Plan which specifically includes strategies for communication, dissemination, and valorisation, along with an implementation plan. Such a Science Communication Plan is required for all COST Actions.

The general aim of GENOA is to implement genetic diversity indicators to broaden the understanding, uptake and use of genetic diversity in species assessments to protect biodiversity. Key aspects involve raising awareness, providing guidance on the importance of genetic diversity, and its monitoring using genetic data or proxies. The goal is to empower target groups to effectively report on the status of genetic diversity using genetic indicators within the Kunming-Montreal Global Biodiversity Framework (GBF) of the Convention on Biological Diversity (CBD). With that, GENOA aims to strengthen the network of expert scientists and other stakeholders to exchange information among and across the participating COST and associated countries.

GENOA will implement a dedicated communication, dissemination and exploitation strategy through internal and external activities. These activities will be coordinated through the COMMS TEAM, consisting of the Science Communication Coordinator, Working Group 5 - Communication & Collaboration (WG5) and the Executive Dissemination Committee (EDC). This team, in collaboration with Working Group 4 - Engagement (WG4) and with input from the broader scientific community, will be responsible for the following key aspects:

Development of dissemination materials, organisation of outreach activities and delivery of strategic activities:

- i) effective and sustainable dissemination through actively engaging in a dialogue with stakeholders and policy makers at e.g., webinars, workshops and other relevant events;
- ii) further exploitation of the Action's results, by providing tailored stakeholder and policy relevant and specific dissemination materials and policy briefs.

To actively disseminate information and engage the GENOA target groups in achieving its objectives, different activities will be carried out including promoting the Action: Establishing a strong online presence through creation, maintenance and updating of the Action's website and social media channels (e.g., LinkedIn). These platforms will serve as central hubs for disseminating the latest development and information related to the Action, including links to webinars, conferences, media coverage, educational videos, relevant publications and events and public online databases.

Website content, such as databases and case studies, will be openly accessible to practitioners and policymakers to aid in interpreting data, decision making and incorporating indicators in future reporting activities. Knowledge will also be shared with the public by using a variety of platforms such as citizen science programs, science fairs and educational material for schools, including comics. Trained early-career researchers and in particular members of the Young Professionals Network established within GENOA will participate in outreach activities. Social media feeds will provide regular information about all outreach products of the Action.

GENOA's Science Communication Plan shall be discussed on a yearly basis by the Action Management Committee (MC) and reviewed or amended where necessary.

2. GENERAL AIM AND TARGET AUDIENCES

Global ecosystems face increasing pressures from climate change and anthropogenic activities. Therefore, understanding and protecting genetic diversity is paramount to providing species with the ability to adapt to change.

GENOA's main aims are

- to broaden the uptake and use of genetic diversity for species assessments;
- to help implement genetic diversity indicators into nature monitoring and management.

General objective on the communication of GENOA and thus our key messages are

- i) that target audiences are able to better **understand the importance** of monitoring and maintaining genetic diversity in species and their populations (importance of genetic diversity, see Table A in Annex); and
- ii) that specific target audiences will be informed and involved in collaborations to **facilitate the implementation** of genetic diversity data and indicators across European countries and,
- iii) that **GENOA participants learn from targeted stakeholders**, exchange knowledge, experiences and challenges and iv) **the groups together co-create and co-develop and co-design strategies as well as tools** to understand, report and use genetic indicators (see Table A in Annex).

GENOA has the following communicators or communicating bodies, everyone with their specific tasks and target audiences (see also Figure 1 and Table A in Annex):

