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Communication, Dissemination and Exploitation Plan

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D6.1 – Communication, Dissemination and Exploitation Plan

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Advancing Greencare in Europe: an integrated multi-scalar approach for the expansion of nature-based therapies to improve mental health equity.

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FORWARD AND TERM OF REFERENCES	6
1. APPROACH	7
OBJECTIVES	7
COMMUNICATION CHALLENGES	8
TERMINOLOGY VS. LANGUAGE	8
CONTENT	8
CONNECTION	9
EVIDENCE & RESULTS	9
TARGET AUDIENCE	9
CHANNELS	11
1. COMMUNICATION ACTIVITIES	12
EDITORIAL BOARD	12
HELPDESK	12
RELATIONS WITH THE PRESS	13
2. COMMUNICATION PRODUCTS	13
COMMUNICATIONS TOOLKIT	13
LEAFLETS, FACTSHEETS, INFOGRAPHICS, AND SOCIAL MEDIA CARDS	14
DIGITAL PRESENCE	14
PROJECT WEBSITE	14
SOCIAL MEDIA	15
NEWSLETTER & PRESS RELEASES	15
VIDEOS	16
WORKSHOPS	16
WEBINARS	16
ROUNDTABLES	16
3. EXPLOITATION STRATEGY	17
4. KEY PERFORMANCE INDICATORS (KPIs)	18
PUBLICATIONS OF GREENME RESULTS IN SCIENTIFIC JOURNALS	18
PRESENTATION OF RESULTS IN TECHNICAL AND SCIENTIFIC CONFERENCES	18
QUARTERLY E-NEWSLETTER	19
PROJECT WEBSITE CONTAINING OPEN ACCESS MATERIAL	19
NATURE-BASED THERAPY ACTORS TRAINING	19
SOCIAL MEDIA AND OTHER DIGITAL PRESENCE	19
VIDEOS	19

ADAPTABLE OPEN-SOURCE COMMUNICATION TEMPLATES	19
WORKSHOPS	19
WEBINARS	20
ROUNDTABLES	20
FLIERS	20
COMMUNICATION, DISSEMINATION & EXPLOITATION STRATEGY TABLE (UPDATED - APRIL 2025)	22

Forward and term of references

GreenME aims to identify ways in which effective nature-based therapies and a broader green care framework can be scaled-up to improve adult mental health and wellbeing equity in Europe while contributing to multiple socio-ecological co-benefits.

By mental health and wellbeing equity the consortium refers to distributing the benefit of green care for mental health fairly, acknowledging that access to and need for green care varies among different social groups.

The project focuses on the mental health and wellbeing of those age 18 as existing interventions that are comparable across countries and that together would allow us to produce valid results of in- depth evaluations focusing on causal pathways, are primarily limited to adult clients.

To ensure that GreenME ultimately results in the scaling-up of green care in EU countries, and is useful for green care actors, WP6 will effectively disseminate results so that they reach and are adopted by policymakers and decision-makers in the appropriate bodies (i.e., academic researchers, healthcare system administrators and providers; nature-based therapy and promotion providers; and those providing nature-in-everyday-life— municipalities, regional governments and landowners).

GreenME will create a broad reaching European Green Care Network of actors beyond the green care community through which we will disseminate the results of GreenME, complementing and extending results of other Horizon Europe and scientific projects on nature-based solutions and green care in Europe.

Importantly, the connection between these important mental health interventions and the co-benefits including supporting the EU Green Deal 2030 biodiversity strategy for promoting climate resilient and sustainable communities will be highlighted in communications and dissemination efforts, therefore further encouraging adoption of GreenME solutions and guidelines.

1. Approach

GreenME seeks to expand nature-based therapy and green care practices to enhance adult mental health and wellbeing equity, alongside socio-ecological benefits. Over four years, it plans to diagnose, increase scientific evidence, and empower green care actors to integrate nature-based therapy within a broader green care framework. Green care, as defined by GreenME, encompasses everyday interaction with nature, health promotion activities, and therapy for individual patients.

The project will employ a transdisciplinary and mixed-methods approach to understand the distribution of mental health benefits from green care and co-create solutions to promote equitable access. This includes developing EU-wide and country-specific guidelines, training programs for therapy providers, and replicable partnership models for cross-sectorial green care systems.

The goal is to foster just, climate-resilient, and sustainable healthy communities by increasing the adoption of nature-based therapy and reframing the functionality of green infrastructure.

GreenME's guiding pillars:

- Learning from existing green care interventions
- Co-designing research and co-creating geographically scalable policy guidelines.
- Integrating mental health and wellbeing impact assessment with a focus on health equity and environmental justice.

