



D1.3 Plan for Exploitation, Dissemination and Comms Update

2026-08-24

Authors: Nadya Denkova, Nikol Stoykova



**Funded by
the European Union**

Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the EU nor REA can be held responsible for them.



D1.3 Updated PEDCOM

Prepared under contract from the European Commission

Grant agreement No. 101180559

EU Horizon Europe Innovation Action

European Research Executive Agency

Project acronym:	OneSTOP
Project full title:	OneBiosecurity Systems and Technology for People, Places and Pathways
Project duration:	01.01.2025 – 30.06.2028 (42 months)
Project coordinator:	Dr. Quentin Groom, Agentschap Plantentuin Meise (MeiseBG)
Call:	HORIZON-CL6-2024-BIODIV-01-1
Deliverable title:	Plan for Exploitation, Dissemination and Comms Update
Deliverable №:	D1.3
WP responsible:	WP1
Nature of the deliverable:	Report
Dissemination level:	Public
Licence of use:	CC BY
Lead partner:	PENSOFT
Recommended citation:	Denkova, N., Stoykova, N. (2026). <i>D1.3 Plan for Exploitation, Dissemination and Comms Update</i> . OneSTOP project D1.3.
Due date of deliverable:	Month №20
Actual submission date:	Month №20

Deliverable status:

Version	Status	Date	Author(s)
1.0	Draft	2026 July 31	Nadya Denkova, Nikol Stoykova, PENSOFT
1.1	Review	2026 August 3	Sabrina Kumschick, Stellenbosch University; Michael Pocock, UKCEH
1.2	Final	2026 August 24	Nadya Denkova, Nikol Stoykova, PENSOFT





Table of contents

Table of contents.....	3
Key takeaway messages.....	4
1. Introduction.....	6
2. Key Exploitable Results.....	6
2.1. KER1: Policy recommendations tackling environmental and economic policies (T6.3, T6.4, T1.2).....	7
2.1.1. The Lag from Observation to Information [policy brief].....	7
2.1.2. Is One Health Plant-Blind? [policy brief].....	8
2.1.3. Why countries need the Global Biodiversity Information Facility: Lessons from Belgium [policy brief].....	8
2.2. KER2: Molecular and digital sensors for detection and classification of IAS (T2.1, T2.2).....	9
2.3. KER3: A workflow to collect IAS data from media platforms (T2.3).....	10
2.4. KER4: Citizen science sentinel gardens scheme for IAS (T2.4).....	11
2.5. KER5: Living Labs for IAS network (T3.4).....	12
2.6. KER6: Automated species distribution modelling workflows (T5.1, T5.2).....	13
2.7. KER7: LLM-assisted EICAT assessments (T4.4).....	14
2.8. KER8: Open and real-time IAS detections available on GBIF (T4.1).....	14
2.9. KER9: A European species list of IAS (T4.2).....	15
2.10. KER10: European Alert system for new detections of IAS in Europe (T4.3).....	16
3. Progress for Dissemination, Exploitation, Communication during M1-M18.....	17
4. Implementation plan for Dissemination, Exploitation, Communication for M19-M36.....	24
5. Outlook.....	28





Key takeaway messages

- This document updates OneSTOP's first Plan for Exploitation, Dissemination and Comms (D1.2, M6), reflecting changes in the project's Exploitation, Dissemination and Communication strategy between the Foundations (M1-M18) and the Active and Targeted Dissemination (M19-M36) project stages.
- Chapter 2 provides a detailed overview of OneSTOP's main results, including delivery timelines, accessibility platforms, and exploitation opportunities.
- In Chapter 3, the focus is on the progress in the KPIs set for the first stage, focusing on raising awareness, establishing the project identity, setting up the key Dissemination, Exploitation and Communication (DEC) channels, consolidating the OneSTOP community and initiating outreach.
- Chapter 4 gives more details on the plans for the Active and Targeted Dissemination stage, focusing on dissemination activities, outreach and collaboration with other initiatives.

Executive summary

OneSTOP detailed its communication, dissemination, and exploitation strategies in D1.2 Plan for Exploitation, Dissemination and Comms (PEDCOM), submitted in M6 in order to maximise the impact of project outcomes. This document included an implementation plan for key activities to be carried out up to M18 of the project, along with Key Performance Indicators (KPIs) to assess their effectiveness. The current deliverable, D1.3, is an update to the PEDCOM, reflecting progress made in the implementation plan. Based on this progress, D1.3 outlines the planned activities for the project's second outreach stage (M19-M36). D1.3 also provides more details for the project's Key Exploitable Results (KERs), as well as the most suitable means for their exploitation, based on feedback collected from the consortium.

Non-technical summary

To maximise the impact of EU-funded projects, it is important to ensure that the knowledge, results, and innovations they generate reach the people and organisations that can benefit from them. To achieve this, projects develop a communication plan at their beginning, outlining how they will spread awareness, engage with key stakeholders and share project outcomes. As projects evolve, this plan needs to be updated to reflect progress and changes. In this context, OneSTOP initially outlined its outreach strategy in D1.2 (Month 6: June 2025). The current report (D1.3, Month 20: August 2026) (i) provides details on the project's most significant Key Exploitable Results, i.e. those that have the greatest potential to impact stakeholders and outlines how they can be used for further research, commercial, societal, or political purposes; (ii) reviews how outreach activities have progressed so far; and (iii) sets goals for the second stage of the project. The final update of the communication plan is due in Month 38 in D1.4.





List of abbreviations

AGM	Annual General Meeting
AI	Artificial Intelligence
API	Application Programming Interface
CBD	Convention on Biological Diversity
CC BY	Creative Commons Attribution
DEC	Dissemination, Exploitation, Communication
DOI	Digital Object Identifier
EASIN	European Alien Species Information Network
EICAT	Environmental Impact Classification for Alien Taxa
EIP-AGRI	European Innovation Partnership for agricultural productivity and sustainability
ERIC	European Research Infrastructure Consortium
EU	European Union
GBIF	Global Biodiversity Information Facility
GPL	General Public License
IAS	Invasive Alien Species
IP	Intellectual Property
IPBES	Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services
IUCN	International Union for Conservation of Nature
JRC	Joint Research Centre
KER	Key Exploitable Result
KPI	Key Performance Indicator
LL	Living Lab
LLM	Large Language Model
MIT	Massachusetts Institute of Technology License
OSF	Open Science Framework
PEDCOM	Plan for Exploitation, Dissemination and Comms
RIO	Research Ideas and Outcomes Journal
SME	Small and Medium-sized Enterprise
TDWG	Biodiversity Information Standards (Taxonomic Databases Working Group)
WBF	World Biodiversity Forum
WP	Work package





1. Introduction

To ensure stakeholders are aware of the project's emerging results, OneSTOP's WP1 developed the project's D1.2 Plan for Exploitation, Dissemination and Comms (PEDCOM) in month 6 (June 2025). This plan defined OneSTOP's key dissemination actors, the results to be achieved, the communication and dissemination channels that will be used, as well as an Implementation Plan with KPIs for each action until M18 (June 2026).