1. **Science Communication Coordinator (SCC)**, the person responsible for maintaining communication between the GENOA COST Action and the COST office in Bruxelles.
2. **Executive Dissemination Committee (EDC)**: a dedicated committee responsible for overseeing and steering GENOA's internal communication among all its working groups (WG) and members. The committee has its own coordinator and is composed of representatives from all GENOA working groups, including the Action's chair and co-chair, the Science Communication Coordinator, the WG5, and representatives from the Young Researchers and Innovators Group.
3. **WG4 Engagement**: WG4 will be focussed on the challenge (CH4): identifying, mapping and actively engaging with stakeholders to gain a better understanding of challenges, misconceptions and also potential confusion in the context of genetic diversity and communication thereof. Further, WG1 (Policy WG) and WG2 (Indicators WG) will also interact extensively with a policy maker audience for their activities and deliverables. The aim is to improve communication modes to increase awareness about the pivotal role of genetic diversity in biodiversity conservation. A key objective for WG4 is to make complex issues in genetic diversity more understandable to non-scientists and to ensure that policy and communication outputs are accessible to all, including youth, local communities, citizen scientists and other segments of society. Furthermore, current collaboration among policymakers, conservation practitioners, and researchers (across disciplines) is limited. This limitation can be overcome by engaging with international networks and initiatives that work on biodiversity conservation while simultaneously their work is shaped by international obligations

concerning genetic diversity assessment, on European as well as global level, such as the EU Biodiversity Observation Coordination Centre (EBOCC), Biodiversa+, Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), EEA, among others. This challenge will be addressed by WG4, in close collaboration specifically with WG5 and also the other WGs through the use of multidisciplinary approaches to bridge the communication divide and increase public awareness about the relevance of genetic diversity.

4. **WG5 Communication and Collaboration:** This working group focuses on the challenge (CH5) of integration, communication, and collaboration between the conservation genetics community and other components of the broader biodiversity monitoring community, as well as the general public. The task of this working group is to create communication materials and outputs, tailored to different stakeholders with clear messages that are aligned across all segments of the GENOA COST Action, and to disseminate them through appropriate channels. The aim of this is the mainstreaming of genetic diversity into policies, existing conservation biological networks, and the focus of public opinion and mass media. This working group is also responsible for regularly informing the GENOA community about all current developments related to the action (calls, training schools, workshops, events organized by third parties, etc.). Together with WG4 they will deliver communication materials for increasing the level of communication and exchange to improve understanding among scientists, policy and the public.
5. **Other working groups:** the connections between conservation geneticists and policy need to be improved. Through an inclusive process the working groups will engage with policy to work towards the uptake of genetic diversity considerations in national-level reporting to the Convention on Biological Diversity, the fulfilment of EU obligations and the development of future policies. This will be tackled in WG1: Informing and supporting emerging and future policy.

Communications of COST Action

Genetic Nature Observation and Action (GENOA)

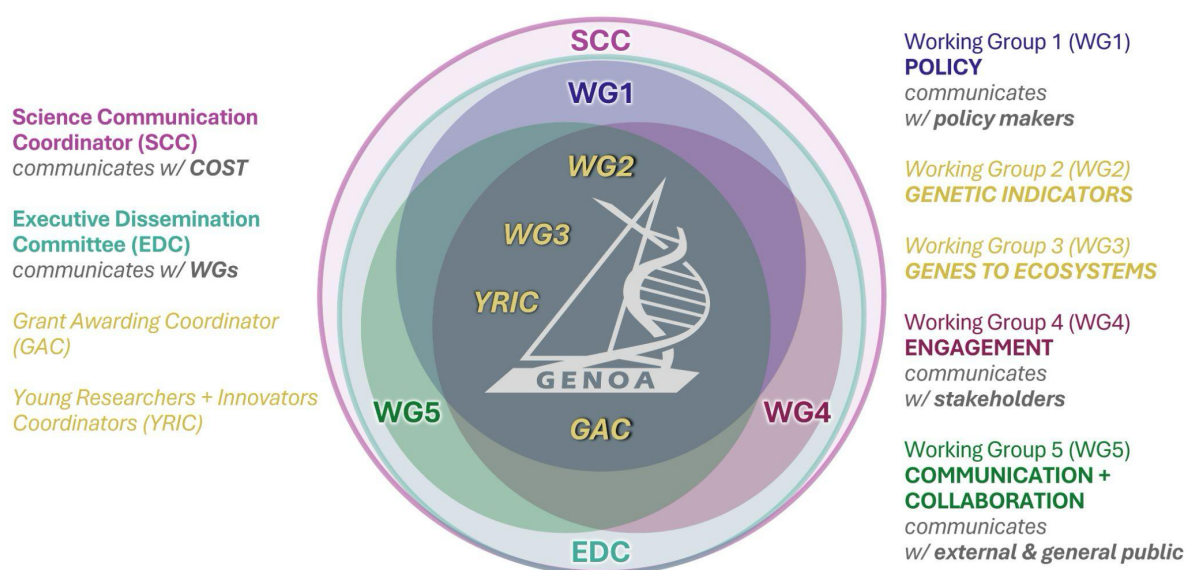


Figure 1. Communication organisation in GENOA.

