

Biodiversa+ Partner Communication TOOLKIT



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1. About this TOOLKIT

The aim of this Biodiversa+ communication toolkit is to help our partners communicate about the European Biodiversity Partnership and provide them with a summary of the best practices to outline Biodiversa+'s identity, through a variety of concrete examples.

The elements presented in this toolkit can directly be used by our partners on their websites and external communication outlets or can serve as an inspiration for their own external communication.

2. Biodiversa+ summaries

2.1. Short summary

Biodiversa+ is the European Biodiversity Partnership supporting excellent research on biodiversity with impact for society and policy, and promoting the harmonisation of biodiversity monitoring schemes across Europe. It builds on the legacy of BiodivERsA, and was co-developed with the European Commission as part of the European Biodiversity Strategy for 2030. Biodiversa+ gathers 74 research and environmental policy actors from 37 countries, mobilising a budget of >800 Mio € over 7 years.

2.2. Longer summary

Biodiversa+ is the European Biodiversity Partnership supporting excellent research on biodiversity with impact on society and policy, and promoting the harmonisation of biodiversity monitoring schemes across Europe. Biodiversa+ is co-funded by the European Commission (DG Research & Innovation and DG Environment) and was officially launched on 1 October 2021, building on over 15 years of legacy from BiodivERsA. It is part of the European Biodiversity Strategy for 2030 that aims to put Europe's biodiversity on a path to recovery by 2030. Promoting transformative change, the Partnership seeks to link science, policy, and practice. It gathers 74 research programmers, funders and environmental policy actors from 37 European and associated countries to work on 5 main objectives based on



the support and promotion of biodiversity research and innovation through its annual call for transnational research projects, the set-up of harmonized biodiversity monitoring schemes in Europe, Nature-based Solutions deployment and making the business case for biodiversity, brokerage and transfer of science-based knowledge to policy, and the internationalisation of European research and innovation.

Biodiversa+ priorities and activities are detailed in the [Biodiversa+ Strategic Research and Innovation Agenda \(SRIA\)](#). Its themes are closely related to the [EU Biodiversity Strategy for 2030](#), innovative in science, action-oriented (impact on society and policy), and able to foster synergies between various sectors, actors, and policies. They also complement other aspects of Horizon Europe and contribute to the EU's long-term strategic research and innovation agenda.

Biodiversa+ encourages closer cooperation between national/local and European policy makers in charge of biodiversity and associated concerns through its membership and governance. It also offers a comprehensive platform that fosters effective communication and exchange between concerned parties (scientific community, public authorities, businesses, citizens, societal actors, NGOs etc.)

3. Biodiversa+ objectives

Biodiversa+ ambitious main objectives:

1. Plan and support research and innovation on biodiversity through a shared strategy, annual joint calls for research projects and capacity building activities;
2. Set up a network of harmonised schemes to improve monitoring of biodiversity and ecosystem services across Europe;
3. Contribute to high-end knowledge for deploying Nature-based Solutions and valuation of biodiversity in the private sector;

4. Ensure efficient science-based support for policy-making and implementation in Europe;
5. Strengthen the relevance and impact of pan-European research on biodiversity in a global context.

4. Logo guidelines and templates

4.1. Logo



4.2. Guidelines

The Biodiversa+ logo is made up of three main components; the **Symbol**, the **Logotype** and the **Project strapline**.

When using the full logo they should always be used in the proportions, spacing and alignment as shown here. This ensures the brand is represented with visual consistency across all media.



To ensure the logo is free from any other visual distraction a minimum amount of space should be maintained around it.

The logo's colours might not be changed as well as the logo itself.

Access the [digital version and print version](#) of the Biodiversa+ logo.

5. Pre-made social media posts (LinkedIn and Twitter)

These pre-made social media posts were prepared to enable partners to share their involvement in Biodiversa+ easily.

To use these posts, please remember to replace the mention [partner organisation] with your organisation's name, as well as making sure the tagging of Biodiversa+ was successful. This ensures that Biodiversa+ receives a notification and is able to like and share your organisation's post.

5.1. General Biodiversa+ presentation post

LinkedIn Post

[Organisation name] is part of @Biodiversa+, the European Biodiversity Partnership! Biodiversa+ is part of the European Biodiversity Strategy for 2030 to build the bridge between science, policy and practice, **innovation and research**. We are one of the 74 research programmers, funders and environmental policy actors from 37 European and associated countries collaborating on the Partnership's 5 main objectives:

1. Planning and supporting research and innovation on biodiversity through a shared strategy, annual joint calls for research projects and capacity building activities;
2. Setting up a network of harmonised schemes to improve monitoring of biodiversity and ecosystem services across Europe;
3. Contributing to high-end knowledge for deploying Nature-based Solutions and valuation of biodiversity in the private sector;
4. Ensuring efficient science-based support for policy-making and implementation in Europe;
5. Strengthening the relevance and impact of European research on biodiversity in a global context.

