



## **Report Dissemination Activities No. 1**

### **Deliverable D7.4**

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**B-GOOD**

**Giving Beekeeping Guidance by cOmputatiOnal-assisted Decision  
making**



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## Preface

As a multi-disciplinary H2020 Research and Innovation programme project, B-GOOD aims at providing solutions to enhance healthy and sustainable beekeeping across Europe. To do so, B-GOOD members are developing and testing innovative technologies that will facilitate the care and management of bee hives, i.e. keeping healthy colonies in a safe and well-resourced environment and implementing adequate business strategies. In this regard, disseminating the knowledge generated by B-GOOD to different audiences, including beekeepers and other apiculture stakeholders, is crucial to guarantee the adoption and usage of the different tools created. This report presents the different dissemination activities conducted by the members of the B-GOOD project during the first two years of the project duration (M1 – M24).

## Summary

A pertinent dissemination activity is crucial to maximise the impact of applied scientific research projects and guarantee that end users make the most of the knowledge and findings developed. This document groups together information about the different dissemination activities conducted by B-GOOD members during the first two years of the project (June 2019 – May 2021). The dissemination activities presented here have taken place in very different forms, using a wide diversity of tools and targeting a varied audience. These activities ensured valuable and constant outreach to the different audience groups targeted by the project, thereby preparing the ground for the wide-scale adoption of the results of the project, and of their successful use and exploitation.

## 1. Introduction

B-GOOD's **Work Package 7 'Communication and Exploitation'** is responsible for coordinating the dissemination of the results of the project. In this regard, the present Deliverable 7.4 report gives an overview of the dissemination activities conducted during the first half of the project (June 2019 – May 2021).

Throughout the project's duration, B-GOOD consortium members are generating a substantial quantity of data, results, insights and technologies. An important aspect of the dissemination strategy of B-GOOD is therefore to optimise the dissemination of these and boost their uptake by different audiences by making them readily available to the targeted groups.

This report provides a comprehensive overview of the dissemination activities, not to redefine the dissemination strategy of the project, which was already described in another report (see **D7.2 'Communication and Dissemination Strategy'**). Whenever necessary and relevant, some items from D7.2 are repeated here. However, for a more complete overview of the strategy chosen to ensure effective and efficient dissemination, we invite the readers to have a look at the comprehensive D7.2 report that outlines the overall communication and dissemination strategy.

## 2. B-GOOD dissemination: plan of action

### 2.1. Objectives

This report presents the dissemination activities conducted by B-GOOD consortium members during the first half of the project (June 2019 – May 2021).

The objectives of the dissemination activity of B-GOOD, as presented in the **Deliverable D7.2 Communication & Dissemination Strategy**, are the following:

- enhance the project's visibility via branding and corporate identity of outputs;
- reach out to and interact with the diverse communities of beekeepers in Europe;
- generate market demand;
- stimulate interactions and collaboration with the scientific community;
- encourage business opportunities for the exploitation of B-GOOD technologies;
- build support for future research and innovation;
- further increase public awareness about the need for sustainable beekeeping

### 2.2. Target groups

B-GOOD is a project aiming at creating knowledge and technologies for sustainable beekeeping. Thus, the core audience groups of the project are beekeepers. However, the results of B-GOOD are further disseminated to other audience groups who have particular connections with beekeeping and sustainability.

The target groups for the dissemination activity of B-GOOD, as presented in the **Deliverable D7.2 Communication & Dissemination Strategy**, are shown in Table 1.

**Table 1: Different audience groups of B-GOOD**

The audience groups relevant for the dissemination activities of the project are listed and defined.