Members of WG5, EDC and the Science Communication Coordinator (referred to collectively as the COMMS TEAM) meet regularly online to coordinate communication efforts.

Target audiences across COST countries and their linked key messages are described in Table A in the Annex (the 'WHO?' and the 'WHAT?' in columns 2 and 3). The numbers 1-5 in column 1 refer to the five communication bodies described above.

3. PLAN FOR THE COMMUNICATION OF ACTION RESULTS

This communication strategy focuses on engaging both the general public and our stakeholder groups, including small and medium enterprises (SMEs), educational institutions (schools and museums), specific interest lobbies (e.g., angling and hunting associations), zoos and botanical gardens, media professionals (journalists/editors), and indigenous peoples and local communities (IPLCs). Led by working group 4 (WG4 Engagement, Figure 2) and working group 5 (WG5 Communication), the Action employs multidisciplinary approaches to bridge the communication gap and raise public awareness about the relevance of genetic diversity. By integrating social and behavioural science, we aim to identify and address challenges in communicating the relevance of genetic diversity to conservation managers, policymakers, and the public. Focusing on the identified challenges, we will produce and share a diverse range of content, including dedicated blogs and video series on YouTube, social media platforms, and the Action website. The overarching objectives of this communication effort are to increase participation in genetic conservation workshops, foster positive shifts in public awareness, and support the implementation of informed policies by decision-makers.

GENOA's **deliverables** related to communication and dissemination include:

1. A written manual and recorded guidance for indicator use, in numerous languages, contained in a single comprehensive guidance document on indicator utilisation, ensuring broad accessibility across diverse regions from WG2 at month 18 (D2.2).
2. Policy Briefs in many languages aiming at summarising in non-technical wording the most relevant scientific outcomes from WG2 at month 24, and 36 (D2.5).
3. Publication draft on genetic diversity management without typical genetic indicators from WG3 at month 24 and 36 (D3.3).
4. Two science cafes and online breakfast clubs from WG4 at month 39 (D4.4).
5. Five (stand-alone) cartoons and 1 comics series from WG4 at month 6, 9, 21, 42 and 45 (D4.5).
6. Communication, dissemination, and networking strategy from WG5 at month 5 (D5.1).
7. Website with the social feed from WG5 at month 6 (D5.2).

At the meetings for communication, 11 main **tasks** have been identified so far, and members have volunteered to contribute to these tasks through dedicated subgroups:

1. GENOA website: Development and maintenance of the central online platform

2. GENOA Forum (part of website): Management and facilitation of the online forum for community engagement
3. GENOA social media (linked to website): Management and content creation for social media channels
4. GENOA participant information: Creation and dissemination of information relevant to GENOA members
5. GENOA News and Views: Production of biweekly newsletters to share action's news and perspectives
6. GENOA Poster and Slideshow: Development of standardized visual materials for presentations and outreach
7. GENOA educational materials (e.g., comics, podcast, videos): Creation of engaging educational resources for various audiences
8. GENOA Communication Strategy: Development, implementation, and review of the overall communication plan
9. GENOA WG meetings agenda: Preparation and dissemination of agendas for Working Group meetings
10. GENOA scientific cafe and online breakfast: Organization and promotion of online events for knowledge sharing and networking
11. GENOA how to visualize genetic diversity: Development of resources and guidelines for effectively visualizing complex genetic diversity concepts

Visual identity, logo and branding of GENOA was established during the COST funding application.