Our project understands green care as a three-scale continuum:

- **Nature in everyday life:** promoting the integration of nature into daily routines.
- **Nature-based health promotion:** advocating for nature-centric approaches to enhance overall health.
- **Nature-based health therapy:** exploring and fostering forest therapy, blue therapy, and horticulture therapy as viable mental healthcare interventions.

Objectives

GreenME's ambitious goals articulate around different axis and can be identified as follows:

- Address scepticism surrounding the tangible benefits of nature-based therapy by providing evidence-based insights.
- Disseminate information and raise awareness on the relationship between the exposure to nature-in-everyday life and nature-based health promotion and mental health and wellbeing.

- Raise awareness about the spectrum of green care, spanning from everyday interactions with nature to therapeutic interventions.
- Highlight the potential health benefits associated with each dimension of green care recognising that different population groups may benefit differently from various aspects of green care.
- Boost a higher demand and/or offer for nature-based therapies.
- Translate research findings into accessible content tailored for policy officers.
- Equip politicians with the necessary tools, derived from project outcomes, to enact meaningful change.
- Empower green care actors and foster partnerships among them to ensure the scaling-up and integration of green care in the healthcare system.

Communication challenges

To seamlessly reach the project's goals and objectives, the consortium has identified a few communication challenges and addressed them as follows:

Terminology vs. language

GreenME's geographical scope covers a wide range of countries (Spain, Italy, Germany, Sweden, Poland, UK, US) which differs for culture, general opinion and understanding of nature-based solutions, and language. Communicating and disseminating the project's results and key findings across these different states can become a great challenge if not structurally addressed.

The targeted policymakers, healthcare practitioners, citizens and patients not only use different terminology when addressing nature-based therapies and green care and solutions but also different languages. Therefore, our consortium has decided to adopt a **common glossary (soon available on the website)** aimed at facilitating labelling, characterisation, and dissemination of the project's outcomes.

Moreover, due to the vast and diverse audiences we are targeting, it is important to tailor the way research findings are communicated (informal vs. formal language, use of jargons vs. use of simplified terminology) so that they resonate with health practitioners as well as with policymakers, patients, and local citizens.

To curb the language barrier, the consortium will communicate officially (via social media) in English, but this content will then potentially be translated by each partner into its own language and re-disseminated via their social platforms. As for the website, this will be available in 7 languages (English, Spanish, French, Italian, German, Polish and Swedish).

Content

Overcome scepticism regarding the efficacy of nature-based therapies and green care on mental health, addressing doubts through robust evidence.

Connection

Make sure that the research outcomes and scientific evidence are effectively communicated to those who can benefit from nature-based therapies and interventions and green care, namely local social cooperatives, membership charities, patients' associations and citizens.

Evidence & results

Producing effective communication materials to disseminate conclusive evidence aimed at informing healthcare professionals about the benefits of nature-based interventions and green care and have them prescribe them.

Target audience

GreenME identified 7 different target groups:

- TG1: Local/regional/national administrations
- TG2: Healthcare system administrators and providers (including healthcare professionals and nature-based therapy providers)
- TG3: Landowners and land trusts
- TG4: CSOs, NGOs, citizens associations
- TG5: EU policy and decision-making bodies
- TG6: Higher education organisations, Research centres and institutes
- TG7: Projects, clusters, and R&I initiatives

Which can be divided into:

- Primary target: TG2, TG4
- Secondary target: TG1, TG3, TG5, TG6, TG7

Target group code: Actors	Specific key target groups identified by GreenME
TG1: Local/regional/national administrations	Bolton city council (UK), Ruhr Regional Association (DE), Catalan Sustainable Development Council (ES), Barcelona region Council (ES), Catalan Government department on climate action food and rural areas (ES))
TG2: Healthcare system administrators and providers (including healthcare professionals and nature-based therapy providers)	Dortmund Health Department (DE), State Center for Health in the North Rhine- Westphalia (DE), Powys Teaching Health Board Grow Cardiff (UK), Kent and Medway NHS and Social Care Partnership Trust (UK), Catalan Health Department (ES), DKKV Insurances (ES), ML Källarbacken AB- Coaching Forest bath (SE), Klurvult farm (SE), Humla maden Green rehabilitation (SE), Trojkanatur rehabilitation (SE)
TG3: Landowners and land trusts	UNESCO trusts biosphere reserve Rhön (DE), Catalan Network for nature and land conservation (ES), Nordens Ark wildlife part (SE)