Groups	Definition
<b>B-GOOD consortium</b>	Members of the B-GOOD consortium. As they constitute the core of the project, efficient internal dissemination must be ensured between the B-GOOD consortium members.
<b>Beekeepers</b>	'Beekeepers' are here defined as individuals who possess (and care for) honey bee colonies. They are the main testers and end-users for the insights and technologies developed during the project.
<b>Scientists</b>	'Scientists' refer here not only to experts in honey bee or apicultural science, but also in other related disciplines. However, particularly close interactions are being set up with scientific members of other honey bee research projects at different scales (European and local).
<b>Policy makers</b>	'Policy makers' will play a crucial role in the project by supervising the smooth functioning of the project and implementation of its findings. With their predominant role in the implementation of the project, ensuring good dissemination with policy makers is crucial.
<b>Industries and Companies</b>	As they will play an important role in the exploitation of B-GOOD results, 'Industries and Companies' must be informed about the results of B-GOOD.
<b>General public</b>	Members of the 'general public' category are defined as any person who does not belong to the above-mentioned categories. Notably, they are directly or indirectly connected to the project, for instance as taxpayers contributing to the funding of B-GOOD or as consumers of bee-derived products.

## 2.3. Dissemination tools and channels

A multitude of tools and channels are being used for the dissemination activities of B-GOOD. These tools and channels are here briefly described (please see the **Deliverables D7.1 Branding products, promotional materials, website (with guaranteed permanent character and linked to existing initiatives and organizations), social network profiles, internal project communication platform and online libraries** and **D7.2 Communication & Dissemination Strategy** for more details).

- **Branding material:** Branding material and the B-GOOD website (<https://b-good-project.eu/>) are central for ensuring good visibility of B-GOOD. More details about this can be found in the **Deliverable 7.1**.
- **Internal communication:** to ensure efficient and organized dissemination among the B-GOOD consortium members, several tools are being used:
  - The software **Microsoft Teams** is used frequently in order to guarantee a structured and optimal dissemination of results between B-GOOD members.
  - **Online meetings:** to discuss about the project organization and planning activities, online live discussions are regularly set up. Notably, a consortium meeting open to all project consortium members occurs monthly.
  - **Physical meetings:** to foster interactions between the consortium members, physical meetings are organized twice a year in one of the members' institutions. These events permit to meet personally and to ensure a good social atmosphere within the project (Annex 3). Temporarily, as a consequence of the Covid-19 situation, these meetings are organised online, but will be resumed as physical meetings as soon as possible.
  - **Invitations to disseminate:** a short notice about the importance of dissemination is sent to partners monthly in a visually engaging html newsletter format to stimulate dissemination activities and provide instructions for partners on how to and when to provide their results to the dissemination team. This newsletter also includes success stories on a monthly schedule, aiming to maintain presence and encourage consortia members to send relevant news and developments to the dissemination team.
- **External dissemination:** to maximize the outreach and impact of B-GOOD, very diverse channels and tools are being used:
  - **Consortium member networks:** a direct way to ensure efficient dissemination of B-GOOD activities is to use the broad network of the consortium members.
  - **General media:** broad audience media are used for presenting the results of B-GOOD to the general public and mass-media audiences, and include forms of communication of varied types, such as newspaper, websites and radio.
  - **Social media:** social media are now an inevitable and efficient way to reach a broad general audience. B-GOOD therefore uses prominent social media to expose the project to the public, namely [Twitter](#), [Facebook](#) and [YouTube](#).
  - **Specialized non-scientific media:** to reach specific stakeholders, dissemination of B-GOOD is going through specialized channels, such as beekeeping journals, to present and inform about the project.
  - **Specialized scientific media:** specialized scientific media such as science news distributors (e.g., an article about B-GOOD in [EurekAlert!](#)) can help inform specialized and/or particularly interested audience such as scientists and companies.
  - **Scientific journals:** for the publication of information about the project and more particularly about the scientific results of B-GOOD, scientific articles will



be prepared and published in open access journals (e.g., an article from B-GOOD in [Scientific Reports](#)).

- **Scientific events, associations and networks:** presenting B-GOOD to the scientific community is an efficient way to establish collaborations with external members, and to create discussions to further gather feedback from diverse experts. This is particularly effective as several on-going EU projects (e.g., EU Bee Partnership, MUST-B, POSHBEE, etc.), associations and large international fora (APIMONDIA, EurBee, IBRA, OIE, etc.) and research networks (e.g., COLOSS, Annex 10) work on similar topics.
- **Non-scientific events:** to reach out to non-scientists interested in science and/or honey bees, as well as companies and industries, B-GOOD members are attending several events open to the general public.
- **B-GOOD meetings and workshops:** during the four years of B-GOOD, several meetings and workshops are being organized. These include beekeeper interviews, beekeeper workshops and training schools.
- **Online meetings and webinars:** to enhance visibility and facilitate the access to information about B-GOOD, a series of online events and webinars are being created and implemented.
- **Online surveys and forum** (Dissemination): to discuss and gather feedback (notably from stakeholders), several surveys and a forum are proposed online.