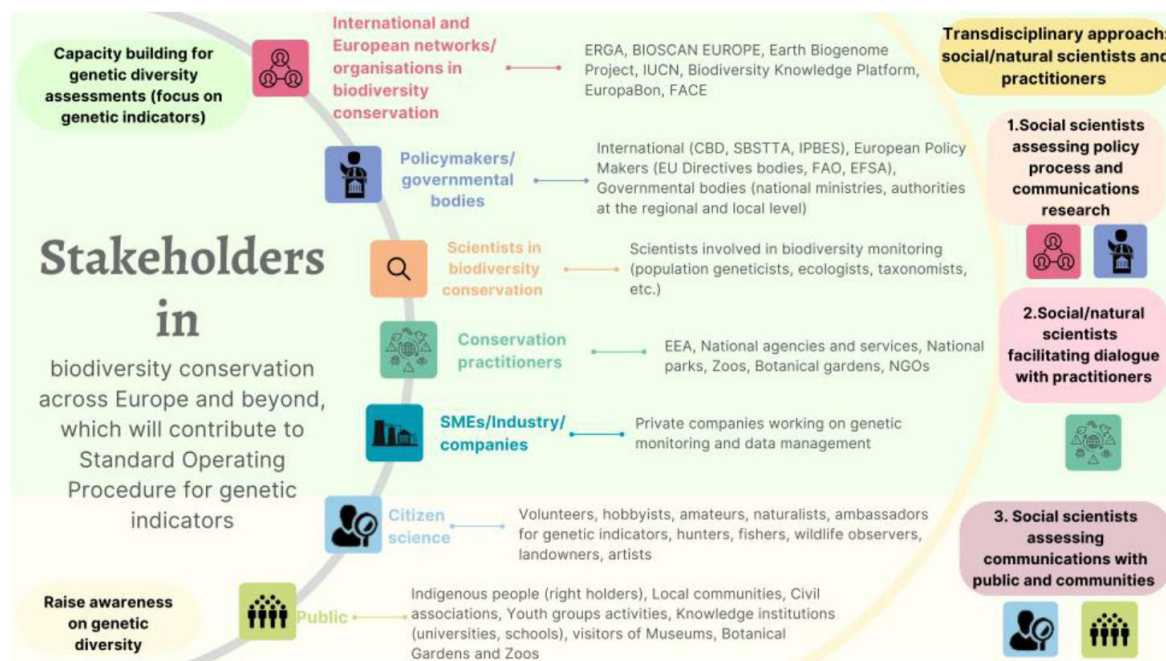


Figure 2. Stakeholder diversity and their involvement in GENOA for capacity building on standardised genetic diversity assessments and action.

4. PLAN FOR THE DISSEMINATION OF ACTION RESULTS

The GENOA action leverages a broad experience of its members in disseminating scientific results, particularly concerning genetic diversity, specific for this Action. Dissemination efforts of the GENOA Action target a diverse range of audiences, including conservation agencies, zoos, botanical gardens, museums, EU biodiversity policy makers, biodiversity managers and both senior and early-career scientists. Our aim is to enhance our audiences' understanding and valuation of genetic diversity. After assessing policymakers', conservation professionals' and other key actors' positions and reasons for obstacles, we will collaborate with social scientists, communication specialists and professionals to improve, refine and innovate dialogue strategies pertaining to the implementation of genetic indicators and genetic diversity conservation (e.g., a dedicated web-base, optimising existing policy briefs, region-specific examples for each country, and multilingual and visually engaging infographics, comics, cartoons, videos, and other media). Specific examples of targeted groups/events are detailed in Column 5 of Table A (the 'WHEN?' and 'WHERE?'), whereas column 4 lists some planned communication channels and products (the 'HOW?'). More specifically, we envision:

(1) Engaging Young People and Stakeholders:

GENOA action will identify opportunities for engaging young people and stakeholder partners by establishing synergies with prominent youth movements, providing training opportunities through workshops, training schools and research cafes, fostering a collaborative environment for knowledge exchange.

(2) Publishing and Dissemination of Information:

We will regularly disseminate information through a bi-annual newsletter which will be sent to the network and the interested public (upon website registration). This will be complemented by timely press releases, news, and short videos designed to raise general awareness about genetic diversity. Furthermore, we will develop engaging popular science materials such as popular papers/comics/cartoons (potentially collaborating with arts students).

(3) Reaching Stakeholders through Tailored Communication:

To effectively reach our diverse stakeholders, practitioners and policymakers, we will develop tailored information materials, policy briefs and conduct focused and targeted webinars and summer schools. These policy focused webinars and related policy briefs will be recorded, widely distributed and translated into multiple languages to ensure broad accessibility and foster uptake.