D1.2 also divided the dissemination, exploitation and communication (DEC) activities into three stages throughout the project's implementation: 1) Foundations (M1-M18), 2) Active and Targeted Dissemination (M19-M36) and 3) Legacy and Exploitation Paths (M37-M42+). After each stage, WP1 has planned to update the PEDCOM (D1.3 in M20; D1.4 in M38) based on the project's development. This approach allows WP1 to evaluate the effectiveness of DEC activities and adjust the KPIs for the next stage of the project. Following this plan, the current D1.3 reviews the progress of the initial PEDCOM and proposes a refreshed version for the M19-M36 stage. It also provides further details on the project's KERs and outlines tailored exploitation strategies to maximise their impact.

2. Key Exploitable Results

OneSTOP is actively developing 10 KERs, designed to advance regional, national and global responses to biological invasions, and manage the spread of invasive alien species (IAS). Although presented individually, OneSTOP's KERs are designed to function as a connected approach reflecting the project's four pillars — detection, prioritisation, dissemination and socio-political action. The European species checklist (KER9) provides the reference layer against which the alert system (KER10) and horizon-scanning activities filter incoming records; the detection technologies (KER2-4) generate observations that are published on GBIF (KER8) and that the alert system and modelling workflows (KER6) can ingest. The modelling workflows (KER6) support the prioritisation of species, while KER7 aims to speed up the Environmental Impact Classification for Alien Taxa (EICAT) assessment process to allow a wider range of species to be assessed. These KERs are being tested and co-developed in the Living Labs (LLs) (KER5) and their results underpin the policy recommendations (KER1).

The KERs' public release timelines span from August 2025 to March 2028, with some of the KERs already being publicly available. The majority of the results will be accessible on widely established, community-endorsed platforms such as GitHub for code and GBIF and Zenodo for datasets and research. Other key outputs will be hosted on platforms tailored to meet the needs of specific user communities, such as the European Nucleotide Archive and iNaturalist. To ensure results remain available and maintained after the project ends, each KER has an identified owner, who is responsible for supporting its exploitation. Training materials will be designed to reduce barriers and encourage their widespread use.

OneSTOP's results are being taken forward through several complementary exploitation routes. Policy uptake is the main route for the policy recommendations (KER1) and for the checklist (KER9) and alert system (KER10), which support the implementation of EU Regulation 1143/2014. Infrastructure integration and standardisation efforts are also closely linked to KER10, which is being worked on together within GBIF and EASIN, ensuring it is maintained within established platforms after the project's end. External stakeholder uptake is planned for the molecular and digital sensors for detection and classification of IAS (KER2), while scientific uptake and further development apply to the LLM-assisted EICAT





assessments (KER7), the detection data publication pipelines (KER8), automated modelling workflows (KER6), the citizen-science sentinel gardens (KER4) and the Living Labs (KER5).

Open licensing is a deliberate part of OneSTOP's exploitation strategy. By releasing its KERs under open and permissive licences (CC BY 4.0, MIT and GPL), the project allows users to freely access, adapt and build on its results, subject only to lightweight conditions such as attribution and, in the case of GPL-licensed software, the requirement that derivative works remain open. In this way, the licences safeguard the project's authorship and keep its outputs openly available for further development and reuse, removing barriers to uptake.

2.1. KER1: Policy recommendations tackling environmental and economic policies (T6.3, T6.4, T1.2)

This KER takes the form of various policy-relevant documents co-developed with relevant stakeholders and disseminated through channels such as EU policy platforms, international events, OneSTOP webinars and policy forums. Three policy briefs have already been published.

2.1.1. The Lag from Observation to Information [policy brief]

- **Lead result owners:** MeiseBG
- **Description:** A policy brief, developed jointly with [B3](#), [MAMBO](#), [BMD](#), [GUARDEN](#) and [AURORA](#).
- **Main novelty:** This policy brief outlines that the data lag from observation to information is created not by a single technical problem but by a systemic one, stretching from how data are gathered to how they are valued. To solve this issue, the projects propose supporting data pipelines that move smoothly from data collection to open publication and rewarding timely sharing of data. In addition, other suggestions include strengthening identification capacity by investing in AI-assisted tools, reference collections and expert networks, as well as encouraging near-real-time data use through platforms delivering provisional, usable data with clear uncertainty metadata, and embedding feedback loops to ensure results and corrections continuously improve data quality.
- **Users:** Governmental and regulatory bodies; Environmental and conservation groups
- **Potential outcomes & impact:** Quicker and more effective data management can lead to improved biodiversity management.
- **Scale:** Global
- **Accessible by:** 30/04/2026
- **Accessible via:** Zenodo (<https://doi.org/10.5281/zenodo.19930146>)
- **Intellectual Property (IP):** CC BY 4.0
- **User exploitation beyond OneSTOP:** The findings in the policy brief can be applied by national and regional authorities in their biodiversity data management plan and national strategies i.e by requiring pipelines that publish to open repositories.
- **Barriers to exploitation and mitigation measures:** Lack of capacity and funding could hinder the implementation of the recommendations.
- **Further development by partners beyond OneSTOP:** This work is very relevant for all governments who want to improve biodiversity data management, and it is valid beyond the project timelines.
- **Potential communication activities to support exploitation:** The policy brief was launched during the [Biodiversity Monitoring Week Conference](#) (BioMonWeek2026)





and has been disseminated on Zenodo, OneSTOP's website and social media. It was also distributed at the World Biodiversity Forum 2026. It has already received 268 views on Zenodo and will be further disseminated with an upcoming joint press release by the participating projects and during numerous future events (TDWG, Neobiota 2026 Conference, OneSTOP Policy Forum at Neobiota, CBD COP17, etc.).

2.1.2. Is One Health Plant-Blind? [policy brief]

- **Lead result owners:** MeiseBG
- **Description:** A policy brief, developed jointly with [B3](#).
- **Main novelty:** This policy brief provides an explicit identification and conceptual framing of “plant blindness” within the One Health approach, demonstrating that plants remain systematically underrepresented in One Health research, policy, and implementation despite their foundational role in ecosystem health, food systems, and as environmental determinants of disease.
- **Users:** Governmental and regulatory bodies
- **Potential outcomes & impact:** The brief calls for the integration of plant indicators, stronger investment in biodiversity knowledge systems, and greater inclusion of plant expertise in policy to support a more preventive and resilient One Health approach.
- **Scale:** Global
- **Accessible by:** 27/04/2026
- **Accessible via:** Zenodo (<https://doi.org/10.5281/zenodo.19822213>)
- **Intellectual Property (IP):** CC BY 4.0
- **User exploitation beyond OneSTOP:** This policy brief is globally relevant and freely available.
- **Barriers to exploitation and mitigation measures:** Lack of relevant governance structures.
- **Further development by partners beyond OneSTOP:** The concept will be further developed and operationalised beyond OneSTOP and potentially serve as a foundation for new collaborative projects focusing on plant-inclusive health policy and biodiversity-health linkages.
- **Potential communication activities to support exploitation:** The policy brief was launched during the [Biodiversity Monitoring Week Conference](#) (BioMonWeek2026), where a specific session was dedicated to it. It was also distributed at the World Biodiversity Forum 2026. Moreover, it has been published on Zenodo, OneSTOP's website and social media, and has already received 514 views on Zenodo. In addition, it will be further disseminated with a dedicated [webinar in September 2026](#) and during future events (TDWG, Neobiota 2026 Conference, OneSTOP Policy Forum at Neobiota, CBD COP17, etc.).