### 3. Overview of the dissemination activities

The main B-GOOD dissemination activities conducted during the first two years of the project are detailed below. To see an exhaustive list of the activities and details, please consult **Annex 1** of this document.

The main dissemination activities can be grouped into nine categories, as listed below.

#### 3.1. Promotional material

Various project promotional materials have been produced since the start of the project, including:

- **brochure** - it increases awareness of B-GOOD by giving information about its background, the partners involved, the project's objectives and actions, its mission and unique characteristics. With the aim to reach the largest possible audience, the brochure was translated from English into Bulgarian, Finnish, French, Romanian, Dutch and Portuguese.
- **project overview poster** - the B-GOOD poster illustrates the project's background and unique characteristics. It is mainly used to introduce the project at conferences, meetings and stakeholder events.
- **sticker** - it has the design of the logo and is used to enhance promotion of the project identity and to support project branding.
- **roll up banner** - the banner (available in English and Portuguese) is in a standard format (85x200cm) and its use is recommended at project organized events and at events where B-GOOD is presented.

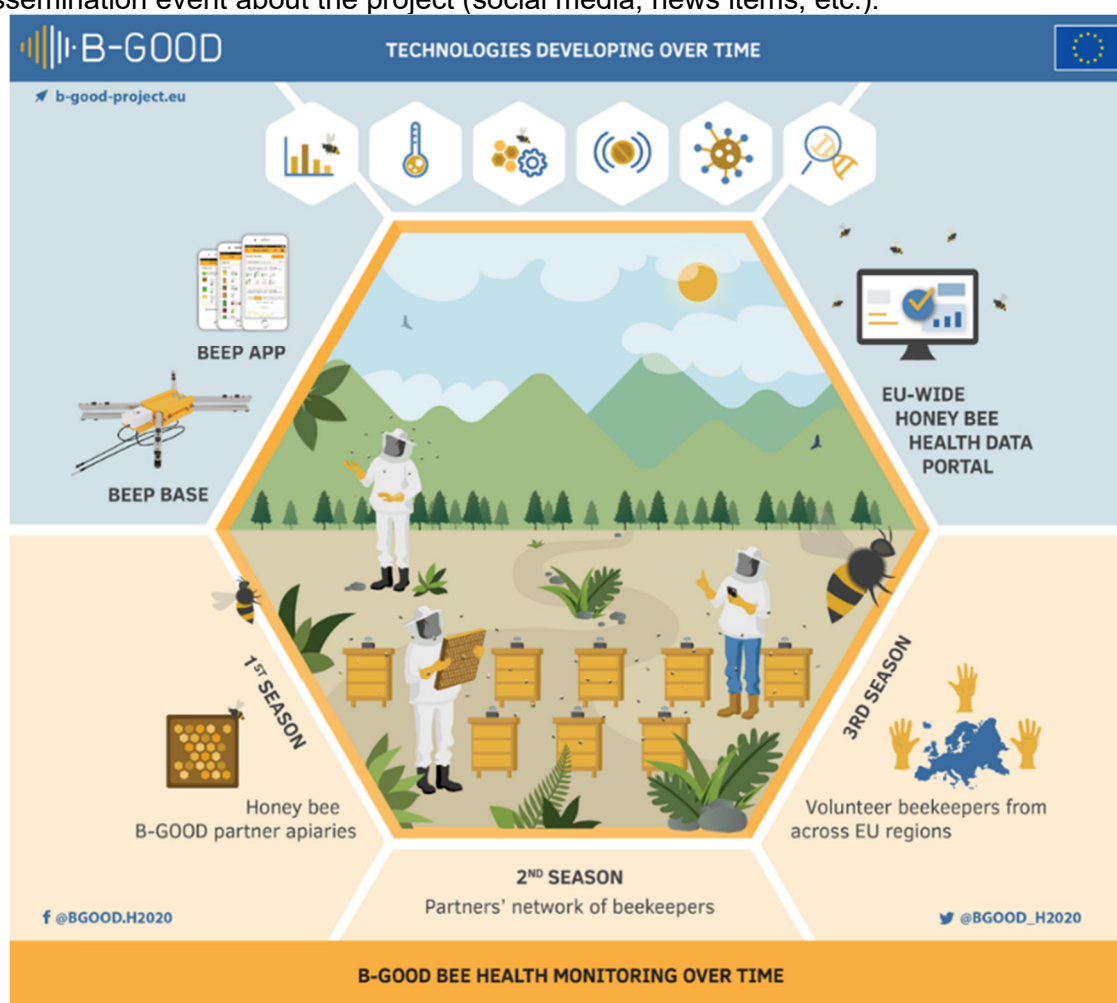


**Figure 1.** B-GOOD promotional materials

All outreach materials are available to download and use through the project Media Center (see [this link](#)).

**B-GOOD corporate identity templates** for deliverable reports, milestones, letterhead for official project letters and PowerPoint presentations have been designed. Each template is specifically tailored to the information the document is required to contain. Furthermore, a template for a B-GOOD scientific poster has been designed to give to the project members guidance on the layout and visual style fitting with the overall project branding and help them when preparing their posters for scientific events.

**B-GOOD overview Infographic (Figure 2)** was created for project partners to use as an overview slide for B-GOOD presentations, and to help them quickly summarize and visually explain B-GOOD to their audience. Simple and effective, the image highlights the relationship between bees, humans, the environment and the role big data & B-GOOD technologies will have to help sustain bee health. The image can be used in any other communication or dissemination event about the project (social media, news items, etc.).



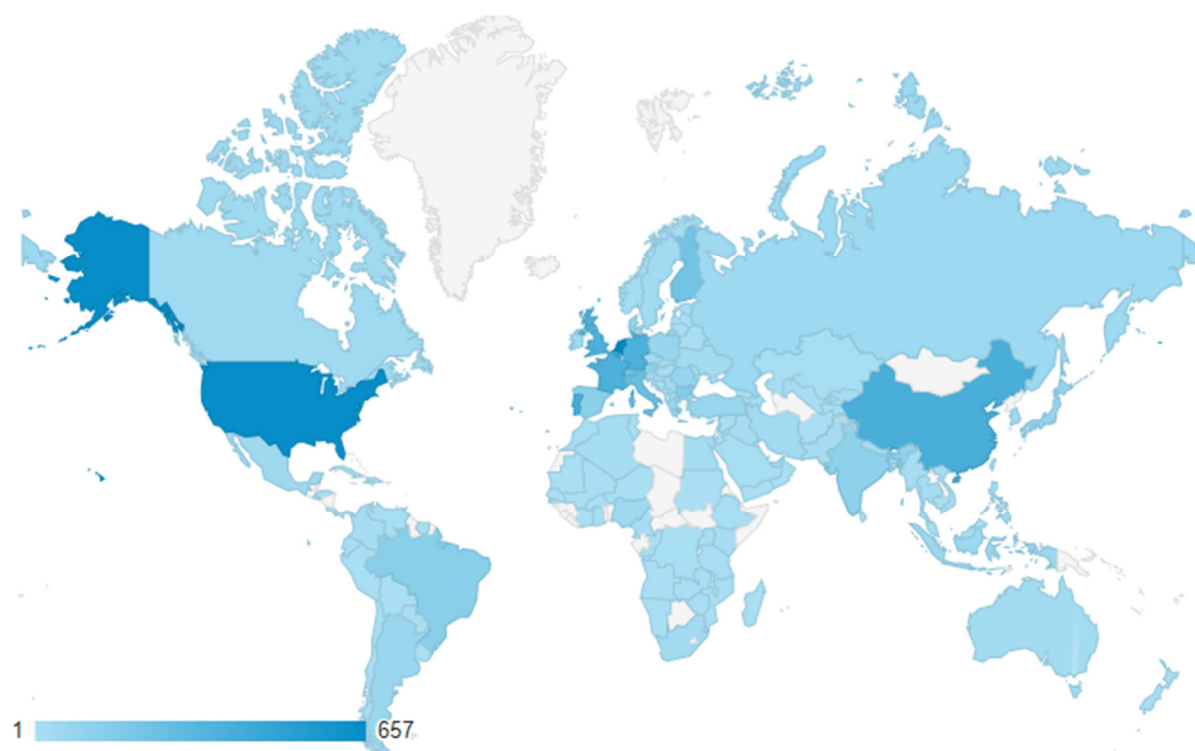
**Figure 2.** B-GOOD overview Infographic