Discover more about Biodiversa+ <https://www.biodiversa.eu/about-us/>

#Biodiversity #EUBiodiversity #EUPartnership #BiodiversaPlus #SciencePolicy #SPI #Research #Innovation #BiodiversityMonitoring #Conservation #Restoration #ForNature #BiodiversityMatters #EnvironmentalPolicy #GlobalBiodiversityFramework #EUBiodiversityStrategy

Twitter Post

📣 We are thrilled to be part of @BiodiversaPlus, the EU Biodiversity Partnership co-funded under @HorizonEU to implement the #EUBiodiversity Strategy for 2030 connecting science, policy & practice Find out about the partnership, its actions & opportunities ▶ <https://www.biodiversa.eu/about-us/>

Download the corresponding visual: [option 1](#), [option 2](#), [option 3](#).

5.2. Biodiversa+ video post

LinkedIn Post

Discover the ins and outs of @Biodiversa+, the European Biodiversity Partnership co-funded by the @EuropeanCommission, and which we are a member of!

Biodiversa+ brings together 74 research programmers, funders, and environmental policy actors from 37 European and associated countries, to work on five main objectives as part of the European Biodiversity Strategy for 2030! Together with Biodiversa+, we strive to bridge the gap between science, policy, and practice, find out how:

https://www.youtube.com/watch?v=BIU82whH_PA

#Biodiversity #EUBiodiversity #EUPartnership #BiodiversaPlus #SciencePolicy #SPI #Research #Innovation #BiodiversityMonitoring #Conservation #Restoration #ForNature #BiodiversityMatters #EnvironmentalPolicy #GlobalBiodiversityFramework #EUBiodiversityStrategy

Twitter Post

Discover the ins & outs of @BiodiversaPlus, the #EUPartnership on Biodiversity co-funded by the @EuropeanCommission, and which we are a member of!! Find out just how Biodiversa+ contributes to putting Nature on a path to recovery by 2030 https://www.youtube.com/watch?v=BIU82whH_PA



This post does not have a dedicated visual. The visual should be the automatically generated card from the YouTube link.

5.3. Biodiversa+'s five action areas posts

5.3.1. Research & funding

LinkedIn Post

@Biodiversa+, the European Biodiversity Partnership aims to produce knowledge to tackle the direct and indirect causes of biodiversity loss and ecosystem degradation, to help getting Nature on a path of recovery.

[Partner organisation] is a member of Biodiversa+ and helps fund its annual call for research to study the status and dynamics of biodiversity, the causes, pressures, impacts, and responses, as well as the trade-offs and synergies among various causes of biodiversity change and the teleconnections between different world regions. 🌍 📖

Find out more about how Biodiversa+ is promoting and supporting ambitious research on biodiversity!
<https://www.biodiversa.eu/research-innovation/>

#BiodiversityPartnership #EuropeanBiodiversityStrategy #BiodiversityPolicy #BiodiversityConservation
#BiodiversityLoss #EcosystemDegradation #EnvironmentalPolicy #GlobalBiodiversityFramework
#EUBiodiversityStrategy #EUBiodiversity #biodiversity

Twitter Post

📖 Producing knowledge to tackle #BiodiversityLoss & #ecosystem degradation is crucial. This is an objective of the EU Biodiversity Partnership, which we are a partner of!

Find out how @BiodiversaPlus is promoting & supporting biodiversity research!
<https://www.biodiversa.eu/research-innovation/>

Download the [corresponding visual](#).

5.3.2. Biodiversity monitoring

LinkedIn Post

As a member of @Biodiversa+, we are working towards harmonising the monitoring of Europe's ecological services and biodiversity, and establishing a transnational network of coordinated biodiversity monitoring programs. Biodiversa+ is building on the achievements of existing national and regional monitoring programs and initiatives to better understand the status and trends of our biodiversity.