2.1.3. Why countries need the Global Biodiversity Information Facility: Lessons from Belgium [policy brief]

- **Lead result owners:** MeiseBG
- **Description:** Policy brief, developed jointly with [B3](#).
- **Main novelty:** The policy brief shows the specific tangible economic and strategic returns, as well as the national capacity building that Belgium has benefited from by using GBIF. With over 55 million species observation records on GBIF, Belgium proves that open, standardised data accelerates science, saves resources, and supports urgent action on conservation, agriculture, climate, and invasive species.
- **Users:** Governmental and regulatory bodies; Environmental and conservation groups





- **Potential outcomes & impact:** This policy brief aims to encourage other governments to follow Belgium's example and to participate more actively in GBIF, especially governments wishing to strengthen their environmental data systems.
- **Scale:** Global
- **Accessible by:** 22/11/2025
- **Accessible via:** Zenodo (<https://doi.org/10.5281/zenodo.20810630>)
- **Intellectual Property (IP):** CC BY 4.0
- **User exploitation beyond OneSTOP:** This work is very relevant for all governments who want to improve biodiversity data management, and the policy brief is freely and openly available to all.
- **Barriers to exploitation and mitigation measures:** Possible financial barriers for some governments.
- **Further development by partners beyond OneSTOP:** This work is very relevant for all governments who want to improve biodiversity data management, and it is valid beyond the project timelines.
- **Potential communication activities to support exploitation:** This policy brief has been presented at different conferences (ESENIA, IUCN, BioMonWeek, World Biodiversity Forum 2026, etc.). Moreover, to ensure that the policy brief will reach local governments and organisations, it is available in 11 languages (English, Dutch, French, German, Greek, Italian, Portuguese, Romanian, Swedish, Lithuanian and Spanish), all publicly available on Zenodo, acquiring a total of 2 559 views. It has also been published on the Horizon Results Platform. In addition, it will be disseminated to future events and conferences such as TDWG 2026, the Neobiota 2026, the OneSTOP Policy Forum at Neobiota 2026 and CBD COP17.

2.2. KER2: Molecular and digital sensors for detection and classification of IAS (T2.1, T2.2)

- **Lead result owners:** AU, UKCEH, Platform Kinetics
- **Description:** The novel development of cyclone samplers for collection of airborne eDNA samples and deployment in five Living Labs across Europe. Samples are to be sequenced for fungi, plants, invertebrates and vertebrates using High Throughput Sequencing.
- **Main novelty:** While other airDNA sampling equipment has been developed, these are the first systems that allow high volumes of air to be continuously sampled over several days, to maximise the amount of DNA captured, in combination with an integrated weather system for metadata collection. This minimises the demands on stakeholders in terms of metadata recording and change-over of sample tubes. They have been specifically developed for OneSTOP and deployed in OneSTOP LL regions.
- **Users:** Governmental and regulatory bodies; Industry and private sector; Environmental and conservation groups; Research and Technology groups
- **Potential outcomes & impact:** Proof of concept of technology for detection of IAS. Increase in technological readiness and improved understanding of stakeholder needs and experience through engagement and feedback.
- **Scale:** Regional (5 countries in Europe - Finland, Portugal, Romania, United Kingdom, Belgium), potential for wider use
- **Accessible by:** March 2028





- **Accessible via:** Publication and Open Access repository. Sequence data will be publicly available through the European Nucleotide Archive and associated biological records, and metadata will be publicly available on GBIF.
- **Intellectual Property (IP):** Not specified yet
- **User exploitation beyond OneSTOP:** The results will provide valuable information and advice for uptake and deployment of the technology by stakeholders outside the project, including capability of detection and limitations and practicalities of the technology.
- **Barriers to exploitation and mitigation measures:** Potential barriers include access to the air sampling technology and to laboratories that are able to process the samples. Support is also needed for interpretation. The other current limitation is that access to mains power is needed. However, Platform Kinetics are developing a version that can be solar-powered. Costs of the samplers have already fallen since the start of the project. Many eDNA providers are offering services across countries and prices for processing samples are falling. Alternatively, passive samplers, which are significantly cheaper and can be deployed at scale, are in development. These samplers are being trialled at the United Kingdom LL alongside the cyclone samplers, which will enable a comparison of the detection capabilities.
- **Further development by partners beyond OneSTOP:** Other airDNA projects are ongoing and planned at UKCEH. The experiences and workflows developed in OneSTOP will greatly benefit other projects, for example, the automated workflows for publication of data onto GBIF.
- **Potential communication activities to support exploitation:** AirDNA sampler training packs have been distributed across the LLs. Short videos demonstrating use of samplers and the data generated by them will be created. Workflow will be presented at upcoming conferences, such as Neobiota 2026. The SME Platform Kinetics, which is developing the samplers, will commercially exploit the IAS-validated high-volume air samplers using existing international sales channels.

2.3. KER3: A workflow to collect IAS data from media platforms (T2.3)

- **Lead result owners:** MeiseBG
- **Description:** An informatics workflow that harvests data from social media platforms and searches for references to invasive species. The intention is to detect early records of alien species that have been shared on social media.
- **Main novelty:** The workflow is automated, allowing it to be run without manual intervention to alert users of alien species detections on social media platforms.
- **Users:** Industry and private sector; Environmental and conservation groups; Research and Technology groups
- **Potential outcomes & impact:** The workflow is intended to change how social media companies share data access, but significant improvements are needed before it's ready for market. Currently, restricted API access on the platform is a constraint. Hence, the results are currently disseminated through a scientific publication¹.
- **Scale:** Regional (Europe)
- **Accessible by:** 29/08/2025

¹ <https://www.biorxiv.org/content/10.64898/2026.02.06.704325v1>





- **Accessible via:** GitHub²
- **Intellectual Property (IP):** MIT License, Open source
- **User exploitation beyond OneSTOP:** Outside users can clone or fork the repository and run the script for themselves.
- **Barriers to exploitation and mitigation measures:** In recent years, social media companies have severely reduced open API access to their platforms. This has made some platforms completely inaccessible, and others quite limited. For some, it is possible to pay for access, but the ongoing costs are prohibitive. So far, it is unclear if the potential benefits of this system can offset the costs.
- **Further development by partners beyond OneSTOP:** No further development is planned, as there is a tendency to close access to commercial media APIs. There is however, interest in returning to the subject and focusing on open platforms, such as Wikipedia. Nevertheless, the market is very dynamic, and it is hard to predict what media services might be available to implement the workflow in the future.
- **Potential communication activities to support exploitation:** A policy brief on the topic is currently being developed and will be presented at the OneSTOP Policy Forum at Neobiota 2026.