### 3.2. Website

The B-GOOD website (<https://b-good-project.eu>), including an Internal Communication Platform (ICP), provides information on the project background and objectives, details for the development of the project, news, events, publications, contact details, and much more. The website was launched in July 2019 and is used for external communication and dissemination of the project objectives and results, and internal communication within the consortium through

the ICP. The internal channels of communication were expanded to include Open Microsoft Teams. The website also provides direct links to the B-GOOD social media profiles on Facebook, Twitter and YouTube, as well as a feedback submission button and a newsletter subscription form. The bee-monitoring platform developed under WP6 Digital bee data logbook provides beekeepers with additional detailed and timely information on the status and health of the colonies they take care of; it is expected to contribute to data driven decision-making, a feature which has been integrated into the project's website. A user manual to introduce B-GOOD consortium members to the website and its features was created.

The B-GOOD website has been updated on a regular basis in terms of news, events, external library and internal repository, and has seen a growing number of visitors over the period (source: Google Analytics). For the first reporting period, a total of 6,795 users interacted with the website, for a total of 31,257 page views and 11,104 sessions. Out of the total visitor number, 83% are new and 17% are returning visitors, demonstrating that the project's outputs reach out to a wide range of different stakeholders. The average page depth of the website scores 2.81 pages per session, which shows that users are going in depth and visiting several project news and result pages at a time. The geographic distribution of B-GOOD website visits (**Figure 3**) shows that the project has engaged audiences across the world. The website has been visited from a total of 145 countries, with most visitors coming from: Netherlands, USA, Belgium, Portugal, China, Germany, France, UK, Italy, and Finland.



**Figure 3 - Map of the geographic distribution of B-GOOD website audiences**  
Shading indicates number of website visits (source: Google Analytics).

### 3.3. Social media

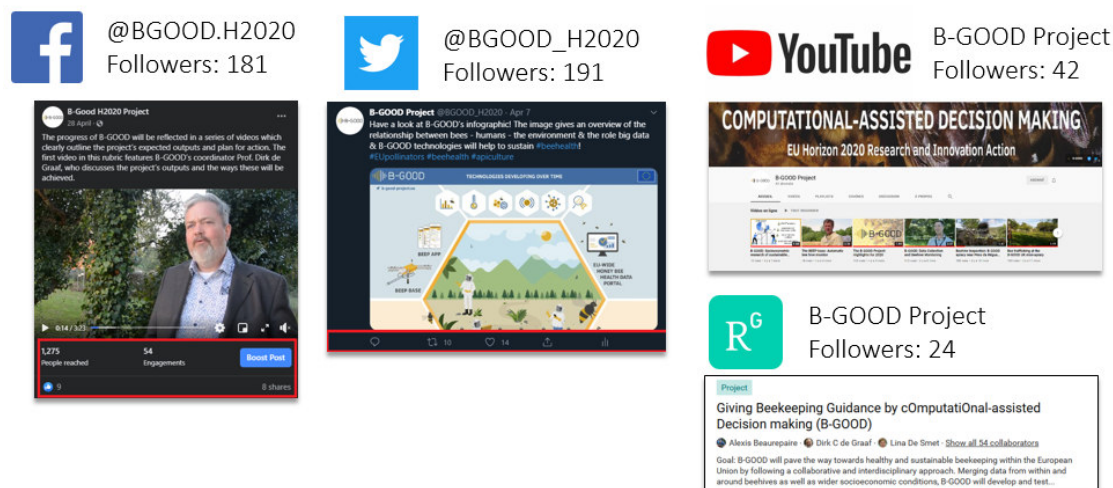
**B-GOOD social media profiles** have been created in Twitter, Facebook and YouTube to enhance communication and to promote B-GOOD-related news and results. The accounts have been created to reflect the general project branding in an engaging, interactive way. Each account is aimed at a different group of users, reflecting the specificities of the network itself. Twitter is used for short and catchy updates on news and events, as well as forming a