(4) Promoting Knowledge Transfer and Collaboration through Events:

We will organise a range of engaging events, including workshops, seminars, webinars, training schools, kick-off and final meetings, and hands-on sampling collection exercises. These activities are designed to promote knowledge transfer, facilitate mutual collaboration, and actively engage with our stakeholder groups. During these events, we will present new materials, tailoring the message to different target audiences, and analyse successful case studies. Feedback from target groups will be collected using popular approaches such as science cafes, online breakfast clubs and science fairs. GENOA will actively participate in, e.g., European researchers' night together with other organisations, seeking to organise events simultaneously in some partner countries. During events, participants will be asked to engage actively by collecting each other's signatures in different colours, representing

genetic diversity, on the event's tote bag. At the end of the event, these are used as a variable to 'monitor' the genetic diversity in the 'population' of participants and 'report' it (number of coloured bags = effective population size, compared to the census size = number of participants).

(5) Exploitation of Results and Impact:

We will ensure the effective exploitation of the Action's results through scientific publications in relevant international journals, stakeholder relevant/specific dissemination materials, policies propositions, directly through Policy Briefs and webinars/workshops and indirectly through external networks e.g., IPBES, participation in international conferences and policy-making forums and dissemination via hubs and Young Professional Group (YPG).

(6) Enhancing Collaboration through Mobility:

STSMs and VMGs will be implemented to enhance collaboration, knowledge sharing, and brainstorming among Action partner's.

(7) Expanding Networks:

The GENOA network and WG4 (after the stakeholders mapping process) will actively involve and engage new partners and contributors from diverse sectors, including policymakers, practitioners, citizen scientists, projects/initiatives, local communities, and the Young Professional Group (YPG), to broaden our reach and impact.

The dissemination plan includes these deliverables:

1. A comprehensive repository on genetic diversity indicators, containing curated scientific publications, background, and introduction videos, designed to introduce indicator utilisation to audiences with varying foundational knowledge for both, novices and experts from WG2 at month 24 (D2.3).
2. Multiple scientific publications on the indicators, including on their correlation to genetic diversity data and threat status from WG2 at month 24 and 25 (D2.4).
3. Publication draft on genetic diversity in species management from WG2 at month 24 (D3.1).
4. Publication draft on genetic diversity in area management from WG3 at month 42 (D3.2).
5. Research publication assessing genetic understanding from WG4 at month 18 (D4.1).
6. Research publication on assessing the state of knowledge before and after different types of intervention/ knowledge sharing from WG4 at month 35 (D4.2)
7. Popular press/ report summary of the engagement via botanic gardens/zoos, European researcher night, citizen, and youth engagement from WG4 from at month 24, 36, and 48 (D4.3).
8. Reports from the attended meetings/events/conferences of other conservation biology (monitoring) organisations, e.g., ECCB, SCB, IBA (Total: 10) from WG5 at month 12, 24, 36, and 48 (D5.3).
9. 100 Biweekly News editions (M46) from WG5 at month 46 (D5.4).

5. PLAN FOR THE VALORISATION OF ACTION RESULTS

GENOA has to make its best effort to inform all relevant stakeholders about the Action and Action results, follow principles of Open Science and Open Access in dissemination, and aim at the **valorisation** of their results by facilitating their uptake by the research and innovation community in Europe and beyond, and society at large.

Actions will be planned, rolled out and established in four main phases (see Table 1 below). Hence, not all **outputs** will be available simultaneously:

- Report on EU and national genetic biodiversity policy from WG1 at month 16.
- Scientific article on new evaluation of CBD National Reports from WG1 at month 20.
- A set of computational tools and apps (data collection tools, and GIS applications) to support indicator deployment from WG2 at month 24.
- Scientific report on outcomes of calculating genetic diversity indicators in 10 countries from WG1 at month 36.
- Policy Briefs to summarise with simple wording the scenario of the national, regional and EU policies where genetic diversity needs to be better incorporated from WG1 at month 36.
- Completed network structure for regional hubs and plan for continuing beyond this grant from WG1 at month 46.