2.4. KER4: Citizen science sentinel gardens scheme for IAS (T2.4)

- **Lead result owners:** CU
- **Description:** The citizen science sentinel gardens scheme is an approach that focuses on gardens as a key first point of introduction for many species. It comprises of two parts: 1) the development of two Shiny apps (one for invasive ornamental plants and another for invertebrate groups identified as relevant by LL communities for their local areas), and 2) the supporting documentation, protocols and the LL engagement model used to build a base from the LL countries.
- **Main novelty:** Based on similar national projects (e.g., [Plant Alert](#) in the United Kingdom and [FlatwormWatch](#) in Belgium), the project builds on existing proven approaches to create the first Europe-wide network of projects with combined data collection. By using existing citizen science platforms (iNaturalist), data integration into GBIF and the OneSTOP Alert System is guaranteed.
- **Users:** Governmental and regulatory bodies; Environmental and conservation groups; Research and Technology groups; Society and the general public
- **Potential outcomes & impact:** Prevention of future invasions through early detection and management in gardens.
- **Scale:** Regional (5 countries in Europe - Finland, Portugal, Romania, United Kingdom, Belgium), potential for wider use
- **Accessible by:** 1) Shiny app for invasive ornamental plants: 22/05/2026 ([Plant Alert Shiny app](#)); 2) Shiny app for invertebrate groups identified as relevant by LL communities for their local areas: Summer 2026 (Bioblitz app); 3) Supporting documentation, protocols and LL engagement model: Summer 2026
- **Accessible via:** Web app (<https://dwhudson.shinyapps.io/OneStopApp/>), Results in [iNaturalist](#), GitHub
- **Intellectual Property (IP):** Not defined yet
- **User exploitation beyond OneSTOP:** All records are open access and can be used for IAS risk assessments and horizon scanning by all the groups specified. The

² <https://github.com/Simon-Reynaert/iEcology-IAS-miner>





horticultural industry could also use the results from Plant Alert in proactive preventive actions (e.g., labelling of plants) and to follow codes of conduct. Moreover, the Shiny Apps can be used outside the LL areas of the project, and the code will be made publicly available so that users can design similar applications.

- **Barriers to exploitation and mitigation measures:** No barriers are identified.
- **Further development by partners beyond OneSTOP:** Potentially, yes. More details to be provided in PEDCOM Update in M38.
- **Potential communication activities to support exploitation:** The first [Shiny app](#) has been launched and promoted at several events, such as LL meetings, GuardIAS Workshop on Invasive Freshwater Plant Management, and a webinar on using citizen science to prevent future spread of invasive alien plants. The app has also been promoted through the development and distribution of promotional materials and a social media campaign connected to the International Biodiversity Day. It will continue to be promoted through a dedicated campaign organised by the Belgian LL, involving local networks.

2.5. KER5: Living Labs for IAS network (T3.4)

- **Lead result owners:** CU
- **Description:** Living Lab core learning communities of relevant stakeholders were established in five countries to develop and test novel monitoring equipment and the OneSTOP Sentinel gardens, as well as provide input to species selection for modelling and surveys, scenario workshops and alert system.
- **Main novelty:** This is the first time the Living Lab approach is used in the context of invasive species. It provides good access to local, regional and national decision-makers to enable co-design of OneSTOP activities and outputs with stakeholder partners.
- **Users:** Governmental and regulatory bodies; Environmental and conservation groups; Research and Technology groups; Society and the general public
- **Potential outcomes & impact:** Co-creation and collaborative approach more widely used in other regions. Improved and end-user friendly technologies that are more likely to be used for IAS detection and management elsewhere.
- **Scale:** Regional (5 countries in Europe - Finland, Portugal, Romania, United Kingdom, Belgium)
- **Accessible by:** All 5 LLs were launched in summer 2025, and since then stakeholders have been regularly engaged through online and in-person meetings.
- **Accessible via:** The activities of the Living Labs take part in person, any results will be available on the project website and in an open access repository such as Zenodo.
- **Intellectual Property (IP):** N/A
- **User exploitation beyond OneSTOP:** Living Lab handbook (D3.4) at the end of the project will provide guidelines for establishment of Living Labs elsewhere. The LL approach will be further developed and used in future EU research projects.
- **Barriers to exploitation and mitigation measures:** No barriers identified
- **Further development by partners beyond OneSTOP:** Living Lab handbook (D3.4) at the end of the project will provide guidelines for establishment of Living Labs elsewhere.
- **Potential communication activities to support exploitation:** Living Labs stakeholder network will consider sustainable approaches to ensure the LLs will remain active beyond the project lifetime and expand the network to other regions





and countries. Exploitation and communication have already been supported with news items covering LL activities, as well as with infographic and event presentations, such as Warwickshire Biological Recorders Meeting 2025, BIODIV Student Meeting in Mértola, Finnish Advisory Board for IAS, UK Tree Health Citizen Science Network meeting, etc.

2.6. KER6: Automated species distribution modelling workflows (T5.1, T5.2)

- **Lead result owners:** UFZ, CIBIO
- **Description:** An R package that automates species distribution and habitat suitability modelling and scenario-based spatial projections targeting IAS. The workflow implemented therein covers the full analytical cycle, from data acquisition to model output post-processing and reporting and requires minimal user input while remaining scalable across local, high-performance, and cloud computing environments. The package integrates scientifically robust best practices to support reproducible, large-scale modelling of multiple species.
- **Main novelty:** The workflow delivers an innovative, end-to-end automated framework for species distribution and habitat suitability modelling, designed to combine scientific robustness with minimal user input. It integrates the best available open-access occurrence data for IAS from multiple sources, including EASIN, and systematically implements best-practice methodologies across all stages of the modelling process. This comprehensive approach enhances reproducibility, scalability, and methodological consistency, providing a reliable and transparent foundation for IAS risk assessment and decision-making under the current conditions and into the future.
- **Users:** Research and Technology groups; Governmental and regulatory bodies; Environmental and conservation groups
- **Potential outcomes & impact:** The R package is expected to enhance the accessibility, reproducibility, and scalability of species distribution and habitat suitability modelling for IAS. Its impact will include broader uptake by diverse user communities, more consistent application of modelling best practices, and improved support for IAS modelling, risk assessment and decision-making.
- **Scale:** Spatially multiscalar (European to regional) and multiresolution (1 km, 5 km, 10 km, 20 km); temporally spans from the baseline (i.e., current conditions) to 2100.
- **Accessible by:** 31/03/2028
- **Accessible via:** Online repositories (GitHub, Zenodo, OSF)
- **Intellectual Property (IP):** MIT licence
- **User exploitation beyond OneSTOP:** Facilitate the implementation of a semi-automated pipeline for species distribution and habitat suitability modelling by users from diverse communities.
- **Barriers to exploitation and mitigation measures:** The technical complexity of the workflow may limit adoption by users with different levels of computational or modelling expertise. This could be mitigated through comprehensive documentation, step-by-step tutorials, example datasets, and targeted training activities for different user communities. Running the workflow requires access to computational resources, including access to high-performance computing infrastructure for batch modelling of many species. This barrier could be mitigated by offering guidance on the minimum computational requirements for different use cases and by enabling cloud-based computation.