community through Twitter lists and for livestreaming of conferences. A list of Twitter accounts that are engaged in the bee-health cause was prepared. They include, amongst others, institutions, not for profit organisations, associations, clubs, and individuals, other EU H2020 participants to ensure targeted communication and dissemination. Specially created hashtags (#) will ensure that live updates are provided during project meetings and that participants can share their views and highlights. Facebook is used for longer posts, creating and promoting events, and sharing photo albums. Finally, YouTube is used for project videos.

The B-GOOD website, branding and promotional materials have been created as described in **Deliverable 7.1 Branding products, promotional materials, website (with guaranteed permanent character and linked to existing initiatives and organizations), social network profiles, internal project communication platform and online libraries**, which was written and submitted in September 2019.

The B-GOOD social media accounts on Facebook, Twitter and YouTube have been actively used for promotion of project results since their creation and the number of users keeps increasing (**Figure 4**). As of 20 May 2021, B-GOOD has 191 followers on Twitter. Based on this number of followers, it could be acknowledged that B-GOOD's Twitter profile is having a good performance. The number of impressions for the whole reporting period accounts to nearly 125 000, with around 175 average daily impressions. The engagement rate, as well as the number of likes and retweets, is average. There are on average 20 engagements per tweet over the amount of 118 posts authored by B-GOOD's Twitter channel. This information serves as a tool for effective engagement with the project's target audiences. The B-GOOD Facebook page has a total of 181 followers and 161 people like it. Finally, the B-GOOD YouTube channel contains all project videos (see below) and is currently followed by 42 subscribers.

As the project progresses and more scientific breakthroughs are made, B-GOOD's social media profiles performance will improve on all fronts as well.



**Figure 4.** B-GOOD social media channels

### 3.4. News and articles

**News and events announcements:** Noteworthy B-GOOD-relevant information is delivered to targeted audiences and the general public on a regular basis mainly through the project website (**Figure 5**). The website visitors have been kept regularly informed through 35 news pieces and 39 events which were announced on the project website. In addition to the website, and in aspiring to reach out to as large an audience as possible, all news was also distributed via the B-GOOD social media (Facebook and Twitter) profiles.



**Press releases:** The press release “Big data and innovations for healthy bees” (June 2019) was issued at the very start of the project to announce B-GOOD and introduce the project’s main focus and objectives (**Figure 5**). The press release was broadly disseminated through the leading distributor of science news EurekAlert!, the official European Commission news distributor CORDIS Wire, and B-GOOD’s channels. The press release has been viewed by journalists and users 4,322 times in Eurekalert! alone.



**Figure 5.** B-GOOD news articles & press release

**Videos:** B-GOOD launched a series of videos featuring experts working on the project in order to provide a clear overview of the project and its objectives, methodology and progress (**Figure 5**). The first video (B-GOOD: Project overview) in this rubric features B-GOOD’s coordinator Prof. Dirk de Graaf from Ghent University, who discusses the project’s outputs and the ways these will be achieved. The second video (B-GOOD: Data Collection and Beehive Monitoring) of the B-GOOD rubric aims to reflect the project’s expected outputs and plan for action. The video features B-GOOD’s experts Coby van Dooremalen (Wageningen University and Research), Martin Bencsik (Nottingham Trent University), Marten Schoonman (BEEP Foundation), and Christopher Topping (Aarhus University), who discuss the aspects of data collection and honey bee hive monitoring. The third project video features B-GOOD expert Wim Verbeke (Ghent University), who discusses the aspects of economic analysis of sustainable beekeeping that is performed within B-GOOD. Upcoming videos will set focus on BEEP, sensors and the ALMASS model, B-GOOD’s multi-actor approaches and socioeconomics, as well as lab experiments and genetics.