Read more about our biodiversity monitoring efforts: <https://www.biodiversa.eu/biodiversity-monitoring/>

#BiodiversityMonitoring #TransnationalNetwork #BiodiversityPartnership #EuropeanBiodiversityStrategy #BiodiversityPolicy #BiodiversityConservation #EcologicalServices #EnvironmentalPolicy #GlobalBiodiversityFramework #EUBiodiversityStrategy #EUBiodiversity #Biodiversity

Twitter Post

DYK that as a member of @BiodiversaPlus, we are working on establishing a transnational network of coordinated #biodiversity monitoring programs? We are building on the achievements of current national & regional monitoring initiatives such as @EuropaBon_H2020!

Find all about it <https://www.biodiversa.eu/biodiversity-monitoring/>

Download the [corresponding visual](#).

5.3.3. NbS & Biodiversity valuation

LinkedIn Post

[Partner organisation] is pleased to be part of @Biodiversa+, the European Biodiversity Partnership! Together, we are committed to expanding and improving the evidence base, accelerating development and wide deployment of Nature-based Solutions (NBS) in the private sector to address upcoming challenges, as well as to fostering biodiversity valuation.

Discover more about how Biodiversa+ fosters Nature-based Solutions
<https://www.biodiversa.eu/biodiversity-valuation/>

#NBS #NatureBasedSolutions #BiodiversityValues #BiodiversityPartnership #EuropeanBiodiversityStrategy #BiodiversityPolicy #BiodiversityConservation #EnvironmentalPolicy #GlobalBiodiversityFramework #EUBiodiversityStrategy #EUBiodiversity #Biodiversity

Twitter Post



As a partner of @BiodiversaPlus [Partner Organisation] is committed to expanding the adoption and deployment of #NatureBasedSolutions 🐾 across Europe, and to promote biodiversity valuation in the #PrivateSector. Find out how! <https://www.biodiversa.eu/biodiversity-valuation/>

Download the [corresponding visual](#).

5.3.4. Science and policy

LinkedIn Post

Ensuring efficient science-based support for policy-making in Europe? That is one of our main focus points as a partner of @Biodiversa+, the European Biodiversity Partnership!

We are working to improve the mutual knowledge exchange between science, policy and society at a local, national and European level.

Want to know more? Here's how: <https://www.biodiversa.eu/science-policy/>

#SciencePolicy #SciencePractice #SPI #SciencePolicyInterface #KnowledgeExchange
 #ScienceBasedPolicy #BiodiversityPartnership #EuropeanBiodiversityStrategy #BiodiversityPolicy
 #BiodiversityConservation #EnvironmentalPolicy #GlobalBiodiversityFramework #EUBiodiversityStrategy
 #EUBiodiversity #Biodiversity

Twitter Post

[Partner organisation] works hard to ensure efficient #ScienceBased policy making in Europe! As part of @BiodiversaPlus, we are improving knowledge exchange in the Science-Policy-Society interface. Read all about it: <https://www.biodiversa.eu/science-policy/>

Download the [corresponding visual](#).

5.3.5. WP5 – internationalisation

LinkedIn Post

Did you know that [Partner organisation] is part of the European Biodiversity Partnership? At @Biodiversa+, we are working to strengthen the relevance and impact of pan-European biodiversity research in a global context. Throughout the run of the Partnership, we are fostering research & innovation collaboration with non-European countries, engaging with @IPBES and aligning our efforts with @UN SDGs and the post-2020 global biodiversity framework.

Read on to find out how we are making the EU a crucial player to put Nature on a path to recovery!

<https://www.biodiversa.eu/internationalisation/>

#BiodiversityPartnership #EuropeanBiodiversityStrategy #BiodiversityPolicy #BiodiversityConservation
#ScienceBasedSupport #EnvironmentalEconomicAccounting #EnvironmentalPolicy

Twitter Post

As part of @BiodiversaPlus, we are working to strengthen the global impact of EU Biodiversity research!

How?

🌐 international collaboration

🤝 @IPBES engagement

🔄 alignment with #SDG & more!

Find out more: <https://www.biodiversa.eu/internationalisation/>

Download the [corresponding visual](#).

5.4. Relevant social media hashtags

Please find below a non-exhaustive list of relevant hashtags to be used in the context of Biodiversa+ communication.

#BiodiversityPartnership	#GlobalBiodiversityFramework
#BiodiversityPolicy	#EUPartnership
#BiodiversityConservation	#EUBiodiversityStrategy
#BiodiversityRestoration	#EUBiodiversity
#BiodiversityMonitoring	#Biodiversity
#EnvironmentalPolicy	#BiodiversityMatters



6. Virtual backgrounds

Biodiversa+ has prepared a series of virtual backgrounds that can be used in online meetings when representing Biodiversa+. [These backgrounds can be downloaded here.](#)

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