- **Further development by partners beyond OneSTOP:** The package will be maintained beyond the OneSTOP project duration. It will be used for scientific research on IAS, developing policy recommendations, and new standards for best practices in the field.
- **Potential communication activities to support exploitation:** Communication and exploitation activities include user manual and vignettes covering different use cases. The progress of this activity is consistently updated on OneSTOP's website with [news items](#) and [blog posts](#). Further, an advanced training course will potentially be organised in 2027³, with other demonstrations upcoming. The modelling work will also be the focus of the first OneSTOP Policy forum at Neobiota 2026.

2.7. KER7: LLM-assisted EICAT assessments (T4.4)

- **Lead result owners:** UKCEH
- **Description:** A tool that can assist the EICAT assessment process by automatically extracting alien species impacts from academic texts. It uses LLMs to identify evidence quotes within uploaded texts and label them with an EICAT category and impact mechanism. It also enables a human-in-the-loop workflow, allowing EICAT assessors to review and correct impacts identified by AI.
- **Main novelty:** The tool can be used and kept up to date with the latest LLMs to continually enhance and streamline the EICAT assessment process.
- **Users:** Governmental and regulatory bodies; Research and Technology groups; Society and the general public
- **Potential outcomes & impact:** The tool is expected to aid and rapidly speed up the EICAT assessment process, allowing for a wider range of species to be assessed.
- **Scale:** Global where EICAT assessments are adopted.
- **Accessible by:** 01/08/2026
- **Accessible via:** GitHub (<https://github.com/ukceh-rse/eicat-ai>)
- **Intellectual Property (IP):** GPL
- **User exploitation beyond OneSTOP:** Anyone looking to apply the EICAT assessment criteria can make use of the tool to speed up the assessment process.
- **Barriers to exploitation and mitigation measures:** Potential barriers include access to LLM/AI subscription services. Main mitigation for this is to make the tool as widely compatible with these services as possible.
- **Further development by partners beyond OneSTOP:** Potentially, yes. More information to be provided in M38.
- **Potential communication activities to support exploitation:** The tool will be presented at the project Policy forum at Neobiota 2026. In addition, a potential evaluation write-up article could be published in Q3/Q4 2026.

2.8. KER8: Open and real-time IAS detections available on GBIF (T4.1)

- **Lead result owners:** EV-INBO
- **Description:** OneSTOP is developing automated data workflows that enable IAS observations to be processed, standardised and published rapidly to GBIF. These

³

<https://www.cibio.up.pt/en/events/tackling-current-challenges-in-ecology-novel-tools-and-technologies-applications-to-invasion-science-2/>





workflows are designed to reduce the delay between the generation or validation of an observation and its availability through GBIF. The workflows support observations generated by emerging monitoring technologies, including machine-derived detections, such as those produced through airDNA and computer vision. Once published to GBIF, these data become available for reuse by downstream applications, including the alert system (KER10).

- **Main novelty:** The main innovation is the automation of the data-publication chain from newly generated IAS observations to standardised, openly accessible occurrence data in GBIF. This reduces manual processing and publication delays and enables heterogeneous observation streams to become available more rapidly for surveillance, research and early warning.
- **Users:** Research and Technology groups; Environmental and conservation organisations; Public authorities; Monitoring programmes; Research infrastructures
- **Potential outcomes & impact:** Faster publication of IAS observations to GBIF will reduce the time between species detection and data availability. This will improve the timeliness of biodiversity surveillance and provide more up-to-date data for researchers, public authorities, conservation practitioners and automated information systems. By making new observations available rapidly the workflows can strengthen the data pipeline that underpins early detection and rapid response to invasive alien species. They can also improve the reuse, interoperability and traceability of observations generated by both traditional and emerging monitoring approaches.
- **Scale:** Europe
- **Accessible by:** September 2026
- **Accessible via:** [GBIF.org](https://www.gbif.org)
- **Intellectual Property (IP):** MIT License
- **User exploitation beyond OneSTOP:** External users can reuse and adapt the automated workflows to accelerate publication of their own biodiversity and IAS observations to GBIF. Data-producing organisations can integrate the workflows into existing monitoring pipelines.
- **Barriers to exploitation and mitigation measures:** Potential barriers include differences in data formats, limited technical capacity, and data validation and standardisation requirements. These can be mitigated through clear documentation, reusable templates, practical guidance, and use of established standards and GBIF publishing infrastructure.
- **Further development by partners beyond OneSTOP:** Yes, further development in other projects that tackle the prioritisation and detection of IAS. More details to be provided in PEDCOM Update in M38.
- **Potential communication activities to support exploitation:** The workflows will be disseminated through organising demonstrations for biodiversity data publishers, presentations at biodiversity informatics and IAS meetings. In addition, it will be the focus of publications of example workflows and use cases and will be promoted through GBIF and relevant European biodiversity networks, as well as to projects working with automated biodiversity monitoring technologies.

2.9. KER9: A European species list of IAS (T4.2)

- **Lead result owners:** EV-INBO
- **Description:** The European checklist of introduced and invasive species is an aggregation of all individual national checklists of introduced species. The European list is easy to find and access on GBIF, documented with rich metadata that allows





re-use and includes references to guarantee provenance. The checklist is versioned and maintained by the authoritative sources to guarantee future updates.

- **Main novelty:** The European checklist is generated using open, reproducible and semi-automated workflows. Its production is facilitated using the GBIF services such as the matching of scientific names to the GBIF Backbone Taxonomy. The European list is openly available on GBIF.
- **Users:** Environmental and conservation groups; Research and Technology groups
- **Potential outcomes & impact:** The European list can be used as a species filter for other tasks within the project, such as the early alert tool and horizon scanning. It allows users to rapidly generate a list of IAS in Europe that are not present in the target country.
- **Scale:** Regional (Europe)
- **Accessible by:** September 2026
- **Accessible via:** [GBIF.org](https://gbif.org)
- **Intellectual Property (IP):** Not defined yet.
- **User exploitation beyond OneSTOP:** As the European list is openly available, anyone can access the checklist by downloading it from GBIF.
- **Barriers to exploitation and mitigation measures:** Possible confusion with the EASIN Catalogue might be a barrier. To mitigate this, the difference between both lists needs to be communicated to users.
- **Further development by partners beyond OneSTOP:** The checklist will be further maintained and updated as part of other projects. More details to be provided in PEDCOM Update in M38.
- **Potential communication activities to support exploitation:** Exploitation will be supported with training materials and WP4 workshops and datathons, such as the one which already took place in 2025.