TG4: Citizens associations, charities and NGOs, nature-based therapy end-users and civil society in general	Greenpeace, Powys Association of Volunteer Organisations (UK), Metropolitan Gardens Turin (IT), Fundacja Synapsis (PL), Drewnica Association of Families and Friends of People with Mental Disorders (PL), MOR (Youth Rehabilitation Center of the Warsaw Charity Society) (PL), Food Sense Wales (UK). Together these organizations reach patients (including underprivileged populations with mental health conditions) and the broader population, which is also a beneficiary of green care.
TG5: Supranational organisations, including EU policy and decision-making bodies	African Inclusive Cities Network, Women in Global Health, EU Bubble members, organisations, including EU Planetary Health Alliance, European Health Alliance, WHO, European Climate and Health Observatory
TG6: Higher education organisations and research centres and institutes	Leibniz Institut für Länderkunde (DE), Central European University (AT, HU), Staffordshire University (UK), Barcelona Institute for Global Health (ES), Metabolic Institute (NLs), Polytechnic University of Valencia (ES), Warsaw University of Technology (PL), UBC (CA), UoW (AU)
TG7: Projects, clusters, and R&I initiatives	GoGreenRoutes, ProGlgreg, UK Social Prescribing Network, UK Care Farming Network, Catalan Nature and Health Initiative

The primary target audience sees the deployment of a communication and dissemination strategy aimed at reaching on one hand doctors, psychologists, and therapists, who influence mental health treatment practices; on the other those who could or know someone who could potentially benefit from nature-based therapies.

The reason why these two macro-groups have been identified as the primary target of our communication activities is very simple and is based on the microeconomic concept of supply and demand. As in a self-perpetuating cycle, an increased demand by citizens and/or patients for access to nature-based care will stimulate an increased prescription of the same by health practitioners.

A parallel increase in supply and demand will, depending on the context and the country we are considering, ignite interest in political powers first at the local level and then at the regional and national levels. Political interest will attract media attention, thus scaling up the outreach dimension of the project, potentially not only reaching but also influencing EU officers.

At the same time, the project understands conveying the message about the importance of the three identified dimensions of green care to political powers as crucial to promote a social just and equal society.

A change in the political landscape is possible when a joint effort is made by all parties (and channels) involved, starting from the consortium partners and the targeted

citizens, grassroots associations, and medical journals, reaching European Networks and micro-influencers.

Channels

To reach the target audiences the project will be disseminated via specific channels, each of them identified as the most efficient in relation to the group targeted.

The following two channels are common to all the target audience as they rely on our vast and diverse consortium including individual members, as well as universities, grassroots associations, non-academic partners, and charities.

1. **Own media of the consortium members** (individuals and entities) to engage with their own networks and amplify messaging and reach.
2. **Grassroots associations** as crucial catalysts to leverage local community groups and organizations to disseminate information and engage with diverse audiences.

Primary target audience(s) will be reached via:

3. **Influencers using their social media** to advocate for mental health awareness and environmental sustainability (particularly those focusing on nature-health link or socio-environmental justice) to amplify project messaging and foster public engagement. Old-Continent will identify them, in coordination with WP1 and the Editorial Board and will reach out to them directly.
4. **Medical journals** as valuable and reputable publications for research findings to reach healthcare professionals and researchers.

Secondary target audience(s):

5. **European Networks** engaging with pan-European networks to extend the project's reach and influence at international level while attract media attention, thus scaling up the outreach dimension of the project, potentially not only reaching but also influencing EU officers.
6. **Network Nature EU** a European Commission Horizon Europe project that serves as an incredible resource for the nature-based interventions community aimed at creating opportunities for local, regional, and international synergies to maximise the impact of NBS.

1. Communication activities

Editorial Board

During the inception stage of the project, the consortium will set-up and operate an Editorial Board, of which the main objective will be to assure the consistency of the knowledge management strategy throughout the project's life cycle.

The Editorial Board will gather dedicated WP members and the WP6 Leaders on a regular basis (once a month), and with less frequency the WP5 events team. The W6 leader will chair the board. The WP6 Team will prepare the Editorial Board meetings and will execute decisions taken. It will meet monthly during the first 18 months of the project and twice a month during the last 4 months.

More specifically, this Board will have four main functions:

- Definition of the editorial line of the GreenME project and supervise its implementation.
- Identification of the relevant topics, coming out from the different WPs, on which capitalisation and communication is needed, keeping the right balance between the set of communications tools, the target groups, and the conceptual vs. practitioners' approach.
- Communication about forthcoming events, conferences, and presentations to be attended by consortium members on behalf of the GreenME project. WP6 will communicate about them via social media (and when possible, via the website) and will be at the partners' disposal via the Helpdesk. These activities will be monitored via an excel sheet (available for all partners on Teams).