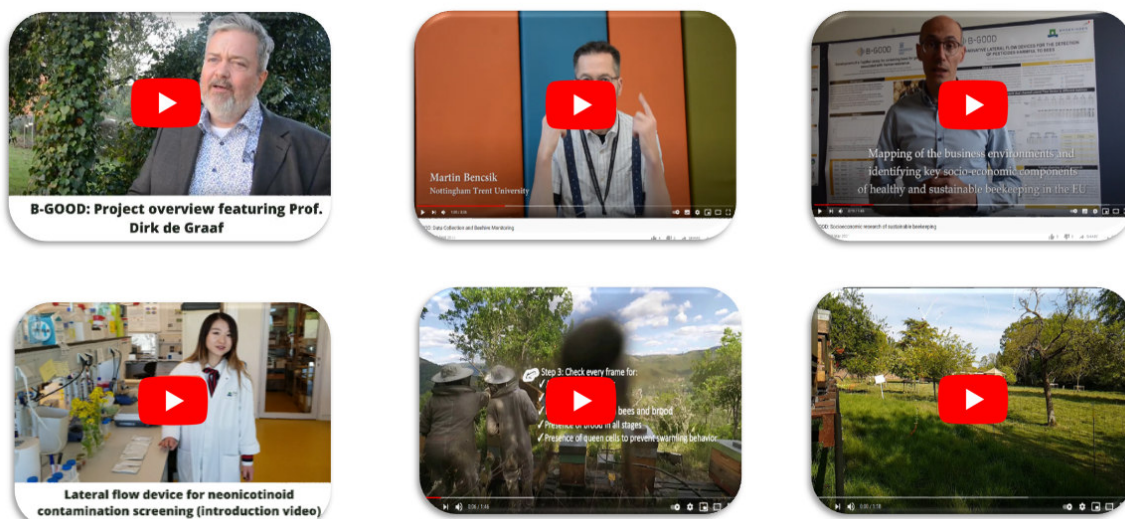
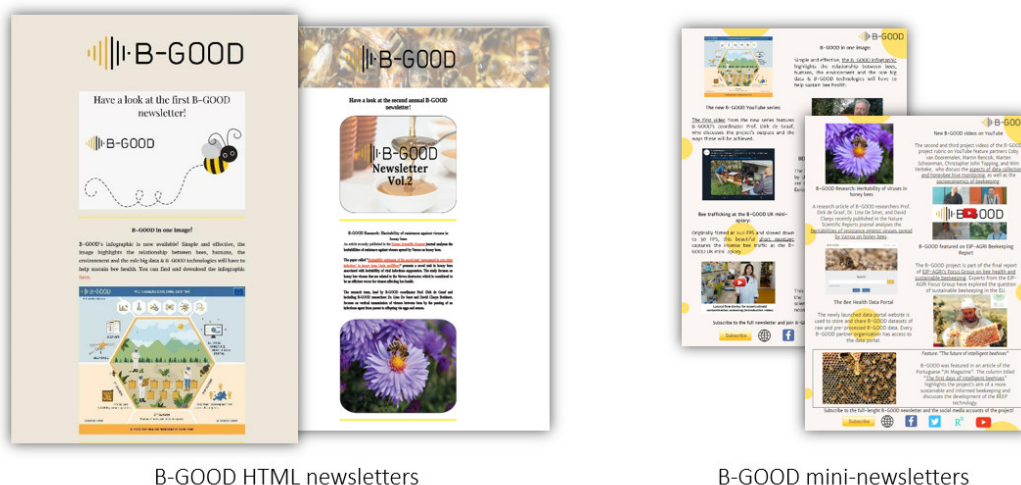


Figure 5. B-GOOD videos on YouTube

**Newsletter:** The first edition of B-GOOD's yearly newsletter consisted of the most recent project developments, which were summarized and presented in a visually appealing way (Figure 6). It also contained links for further reading and links to all project communication channels. The HTML newsletter was created in English and a shorter PDF version in B-GOOD consortium languages (EN, FR, DK, IT, BG, PT, NL, DE), providing links to all content from the HTML newsletter and inviting receivers to subscribe to the HTML version. It was provided to all partners for further distribution via their own networks. The newsletter and its translations are available via the B-GOOD Media Center. More details can be found in milestone 41 Newsletter No.1 (May 2020) and Milestone 49 Newsletter No. 2 (May 2021).