2.10. KER10: European Alert system for new detections of IAS in Europe (T4.3)

- **Lead result owners:** MeiseBG, EV-INBO
- **Description:** An automated online system that harvests observation data from GBIF and provides users with up-to-date data and alerts on non-native species. This system is configurable by the user so that they can receive alerts tailored to their taxonomic and regional interests.
- **Main novelty:** It provides a more rapid and reliable method to disseminate information on the spread of invasive species to new areas.
- **Users:** Governmental and regulatory bodies; Industry and private sector; Environmental and conservation groups; Research and Technology groups; Society and the general public.
- **Potential outcomes & impact:** Potentially improving a rapid response to non-native species management and control.
- **Scale:** Regional (Europe)
- **Accessible by:** 08/07/2026
- **Accessible via:** GitHub⁴
- **Intellectual Property (IP):** MIT License

⁴ <https://github.com/riparias/gbif-alert>





D1.3 Updated PEDCOM

- **User exploitation beyond OneSTOP:** The platform can be used by anyone who wants to set up an account, but also the Open Source code is available to anyone who wants to set up their own alert system, and is configurable for their own needs.
- **Barriers to exploitation and mitigation measures:** No specific barriers are identified, though we will have to ensure that the system is well advertised to ensure potential users are aware of it.
- **Further development by partners beyond OneSTOP:** Yes, this software is currently under active development. More details about its future after the OneSTOP project to be provided in PEDCOM Update in M38.
- **Potential communication activities to support exploitation:** Exploitation is supported with training materials and presentation at events.

3. Progress for Dissemination, Exploitation, Communication during M1-M18

The initial PEDCOM divided OneSTOP's outreach activities into three main stages. The first stage, Foundations, covered the first 18 months of the project and focused on raising awareness, establishing the project identity, setting up the key DEC channels, consolidating the OneSTOP community and initiating outreach. This involved attracting and engaging new users, establishing a strong presence, and setting the initial channels for future growth. As the stage progressed, the focus expanded to include disseminating the project's first results as they became available. In the second stage (M19-M36), the project builds on this stage's evaluation to move into more active, targeted dissemination, outreach, and collaboration with other initiatives.

KPIs in D1.2 were defined for the Foundations stage only (M1-M18). Following the outline from D1.2, Table 1 provides an overview of the progress made on each KPI, giving OneSTOP's communication partner, PENSOFT, a high-level view of which areas need improvement, as well as successful activities that should continue into the next project phase. Detailed information on each specific dissemination and communication activity conducted by OneSTOP partners can be found in the Continuous Reporting module on the EU Funding and Tenders Portal, under the following four dedicated tabs: Publications, Dissemination Activities, Communication Activities, and Datasets and Other results.



Table 1: Progress of OneSTOP's communication, dissemination and exploitation tools with KPIs for the first project stage (M1-M18)

Tool	Output KPI (M1-M18)	Outreach KPI (M1-M18)	Progress of the output KPI (M1-M18)	Progress of the outreach KPI (M1-M18)
KPI1. Promotional materials	No. of materials: ≥ 5	Distributed: ≥ 300	No. of materials : 8 (roll-up banner, brochure, poster, presentation, online meeting backgrounds, stickers, illustrations, QR code)	Distributed: 1 900+ at key internal and external events such as OneSTOP's Kick-Off Meeting, ESENIAS, ESA 2025, Living Data, OneSTOP AGM 2026, BioMonWeek, World Biodiversity Forum, etc.
KPI2. Media publications (magazines, press releases)	No. of press publications: ≥ 2	No. of views: $\geq 2\,500$	No. of media publications: 6 (project kick-off, CamAlien testing on river, CamAlien testing in Belgium LL, news piece about the Portuguese LL, news and radio about Romanian LL). These 6 media releases were further picked up and published by numerous local media outlets. More details in the Continuous Reporting Module on the EU Funding and Tenders Portal.	No. of views: 1 822 for the kick-off press release on EurekAlert, AlphaGalileo and ScienMag, while total reach of all media articles is estimated to have far exceeded the target of 2 500 ⁵
KPI3. E-newsletter	No. of issues: ≥ 3	No. of subscribers: ≥ 100 No. of opens: $\geq 40\%$	No. of issues : 2	No. of subscribers: 104 No. of opens: 59%
KPI4. Partners' existing websites, social media, newsletters	No. of mentions: ≥ 10	No. of reached networks: ≥ 5	No. of mentions: 28, detailed in the Continuous Reporting Module on the EU Funding and Tenders Portal	No. of reached networks: 11

⁵ Analytics are not available for the local media articles, as the publishing outlets do not share article-level statistics with us. However, publications were made in popular media outlets, for example, CIM audience measurement puts De Standaard at roughly 600,000 daily news consumers across print, web and app. Even assuming only a small fraction of each outlet's daily audience engaged with this specific item, total reach is conservatively estimated at well over the initial KPI of a total of 2500 views.

Tool	Output KPI (M1-M18)	Outreach KPI (M1-M18)	Progress of the output KPI (M1-M18)	Progress of the outreach KPI (M1-M18)
KPI5. OneSTOP website	News items: ≥18 Uploaded documents: ≥10	No. of visits: ≥4 000 Average session duration: ≥120s Returning visitors 10%	News items : 58 Uploaded documents : 18 ⁶	No. of visits: 11 140 Average session duration: 95s Returning visitors: 14.78%
KPI6. Social media networks (Bluesky, LinkedIn)	No. of (re)posts: ≥300	No. of followers: ≥600 No. of interactions: ≥1 500 No. of impressions: ≥30 000 Traffic to the website: ≥250	No. of (re)posts: 346 (Bluesky), 404 (LinkedIn)	No. of followers: 374 (Bluesky); 653 (LinkedIn) No. of interactions: 1 628 (Bluesky); 3 498 (LinkedIn) No. of impressions: 95 537 (LinkedIn) ⁷ Traffic to the website: 63 (Bluesky), 406 (LinkedIn)
KPI7. Videos	No. of videos: ≥5	No. of views: ≥500	No. of videos : 10	No. of views: 738
KPI8. Infographics & factsheets	No. of infographics/ factsheets: ≥3	Distributed: ≥300	1 Information pack containing 26 individual mini-factsheets distributed for the new IAS of Union Concern in 2025 through a dedicated social media campaign <i>Underway: A factsheet on the Living Labs, an infographic on culturomics findings (D6.1), and infographics for models to be presented at the Neobiota Policy Forum</i>	

⁶ Counting only the documents produced by OneSTOP, such as deliverables, milestones, publications and policy briefs.

⁷ This metric is available only for LinkedIn, as there is no number of impressions on Bluesky

Tool	Output KPI (M1-M18)	Outreach KPI (M1-M18)	Progress of the output KPI (M1-M18)	Progress of the outreach KPI (M1-M18)
KPI9. External and OneSTOP events	No. of attended events: ≥15 No. of organised events: ≥4	No. of attendees: ≥400	No. of attended events: 16 larger events, e.g., ESA 2025, EMAPI 2025, Living Data, BES 2025, ECSA, BioMonWeek, WBF, ECE 2026, and the IPBES 12th Plenary. Additional 40+ events included local or national meetings and workshops. No. of organised events ⁸ : 4 - OneSTOP Datathon 2025, a public debate in Almeria, a Scientific exchange workshop on IAS data management before Living Data 2025 in Colombia, and an INVASIVESNET webinar dialogue between GuardIAS and OneSTOP	<i>Attendee data is no longer tracked, as the question was removed from the Continuous Reporting module; and it is difficult to estimate attendance for large events and conferences.</i>
KPI10. Scientific publications	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.	No. of publications : 5	N/A
KPI11. Living Labs	No. of Living Labs: ≥5 No. of events: ≥5	No. of engaged stakeholders: ≥200	No. of Living Labs: 5 No. of events: 18	No. of engaged stakeholders: 470 total attended LL events (not unique)

⁸ The events organised by the Living Labs are not counted here to avoid confusion.