The editorial line will be developed by the WP6 Leader based on consultation with the consortium partners and proposed for discussion and validation by the Editorial Board.

Helpdesk

To animate the GreenME community a helpdesk service will be provided.

Members of the GreenME consortium will be welcome to reach the helpdesk independently and directly, without going through the Editorial Board first.

Old-Continent (WP6 Leader) will operate the helpdesk and create templates for various communication materials, such as infographics, two-pagers, video capsules, etc. The mission of these communication materials will be to highlight the achievement of the various green care implementations. The stakeholders will be asked to provide pre-defined information to fill in these templates: Old-Continent will be helping with this through email exchange or 1-on-1 short videoconference sessions.

One crucial aspect of the helpdesk is that these templates are promoted towards selected audiences. This can be done through newsletters and direct reach to selected

key players identified by the Editorial Board. By offering the willing the possibility to benefit from professional support in terms of communication, we will turn success stories into communication products that can be disseminated.

Relations with the press

The press officer will support the project during the last 6 months to disseminate its conclusions, primarily engaging with the press corps, particularly in Brussels, and secondly with specialised press (medical and healthcare) across EU.

Effective coordination with the press offices of our partners is crucial. Initiating discussions with the ICTA-UAB press liaison is essential to ensure mutual awareness and collaboration, potentially alleviating duplicative efforts. For other partners, we propose implementing a webinar and establishing a dedicated mailing list. This arrangement ensures timely dissemination of our publications to partners, empowering them to share as they deem fit.

In addition, we encourage the Work Package (WP) leaders to advise their respective members to engage with their institutions' press offices and inform them about coordinating with the WP6 leaders. This collaboration ensures alignment with our communication strategy. Therefore, we advise the institutions' press offices to use the helpdesk service to access communication materials consistent with the GreenME visual identity ahead of special events, meetings, and presentations. This approach guarantees cohesive branding and messaging across all communications.

2. Communication products

Communications toolkit

To support the project partners' communication activities, we will create and use 10 transversal adaptable open-source communication templates (PowerPoint, Word, Social media cards...). The open-source communication templates aim to assist green care actors in communicating the benefits of green care for adult mental health and wellbeing equity. They are available for use by GreenME partners, AB members, and other green care actors to promote and share the GreenME vision and transfer new knowledge from WP 2 through 5.

The communication materials will be available on the project Teams channel (WP6 Communication, Dissemination and Exploitation folder) to ensure access for each member. The project coordination team (WP1) will be promptly informed as soon as new materials become available and will be responsible for sharing this information with the consortium.

The goal of these adaptable communication materials is to share them with a diversity of green care actors (the European green care network and any other healthcare

administrations and providers; city, regional and national governments; health leaders; health influencers) which will disseminate information from the project, so that information -apart from being shared directly with the European green care network - is shared through existing informal networks too.

Leaflets, factsheets, infographics, and social media cards

Leaflets, factsheets, infographics, and social media cards serve as pivotal communication tools aimed at actively involving our primary target audience by providing them with insights into best practices, outcomes, and actionable steps for integrating green care into mental health practices. The overarching goal is to bolster awareness and foster greater sensitivity toward this issue. To ensure broad dissemination and impactful outreach, the content will undergo translation into the consortium's languages and will be distributed through various channels, including the project's social media platforms. Additionally, it will be shared within the consortium and organically relayed to local third parties, such as medical associations, doctors' office, and therapy centres.

Digital presence

With the aim of creating and nurturing a European Green Care Network we have invested in a strong digital communication strategy relying on:

Project website

The [project website](#) serves as a business card. It was designed and developed in a way that ensures accessibility (visual impairment users) and an enjoyable user-friendly experience. The landing page clearly states what is at stake: GreenME a Horizon Europe project aimed at fostering mental health for all through nature. Mirroring the developed visual identity, the website presents illustrations and nature-based-solutions oriented pictures. Objectives, partners, and recent news are all accessible via the homepage.

The website will be regularly updated with the most recent outputs and information on the project progress. The website will include the project deliverables, protocols, and open access data. For example, we assess that D2.1, D2.3, D3.5, D4.4 and D5.3 will be of particular interest and attract visitors to the website.

Specific functions will be added to the website in the form of maps and surveys which will showcase project outputs (e.g., maps developed in WP4) and support the project's research activities (e.g., launching surveys in WP4). A forum will be included to elicit debate with visitors.

Google ads will be purchased to increase traffic on the project's website and further increase its impact on various target audiences. where open access reports,

deliverables, protocols and data (including socio-ecological maps and models and guidelines) will be available.