The results/outputs from this COST Action will improve the social-economic **impact/outcome**:

- GENOA efforts will be valuable to improve biodiversity policies (e.g. through policy briefs) based on sound science.
- GENOA output (tools, guidelines,...) will facilitate (genetic) biodiversity monitoring and reporting, which will be highly valued by national authorities, especially when reporting to the CBD. Knowledge transfer using various knowledge transfer tools will be used, such as Workshops, Training Schools, Seminar series, and Conference participation. These, and GENOA training and networking, will bring added value to the careers of its participants: scientists and nature managers will have improved skills in policy, (biodiversity) monitoring and (species and areal) management. Virtual (by VMGs) and in-person mentoring (by STSMs) will target PhD students, early-career (e.g., ECI) and mid-career professionals.
- SMEs will better value the importance of (genetic) biodiversity in i) the commercial production sector (e.g. more resilience), ii) biodiversity monitoring and data sector and iii) the 'compensation/offsetting' sector, e.g. awareness building, possibly contributing to the development of biodiversity credits
- Enhancing public awareness of genetic biodiversity and transforming public perceptions in conservation.

All these outcomes will contribute in the end to healthier populations, species and ecosystems, benefiting human society (e.g. through valuable ecosystem services).

Table 1. Phases, key actions and the respective timeline for valorisation in GENOA.

Phase	Key Actions	Timeline
Phase 1: Foundation	Consolidate scientific outputs, draft policy briefs & toolkits	Months 1–12
Phase 2: Rollout	Conduct training schools, workshops, STSMs, VMG, and conferences to engage	Months 13–24

	polymakers & SMEs	
Phase 3: Refinement and scaling	Gather user feedback, update tools & policy briefs	Months 25–36
Phase 4: Sustainability	Establish long-term knowledge hubs	Months 37–48

2. ANNEX 1

The table below is meant to provide an overview to the Action of relevant dimensions (5 Ws) to be considered while structuring the Science Communication Plan.

TABLE A. THE 5 Ws TO STRUCTURE YOUR PLAN

Target audiences (the 'WHO?') across COST countries and their linked key messages (the 'WHAT?') in columns 2 and 3. Column 4 lists some planned communication channels and products (the 'HOW?'). Specific examples of targeted groups are detailed in Column 5. The numbers 1-5 in column 1 refer to the five communication bodies in Section 2 (1 = Science Communication Coordinator, 2 = Executive Dissemination Committee (EDC); 3 = WG4 Engagement; 4 = WG5 Communication and Collaboration; 5 = Other working groups).

RESPONSIBLE	WHO? TARGET AUDIENCE	WHAT? KEY MESSAGES	HOW? COMMUNICATION CHANNELS and PRODUCTS	WHERE & WHEN? Dissemination comments and Examples of targets/stakeholders
1, 3, 4, 5	Biodiversity and nature policy markers	<ul style="list-style-type: none"> - Importance of genetic diversity - Genetic indicators application 	<ul style="list-style-type: none"> - Website - Email-newsletter - Meetings, webinars and workshops - Participating and presenting on relevant specific international and national events - Scientific publications and accompanied policy briefs and press releases - Videos 	e.g., CBD (at COP events), European Parliament and Commission
3, 4, 5	CBD National focal points	<ul style="list-style-type: none"> - Importance of genetic diversity - Genetic indicators application 	<ul style="list-style-type: none"> - Website - Email-newsletter - Meetings, webinars and workshops - Participating and presenting on relevant specific international and national events - Scientific publications and accompanied policy briefs and press 	Mapping done in collaboration with GINAMO/BIODIVE RSA+ (incl. NBSAP contacts)