Tool	Output KPI (M1-M18)	Outreach KPI (M1-M18)	Progress of the output KPI (M1-M18)	Progress of the outreach KPI (M1-M18)
KPI12. Training packs for local land managers	No. of packs: ≥1	Distributed: ≥50	No. of packs: 4 - FlatwormWatch adapted materials; OneSTOP Airborne eDNA Sampler Instructions; CamAlien User Manual v2; OneSTOP AMI system with AI processing and Internet access v0.6	Distributed: 22 - Training packs have been targeted at the LL stakeholders operating the specific equipment rather than being broadly disseminated
KPI13. Policy webinars/workshops	No. of webinars: ≥1	No. of attendees: ≥15	No. of webinars: 2 - Scientific exchange on IAS data management before Living Data 2025, and an INVASIVESNET webinar dialogue between GuardIAS and OneSTOP	No. of attendees: 60 at scientific exchange and 77 views on the webinar



As outlined in D1.2, the Foundations stage focused on raising awareness, establishing the project identity, setting up the key DEC channels, consolidating the OneSTOP community and initiating outreach.

Raising awareness and establishing the project's identity: A varied set of promotional materials was produced and widely circulated (**KPI1**), enabling partners to raise awareness of the project consistently at both in-person and online events. The materials have been translated into the languages of the LLs to facilitate their distribution locally. OneSTOP has also developed two Shiny apps as interactive materials, supporting the activities of the LLs, as well as an information pack (**KPI8**) with 26 individual sheets, spreading information on the new IAS of Union Concern in 2025. Visibility was further amplified through six media communications sent out (**KPI2**), reaching key science media outlets such as EurekAlert and AlphaGalileo, as well as being picked up by national channels in Belgium and Portugal. Partners also drew on their own established audiences (**KPI4**) to promote the project through blog posts, social media publications, website features and newsletter items, thereby extending the project's reach into communities engaged with biodiversity and biosecurity topics.

Setting up DEC channels and consolidating the OneSTOP community: All key DEC channels were established early in the project and developed considerably faster than anticipated. Partner engagement in communication activities was strong from the outset, which allowed the project to sustain a high publication frequency on both the website (**KPI5**) and the social media channels (**KPI6**). Website analytics further showed that the news section was the most visited part of the site, and additional effort was therefore directed towards producing news items: 58 were published against a target of 18, contributing to 11 140 visits over the period. The e-newsletter (**KPI3**) and the OneSTOP YouTube channel (**KPI7**) were likewise set up and put to active use, delivering two newsletter issues and ten videos, which introduced the project, highlighted its activities during 2025 and explained the species distribution modelling developed under WP5.

Initiating outreach: OneSTOP members have already established links with interested audiences, presenting the project at 16 large international events (**KPI9**) and engaging more personally with interested stakeholders at a further 40+ local and national meetings and workshops. All five Living Labs (**KPI11**) have been established and have held regular online and in-person events (18 in total, so far) to establish their core communities and test OneSTOP tools. In the LLs, training packs were distributed (**KPI12**) for the detection technologies testing and for the spring 2026 flatworm bioblitzes. Partners have also participated in two policy-oriented events (**KPI13**), namely a workshop at Living Data 2025 conference in Colombia on aligning data needs that arise from species control in the field with global strategies, in order to support more effective monitoring, prevention, and management efforts; and a webinar with GuardIAS on leading the global response to biological invasions. OneSTOP has also published 5 scientific publications (**KPI10**) and 3 [policy briefs](#). The project created an open access [RIO Collection](#) and a [Zenodo Community](#), where publications, datasets, reports, code and policy briefs are linked.

Outreach collaboration with other EU initiatives: Besides conducting its own outreach efforts, OneSTOP maintains joint outreach collaborations with initiatives that share complementary objectives. The scientific collaborations with other initiatives are described in Milestone M21 by T7.6, while individual joint dissemination efforts are recorded in the Continuous Reporting Module on the EU Funding and Tenders Portal. The most significant of these have been with OneSTOP's sister project GuardIAS and with EASIN.





Collaboration with GuardIAS was established at the outset through a joint kick-off meeting, accompanied by a joint press release marking the launch of both projects. Moreover, several members of OneSTOP's consortium are part of GuardIAS's Advisory Board (Helen Roy, Quentin Groom, Sabrina Kumschick) and *vice versa* (GuardIAS's coordinator Stelios Katsanevakis is a member of OneSTOP's Advisory Board). Since the very beginning, the projects' technical teams have met biweekly to co-develop the cross-realm European early alert system (T5.6), working from a shared design, a co-authored technical requirements specification and a common open-source codebase. The alert system was, therefore, presented jointly to LifeWatch ERIC to explore integration and synergies with the ERIC's infrastructure. Moreover, the two teams have collaborated in the development and testing of the wiSDM v2.0 modelling framework, particularly its adaptation to support the integration of different climate and land-cover datasets into the OneSTOP and GuardIAS modelling pipelines. We anticipate that this work will lead to a co-authored scientific publication presenting the framework's methodological advances and results. Alongside this technical work, the projects have collaborated on a joint [publication](#) and have consistently represented one another at each other's events: a OneSTOP poster on model-assisted prioritisation of invasive species (T5.1) was presented at the GuardIAS Virtual Conference in November 2025; stakeholders tested the OneSTOP Sentinel Gardens app at the GuardIAS Workshop on Invasive Freshwater Plant Management in Ghent in May 2026; and in the same month the two consortia led a joint INVASIVESNET webinar on current work and future directions in preventing the spread of IAS. Furthermore, the projects engage in online communication activities, such as a joint blog post marking the projects' progress one year after their start, features in the projects' newsletters, as well as a GuardIAS spotlight on the OneSTOP website homepage.

Engagement with EASIN (JRC) has followed two complementary lines. The European alert system (KER10) is discussed with EASIN on a regular basis to support its long-term hosting, maintenance and uptake beyond the project's lifetime. In parallel, OneSTOP and GuardIAS representatives made a two-day visit to Ispra in November 2025 to exchange information on the production, maintenance and publication of the European list of introduced and invasive species (KER9), ensuring that it remains complementary to the EASIN Catalogue rather than duplicating efforts.

A further collaboration is now emerging with the EU project BioAgora, which in June 2026 launched a call for experts on biosecurity measures against IAS. Several OneSTOP members expressed interest in contributing, and this collaboration is currently in progress.

Finally, OneSTOP co-authored three policy briefs with other EU-funded projects:

- Why countries need the Global Biodiversity Information Facility: Lessons from Belgium (<https://zenodo.org/records/20810630>) with the B3 project
- Is One Health Plant-Blind? (<https://zenodo.org/records/19822213>) with the B3 project
- The Lag from Observation to Information (<https://zenodo.org/records/19930146>) with the B3, BMD, MAMBO, GUARDEN and AURORA projects.