Social media

Social media accounts for the GreenME project have been set up and launched on the 25/01/2024 – a few days before its official Kick-Off meeting in Barcelona. Following the project's identity development (visual universe, logo, colour palette, fonts),, the project has started communicating and engaging with the green care online community. To do so the following accounts have been created ([LinkedIn](#), [Instagram](#), [Facebook](#), [Twitter/X](#)) generating high interest within the community, driving traffic to the website, and boosting public exchanges of opinions over the benefits of nature on mental health.

The development of the **visual identity** of the project is the result of a very close collaboration between WP6 and some members of the consortium. With the aim of identifying the 4 axes of the project (message, target audience, channels, and tone of voice) Old-Continent issued a call for expressions of interest with the objective of creating a communication task force. The 8-member task force met twice and brainstormed on the best way to represent and present the project to the outside world. As a result, 3 logo concepts were created, and a consortium-wide [interactive poll](#) was held. The most voted logo was then finalised and officially presented as the GreenME logo ([video here](#)).

Newsletter & press releases

A quarterly e-newsletter will be published providing general information on the project, its outputs, and related events. The e-newsletter will feature interviews with project actors and include special in-depth articles, such as: a summary of the catalogue of existing successful organizational and financial models for providing green care (D2.3), the results on causal relationships between nature-based therapy and mental health and wellbeing (D3.5), the results from the socio-ecological study (D4.4), and the guidelines for planning and management of green care (D5.3).

The e-newsletter will be sent to all contacts in the project dissemination database (i.e., individuals who register on the website, the green care community, and the GreenME **European green care network**). The e- newsletter will be promoted on the website, the project's social media accounts and via project partners.

Press releases drafted in strict coordination with the Project Management team (WP1) are also envisioned throughout the duration of the project. To date, two official press releases have been published ([launch of the project](#) and [post kick-off meeting](#)) and are available on the project's website ([News section](#)).

Once the press release is validated and approved the Project Manager distributes it via email with all the members of the consortium, who are then encouraged to share it via their own social media and to liaise with their institution's media team to boost dissemination.

Videos

Throughout these 4 years, we aim at producing 5 videos: one video trailer, one video as introduction to the project, three videos as learning material for nature-based therapy as part of the pilot course developed under WP5 to train new and established nature-based therapy providers using the new knowledge gained throughout the project. Audio-visual materials are powerful tools to engage with a diverse and broad audience. Due to their versatility, they can be disseminated via different platforms and channels (such as social media, emails, websites, newsletters) thus succeeding in reaching a high number of people. To guarantee accessibility when disseminating them, the videos will be produced in English and subtitled in all the official languages of GreenME consortium partners.

Workshops

Three half-day actor workshops for broad audience. First, the workshops aim to present findings at the end of each year of the project, complemented, where possible, by contributions from neighbouring GreenME study cases, actors' projects, or national projects and expertise. Second, the workshops will be used to gather inputs and feedback from the actors on particular deliverables such as the green care national schemes and guidelines, hence establishing feedback loops between project activities. Actors will be asked to assess and validate intermediate GreenME results, provide feedback on assumptions and hypothesis, offer best practice examples from their experience or network, and contribute to the formulation of policy recommendations.

Webinars

Eight webinars (two of them joint events with other HEurope projects) will be organised by WP5 throughout the duration of the project. Each year, two webinars will be hosted. WP6 will coordinate with WP5 in order to promptly capitalize and communicate on the webinars' objectives and topics, with the aim of reaching at least 20 attendees per webinar. Each webinar will be advertised via our social media outlets, newsletter, and via the networks of project partners, to assure that information about the webinars reach the targeted audience of each.

Roundtables

GreenME will organise **two round tables** in Brussels with key European health actors. These round tables will be joint events organized with other supranational organizations, giving us direct access to these actors, will be held to encourage policy makers at the EU level to adopt solutions and use guidelines developed in WP5 to inform future policies and programs.

3. Exploitation strategy

Exploitation activities within WP6 are geared towards ensuring the future utilization and implementation of GreenME results to maximize the project's impact. The main pillars of our exploitation strategy encompass two key elements:

1. **Open Access Results:** GreenME findings will adhere to an open access policy, ensuring accessibility to all interested parties. This approach aims to foster transparency and facilitate the dissemination of knowledge.
2. **Collaboration with R&D&I Initiatives:** The consortium will actively engage with other research, development, and innovation initiatives to leverage shared knowledge and avoid redundant efforts.