			releases - Videos	
3, 4, 5	Biodiversity, population and/or species managers	<ul style="list-style-type: none"> - Importance of genetic diversity - Genetic indicators application 	<ul style="list-style-type: none"> - Website - Email-newsletter - Meetings, webinars and workshops - Promoting mobility and exchange especially for young professionals - Participating and presenting on relevant specific international and national events - Scientific publications and accompanied policy briefs and press releases - Videos - Podcasts 	In collaboration with GINAMO (incl. social scientists); e.g. ANB in Belgium (Agency for Nature and Forests); direct contacts at e.g., Natura2000 or Europark events
3, 4, 5	Biodiversity and species scientist and experts, International organisations in biodiversity conservation	<ul style="list-style-type: none"> - Importance of genetic diversity - Genetic indicators application 	<ul style="list-style-type: none"> - Website - Social media - Email-newsletter - Meetings, webinars and workshops - Promoting mobility and exchange especially for young professionals - Participating and presenting on relevant specific international and national events - Scientific publications and accompanied policy briefs and press releases - Videos - Podcasts 	e.g., IUCN (International Union of the Conservation of Nature)
1, 3, 4, 5	Science-policy-interface	<ul style="list-style-type: none"> - Importance of genetic diversity - Genetic indicators application 	<ul style="list-style-type: none"> - Website - Social media - Email-newsletter - Meetings, webinars and workshops 	e.g., IPBES (Intergovernmental Panel on Biodiversity and Ecosystem Services)

			<ul style="list-style-type: none"> - Promoting mobility and exchange especially for young professionals - Participating and presenting on relevant specific international and national events - Scientific publications and accompanied policy briefs and press releases - Videos - Podcasts - Games - Comics 	
2, 4, 5	GENOA participants and community	<ul style="list-style-type: none"> - Importance of genetic diversity - Genetic indicators application 	<ul style="list-style-type: none"> - biweekly newsletter - Website - Social media - Email - Meetings, webinars and workshops - Participating and presenting on relevant specific international and national events 	direct contacts e.g., at workshops and (MC) meetings, VMGs, STSMs
2, 4, 5	Young scientists and young professionals	<ul style="list-style-type: none"> - Genetic indicators application 	<ul style="list-style-type: none"> - Website - Social media - Email-newsletter - Meetings, webinars and workshops - Promoting mobility and exchange especially for young professionals - Participating and presenting on relevant specific international and national events - Scientific publications and accompanied policy briefs and press releases - Videos 	direct contacts e.g., at conservation genetics conferences (to be organised in 2026); through University Alumni organisations

			<ul style="list-style-type: none"> - Podcasts - Games - Scientific Café - Comics 	
3, 4	Indigenous people and local communities (IPLCs)	- Importance of genetic diversity	<ul style="list-style-type: none"> - Website - Social media - Email-newsletter - Meetings, webinars and workshops - Participating and presenting on relevant specific international and national events - Scientific publications and accompanied policy briefs and press releases - Videos - Podcasts - Games - Comics 	direct contact e.g., local and national communities and assemblies
3, 4	Specific nature and biodiversity relevant interest and lobby groups	- Importance of genetic diversity	<ul style="list-style-type: none"> - Website - Social media - Email-newsletter - Meetings, webinars and workshops - Participating and presenting on relevant specific international and national events - Scientific publications and accompanied policy briefs and press releases - Videos - Podcasts - Games - Comics 	national nature NGOs; European groups (e.g. Forum for the Future of Agriculture, European Landowners Organisation,)
5	Relevant media and journalists	- Importance of genetic diversity	<ul style="list-style-type: none"> - Website - Social media - Email-newsletter - Meetings, webinars and workshops - Scientific 	at media events or press release of key publications; through institutional press offices and their contacts

			publications and accompanied policy briefs and press releases - Videos - Podcasts - Games - Comics	
5	Schools and other educational bodies	- Importance of genetic diversity	- Website - Social media - Email-newsletter - Scientific publications and accompanied policy briefs and press releases - Videos - Podcasts - Games - Comics	e.g. through teacher education organisations; direct contacts at e.g. zoos and botanical gardens;
4	Small and medium enterprises (SMEs)	- Importance of genetic diversity	- Website - Social media - Email-newsletter - Videos - Podcasts - Games - Comics	through SME organisations or direct (B2B) contacts
4	General public and non-specialists	- Importance of genetic diversity	- Website - Social media - Email-newsletter - Videos - Podcasts - Games - Comics - Scientific Cafe and Online Breakfast	e.g. in Zoos and Botanical gardens (through EAZA, the European Association of Zoos and Aquaria); direct contact e.g. at science fairs throughout the year;
1	COST Bruxelles	- Action, i.e., GENOA and COST interface	- Website - and updating on the different deliverables	at predefined intervals and upon request