The full list of publications, datasets and other research outputs, as well as the overview of how the FAIR principles have been applied to them, are available in D1.6 Data Management Plan - Update (M20).

Indicators below target: The project's press releases recorded 1 822 views on EurekAlert, AlphaGalileo and ScienMag, against a total target of 2 500 (KPI2), although the six media





communications were republished by national and local outlets whose article-level statistics are not available to the project, so total reach is conservatively estimated to have exceeded the target based on the reported overall readership of the outlets. Five sub-indicators did not reach their M1-M18 targets. Two newsletter issues were delivered against a target of three (KPI3), as 2026 publication was postponed to September 2026 to coincide better with important conferences, such as TDWG and NeoBiota, as well as with the OneSTOP-organised webinar on 23 September. Average session duration of the website reached 95 seconds against a target of 120 seconds (KPI5). Analysis of website behaviour shows that this figure reflects how the website is used – the news section was by far the most visited part of the site. News items are deliberately written as short posts, summarising the results and routing the reader to the source – a publication in a journal, a dataset or policy brief on Zenodo, software on GitHub, etc. By contrast, visitors to other pages such as the Library or Project materials spend over 120 seconds on the pages, reflecting the difference in content types. Distribution figures for the information pack of 26 mini-factsheets could not be quantified as planned (KPI8), as they were disseminated through a social media campaign rather than as print files at events. Lastly, training packs were distributed to 22 recipients against a target of 50 (KPI12), as they were targeted at the LL stakeholders operating the specific equipment rather than disseminated broadly.

4. Implementation plan for Dissemination, Exploitation, Communication for M19-M36

As the project enters its second outreach stage (M19-M36), known as the Active and Targeted Dissemination stage, OneSTOP's DEC activities will shift focus. During this stage, the emphasis will be on sustaining dissemination efforts and supporting the exploitation of more mature project outcomes. Additionally, plans will be developed to ensure that stakeholders can access OneSTOP's results after the project concludes. To align with these new objectives, the KPIs for OneSTOP's DEC activities have been revised for this stage in Table 2. The KPIs for the three outreach stages are not intended to be divided equally, instead, they are tailored to reflect the specific goals and priorities of each period. Therefore, in some cases, KPIs have been adjusted to better fit the objectives of the Active and Targeted Dissemination stage (KPI1-KPI13). In other cases, new types of KPIs have been added to the Implementation table (KPI14-KPI18) as outreach moves from promoting the project itself to providing specific outputs for the audiences best positioned to use them. KPI14 covers practice abstracts in the EIP-Agri database, a channel through which OneSTOP's findings can reach land managers and practitioners in an applied, non-technical format. KPI15 captures training activities that will become central as tools such as the automated modelling workflows (KER6), the LLM-assisted EICAT tool (KER7) and the alert system (KER10) reach public release. Training is counted here in the broad sense, covering online documentation, hands-on events and webinars, and "users reached" refers to unique participants in those activities, as well as online traffic to the written resources. KPI16 tracks policy briefs separately from scientific publications, in line with the series planned under D6.4 and with the greater weight given to policy uptake in this stage. KPI17 monitors the project's presence on EU dissemination platforms, principally the Horizon Results Platform and the newly launched EU Innovation Platform, which offer a route to policymakers and potential adopters beyond the consortium. Finally, KPI18 measures structured collaboration with other initiatives.



Table 2: Overview of OneSTOP's communication, dissemination and exploitation tools with KPIs for the second project stage (M19-M36)

Tool	Output KPI	Outreach KPI
KPI1. Promotional materials	<i>Awareness-raising promotional materials were created in the previous stage. The focus is now shifting to results-focused materials (e.g., policy briefs).</i>	
KPI2. Media publications (magazines, press releases)	No. of press publications: ≥ 5	No. of views: $\geq 2\,000$ on EurekaAlert and AlphaGalileo
KPI3. E-newsletter	No. of issues: ≥ 3	No. of new subscribers: ≥ 100 No. of opens: $\geq 60\%$
KPI4. Partners' existing websites, social media, newsletters	<i>Awareness-raising was already conducted via the partners' existing infrastructures in the previous stage. The focus will now be on other types of outreach activities listed below.</i>	
KPI5. OneSTOP website	News items: ≥ 40 Uploaded documents: ≥ 30	No. of actions/visits: $\geq 15\,000$ Visitors from organic search $\geq 15\%$
KPI6. Social media networks (Bluesky, LinkedIn)	No. of (re)posts: ≥ 500	No. of new followers: ≥ 500 No. of interactions: $\geq 6\,000$ No. of impressions: $\geq 100\,000$ Traffic to the website: ≥ 500
KPI7. Videos	No. of videos: ≥ 2	No. of views for the new videos: ≥ 300

Tool	Output KPI	Outreach KPI
KPI8. Infographics & factsheets	No. of infographics/factsheets: ≥7	Distributed: ≥300
KPI9. External and OneSTOP events	No. of attended larger events: ≥18 No. of organised events: ≥5	No. of attendees for organised events: ≥200
KPI10. Scientific publications	No. of publications: ≥10	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 the end of this project.
KPI11. Living Labs	<i>All Living Labs have been established in the first phase of the project</i> Living Labs events ≥20	No. of engaged stakeholders: ≥500
KPI12. Training packs for local land managers	<i>These have already been distributed in the first stage. In the second stage, training types will be more diverse (see KPI15).</i>	
KPI13. Policy webinars/workshops	No. of webinars: ≥2	No. of attendees: ≥100
KPI14. Practice abstracts in EIP-Agri	No. of abstracts: ≥5	<i>N/A for EIP-Agri website due to lack of access to statistics</i>
KPI15. Training	No. of training opportunities (e.g., online documentation, events, etc.): ≥3 PhDs trained: ≥1	Users reached: ≥100
KPI16. Policy briefs	No. of new briefs: ≥3	Newly downloaded: ≥500

Tool	Output KPI	Outreach KPI
KPI17. EU Platforms	No. of results on the Horizon Results Platform/Innovation Platform: ≥ 5	<i>N/A for EU Platforms due to lack of access to statistics</i>
KPI18. Collaboration with other initiatives	No. of joint dissemination/communication activities: ≥ 5	Links established with ≥ 10 initiatives

5. Outlook

As OneSTOP transitions into the Active and Targeted Dissemination stage, the focus will intensify on the dissemination and exploitation of its results. The project will prioritise user engagement through its 5 Living Labs and continue to work on developing tools for detection of IAS, as well as implementing tailored exploitation strategies detailed in Chapter 2. Additionally, OneSTOP will leverage dissemination services provided by the European Commission, including publishing results on the Horizon Results Platform and the EU Innovation Platform, where applicable. Progress on these planned activities will be provided in D1.4 (Plan for Exploitation, Dissemination and Comms Final, M38), as well as in the project's periodic reports and the Continuous Reporting module on the EU Funding and Tenders Portal, under the following four dedicated tabs: Publications, Dissemination Activities, Communication Activities, and Datasets and Other results.