Specific activities and their target groups include:

- Social Media and Digital Presence: TG1-TG7
- Videos: TG1-TG7
- Adaptable Open-Sourced Communication Templates: TG2
- Webinars: TG1-TG4
- Round Tables: TG2, TG5

Additionally, three types of project results have been identified for further exploitation:

1. **Know-how:** This includes GreenME reports, protocols, and data, which will be openly accessible on the project website for use by TG1-TG7, facilitating advancements in the field of green care.

Reports, deliverables, and other project outputs will be disseminated through [Oppla](#), ensuring visibility and accessibility to a wide audience interested in ecosystem services and nature-based solutions. Additionally, the organization of the European green care network will be clearly outlined, specifying how experts from diverse fields within green care will collaborate to provide consultancy services.

2. **Services:** GreenME will offer training programs informed by research results and consultancy services provided by the European green care network. These services aim to benefit nature-based therapy providers, managers, and healthcare system administrators across Europe and beyond.

Regarding the **exploitation of the course**, we will ensure its reach and impact through several means. Firstly, potential participants for the pilot training will be targeted through social media platforms, project newsletters, and partner networks. The training program, developed with inputs from GreenME research results, will be made available online to nature-based therapy providers and managers (TG2). Moreover, efforts will be made to facilitate its replication in partner countries and other EU nations, ultimately broadening its reach.

The **consultancy services** provided by the European green care network will be promoted through the GreenME website, newsletter, and social media channels. These services will cater to local, regional, and national administrations (TG1), as well as healthcare system administrators and providers (TG2), aiming to address specific barriers and facilitate the uptake of green care practices. Depending on the nature of the consultancy requested, services may be provided for free or for a fee, particularly if the development of specific green care tools or policies is required.

3. **Products:** Socio-ecological maps and successful models/guidelines developed by GreenME will be available on the project website for use by all target groups, supporting policy change and facilitating dissemination through various channels, including webinars.

The **socio-ecological maps** and successful models/guidelines developed by GreenME will be readily accessible on the project website. These resources will be available for use by all target groups, aiding in informing policy change and decision-making processes. Various channels such as webinars, will be used to disseminate these materials widely, ensuring their reach to relevant stakeholders and facilitating their uptake in real-world applications.

4. Key Performance Indicators (KPIs)

The following KPIs have been outlined in the project proposal as indicators of the overall outreach of the GreenME project.

Publications of GreenME results in scientific journals

30 publications in high-impact factor (Q1 or D1 in their disciplines) journals released in open access (e.g., The Lancet Public Health, Global Environmental Change, EHP, Environment International, Land Use Policy, Landscape and Urban Planning), **with several in ORE**.

Presentation of results in technical and scientific conferences

40 presentations, researchers will be encouraged and supported to present their findings at relevant scientific conferences and workshops to disseminate their work with an interdisciplinary approach beyond the project community itself. These are particularly policy- or stakeholder-oriented events organised by universities, associations, international organisations, etc. and scientific conferences, congresses, or workshops. Some of the conferences initially identified for GreenME partners to present the results of the project are health conferences (ISEE, EPH, Urban Transitions Global Summit, ISUH), planning (AESOP), green therapy (HIS, Internationale Gesellschaft Garten Therapie, ISHS, AHTA), geography (IGU), ecology (SURE, IALE).

Quarterly E-Newsletter

We estimate that **each e-newsletter will reach >1,000 people** or organizations.

Project website containing open access material

The website (available in all the official languages of the consortium partners) will be designed to act as the primary interface between the project and all actors (TG1-TG7). We estimate that the **website** will have >400 visits per month (total **>19,000 visits during project lifetime**).

Nature-based therapy actors training

Online and in-person three half-day **training** for nature-based therapy providers and managers (existing or those that want to establish new therapies) **with 20-30 participants in total**. The content of the training will be based on GreenME WP2-WP5 and will be structured around different modules (some of them common through the participants, some of them country-specific, including those already collaborating with the consortium).

Social media and other digital presence

Posts on LinkedIn, Twitter, Facebook, Instagram (four per month on each platform, target to get >500 new followers per platform per year, with a total of **>6,000 followers in total** grouping all the platforms) including content from the quarterly e-newsletter. Various techniques will be employed to animate the networks such as invitation to post or comment, and polls. We will also post on academic platforms, such as Quora (at least one post quarterly, i.e., >15 posts in total, >30 likes in total, >80 shares and comments in total) and upload research documents on ResearchGate and Academia.edu.

Videos

Total of **five videos**. . We estimate 500 views for each video (i.e., total of **2,500 views**). A YouTube channel will be created to upload project videos, which will also be promoted via our social media accounts.

Adaptable open-source communication templates

Creation of 10 **transversal open-source communication templates** translated into four languages (each of them including factsheets, ads, infographics) and toolkits (in line with GreenME's visual identity). These tools will be available for use by external actors and adapted to tailor the message and content according to the intended target audience. These templates are estimated to generate around **1 million impressions**.

Workshops

Three half-day workshops to disseminate GreenME results to a broad audience. One set of workshops **per study country** with 20-30 participants in each country (i.e. **total of >140 participants**).

Webinars

Eight webinars (two per year) will be targeting a wider audience with interest in green care. From these eight webinars, one will specifically target TG1 actors, one TG2, and one TG4 (including the general public). **Two of these webinars** will be organised as joint events with other HEurope projects. We estimate >15 participants per webinar that we organize independently and >30 for those that are joint events (i.e. total **>150 participants**).

Roundtables

GreenME will organise **two round tables** in Brussels with key European health actors. Each round table will include five participants and will be attended by >30 people (i.e., total **>60 attendees**).

Fliers

We will distribute **>200 fliers** during events we will participate in and organise. We expect to reach >200 people and organisations with these fliers. Content will also be available via social media.

Communication, Dissemination & Exploitation Strategy Table (February 2024 - April 2025)

The following table presents an updated and expanded overview of the Communication, Dissemination, and Exploitation (CDE) activities carried out under WP6 during the first 18 months of the GreenME project. This structured summary reflects actual implementation progress, partner contributions, and evolving strategic choices made in alignment with project goals and stakeholder needs. Activities are grouped into three categories—Communication, Dissemination, and Exploitation—and highlight both the continuity with the original CDEP and the dynamic adaptations made to enhance outreach, stakeholder engagement, and long-term impact. Newly introduced or significantly modified elements are marked to support clear traceability and integration into project reporting and future planning.

Category	Topic	Updates
COMMUNICATION	Digital presence	The GreenME digital presence has expanded significantly over the past 18 months. In addition to the official project website, active social media accounts have been established on LinkedIn, Instagram, Facebook, X/Twitter, and YouTube. These platforms have become key communication tools for showcasing updates from WP2–WP5 and have fostered regular engagement with civil society, researchers, and mental health professionals. GreenME’s digital strategy has proven particularly useful for reaching target groups TG2 and TG4. <i>To date, LinkedIn has emerged as the most effective communication channel for GreenME, demonstrating consistent growth and engagement across key stakeholder groups. As of May 25, 2025, the GreenME LinkedIn account had surpassed 800 followers, with steady weekly growth. During the period from May 26, 2024, to May 25, 2025, the platform generated 27,107 impressions, 1,030 reactions, 33 comments, and 31 reposts. Posts showcasing outcomes from WP2 (stakeholder mapping) and WP3 (therapy evaluations) attracted the most engagement, reflecting strong interest from researchers, health practitioners, and civil</i>

		<i>society actors in the evidence emerging from the project.</i>
	Newsletter & press releases	While originally designed as a quarterly product, the newsletter has seen two editions published during the reporting period, with more frequent editions resuming from Q2 2025. The newsletters have served not only as a summary of GreenME's activities but also featured in-depth interviews with key stakeholders (e.g., therapy providers in Sweden and patient voices in Poland). Two major press releases were issued to announce the project launch and summarize outcomes from the January 2024 KoM in Barcelona. These releases were amplified by partners through their institutional press offices. <i>As of May 27, 2025, the GreenME newsletter audience consists of 408 contacts, with 405 actively subscribed to receive email updates. Over the past 30 days alone (April 27–May 27, 2025), 22 new contacts were added to the mailing list, all via the embedded subscription form on the GreenME website. This organic growth reflects a steady increase in interest, particularly from individuals seeking updates on project outputs and stakeholder opportunities. Contacts are currently tagged for targeted outreach, with 59 subscribers identified as consortium partners. The geographical distribution of subscribers shows a concentration in Barcelona, Stockholm, and Madrid, aligning with key project nodes.</i>
	Videos	GreenME has produced its first visual communication piece—a trailer-style video introducing the project's scope and aims—which was published on YouTube and subtitled in the consortium's languages. Feedback was overwhelmingly positive from community health providers. A follow-up teaser featuring a case study from WP3 is in post-production and scheduled for summer 2025 release.

	Podcast	To diversify its outreach strategy and connect with new audience segments, we have created and launched Natur-ally, a podcast series in early 2025. Available on Spotify and other major platforms, the podcast is designed to spotlight stories from across the project, featuring voices of nature-based therapy providers, patients, researchers, and policymakers. The format serves to humanize the data and methodologies behind GreenME by presenting real-life experiences and insights in an accessible, narrative-driven format. The podcast complements other audiovisual content such as the project's video trailer and is being promoted across social media and newsletter channels to ensure broad dissemination. As an "EXTRA" activity not originally foreseen in the Grant Agreement, the podcast exemplifies WP6's commitment to agile, user-centered communication formats that resonate with TG2 (health practitioners), TG4 (civil society), and TG5 (EU policy influencers).
	Editorial Board	The Editorial Board has met bi-monthly as planned, serving as the coordination nucleus for messaging, visual identity, and promotional timing across work packages. WP3 and WP5 have improved alignment between research outputs and public-facing content. An editorial calendar tool was introduced in Q1 2025 to standardize planning.
	Helpdesk	The Helpdesk has transitioned from passive support to a more proactive role. Monthly "ask-me-anything" office hours were introduced to streamline partner access to communications resources such as templates, one-pagers, and event graphics. This has increased uptake and visibility of WP6 outputs and ensured alignment with the project's visual identity.
DISSEMINATION	Workshops	Carried out by WP5, with WP6 promotional support.

	Webinars	A series of GreenME webinars will be launched beginning in June 2025, establishing a regular platform for real-time dissemination and cross-stakeholder dialogue. Each session will focus on a theme directly linked to specific Work Packages and timed to align with milestone outputs. The first webinar, tentatively scheduled for June 2025 will introduce the project to our audience. Subsequent webinars will cover topics such as: • Nature-based health promotion and its integration into primary care systems • Measuring mental health outcomes in diverse green care settings • Environmental justice and accessibility in green-blue spaces Each session will include expert presentations, live Q&A, and interactive polls to engage diverse target audiences (e.g., TG2 – healthcare providers; TG1 – municipal actors). In addition, two joint webinars are being co-organized with RECE7AS and NatureLAB projects. The first, anticipated for November 2026, will explore harmonization of health outcome indicators across EU-funded green care trials. A second session in early 2026 will address co-creation methodologies and stakeholder empowerment, reflecting synergies across GreenME WP5 and the sister projects' engagement strategies.
	Scientific dissemination (conferences & publications)	Consortium members have presented early findings at events such as the International Congress on Green Infrastructure and Mental Health and the EUGreenWeek Satellite Sessions. Eight manuscripts are either submitted or in preparation, some featuring cross-WP collaborations (e.g., a paper on health equity outcomes drawing on WP2 and WP4 data). Preprints and publications are being made available through Zenodo.

EXPLOITATION	Visual & print materials	Infographics, social media cards, and leaflets have been produced in all consortium languages (WP4-WP5). The materials were tailored to different audiences: simplified messages (survey promotional leaflet), stakeholders' leaflets, actors' workshops timelines (WP5), posters and leaflets for interventions (WP3).
	Target audience reach	Communication and dissemination efforts have increasingly prioritized TG2 (therapists, doctors, insurers) and TG4 (civil society and therapy end-users), especially through digital channels. Upcoming activities aim to deepen impact among TG1 (local authorities) through roundtables and workshops.
	European green care network	The European Green Care Network (EGCN) is currently under conceptual development as part of GreenME's long-term exploitation strategy. Rather than creating formal national chapters at this stage, GreenME is focusing on identifying, connecting, and capacitating existing green care actors across Europe through mapping exercises (WP2), co-creation processes (WP5), and targeted dissemination activities (WP6). The aim is to lay the groundwork for a transnational network that facilitates mutual learning, policy advocacy, and the transfer of best practices. Engagement is being fostered through newsletters, stakeholder interviews, social media outreach, and upcoming workshops and webinars. The formal launch of the EGCN is planned for the second half of the project, in alignment with the publication of WP5's guidelines and training materials, which will serve as key content anchors for the network. GreenME is also coordinating with sister projects (e.g., RECETAS, NatureLab, RESONATE) to ensure interoperability and collective momentum toward a shared European green care agenda.

	Training material strategy	Due to the wide variability in local contexts, the originally planned pilot course under WP5 has shifted toward producing modular, open-access training resources. These will include slide decks, case studies, and video interviews, co-produced with WP5 and WP6. The material will be hosted on the GreenME website and promoted via partner universities and professional networks.
	Shared repository	Once approved, GreenME's outputs will be published on the open-access platform Oppla.eu , with cross-tagging for discoverability. This includes socio-ecological maps (WP4), stakeholder models (WP2), and upcoming guidelines (WP5). This ensures long-term visibility and reusability of key project results.
	Brussels roundtables	Preliminary planning is underway for a high-level policy roundtable in Brussels in 2026, targeting TG5 (EU-level institutions). The aim is to align GreenME's recommendations with EU mental health and biodiversity strategies and to support uptake of nature-based therapy within public health policy.