B-GOOD HTML newsletters

B-GOOD mini-newsletters

Figure 6. B-GOOD newsletters

**Monthly success stories:** In order to stimulate partners to share relevant news, activities and recent progress within B-GOOD, success stories are shared on a monthly schedule. These stories highlight the relevant recent progress on the project. They also centrally feature a communication guide which contains tips and tricks on successful dissemination and detailed guidelines and examples on how to engage the public with press release, news item or social media posts.

### 3.5. Events and networking

**International meetings:** during the initial phase of project implementation, the B-GOOD project was presented to the wider public at various international conferences, meetings and workshops (**Figure 7**). The major event where B-GOOD was represented was the 46th Apimondia International Apiculture Congress (September 2019, Montréal, Canada). More details about this activity are available in milestone report 39 Symposia No.1 (February 2020). B-GOOD was part of the 10th World Conference of the Ecosystem Services Partnership (October 2019, Hannover, Germany) where insights into the project computational-assisted decision-making tool for sustainable beekeeping were presented to an audience of about 800 participants from 65 countries. The B-GOOD project was presented to Moldovan, Bulgarian, Turkish, Romanian, and Ukrainian beekeepers and representatives of beekeeping organisations at the International Fair of apiculture products Varna 2019 (September 2019, Varna, Bulgaria), where B-GOOD's goals and technologies were introduced as part of the best regional and international beekeeping practices and sustainable beekeeping and eco-agriculture discussions. The B-GOOD project was represented at the 2019 BEES Christmas Market (December 2019, Brussels, Belgium), which gathered scientific experts, policy makers, stakeholders and practitioners. UGENT, who attended the event, took part in a workshop aiming at drafting a policy brief on the gaps in biodiversity assessments and reflecting on the best ways to assess biodiversity in Belgium.

In the light of the recent COVID-19 pandemic, many key events where B-GOOD planned to participate were either cancelled or postponed. Two major events, the EurBee congress and the 47th Apimondia congress, were postponed to a later date (probably 2022). In October 2020, B-GOOD took part in two other key international events, both of which took place online. The innovative hive monitoring mechanism (BEEP) developed within B-GOOD was presented at the 4th Bee and Hive Monitoring Conference (October 2020, online). The BEEP platform and the possibilities it offers to beekeepers for optimization of monitoring, such as tracking changes in hive weight and temperature, was introduced to professional beekeepers and beekeeping practitioners. The features of BEEP, such as the BEEP app alarm, were highlighted as innovations in the monitoring and surveillance of hives that would help beehive management. Towards the end of the first project phase (Month 24), B-GOOD researchers presented the latest project achievements at the 16th COLOSS eConference 2020 (October 2020, online). More information about the last two activities is available in milestone 42 Symposia No.2 (2020). The initial planning of the second symposium milestone was to highlight B-GOOD's participation in the EurBee congress and in the 47th Apimondia congress. However, due to the COVID-19 outbreak, both events have been postponed, probably to 2022. In order to fulfil the milestone, the coordination team came to the decision that the second Symposium-related milestone report will reflect on B-GOOD's participation in two other major relevant events, which took place online, namely the 4th International Bee & Hive Monitoring Conference and the 16th COLOSS e-Conference.





**Figure 7.** B-GOOD at international events

### 3.6. Scientific publications

To enhance the dissemination of scientific publications, a dedicated B-GOOD project page was created on Research Gate for all future B-GOOD publications. This page can be accessed [here](#).

During the first half of the project, B-GOOD work is included in two scientific papers published in open access, peer-reviewed journals:

- de Graaf, D.C., Laget, D., De Smet, L. et al. Heritability estimates of the novel trait 'suppressed in ovo virus infection' in honey bees (*Apis mellifera*). Sci Rep 10, 14310 (2020). <https://doi.org/10.1038/s41598-020-71388-x>
- Claeys Bouuaert, D., Van Poucke, M., De Smet, L., Verbeke, W., C. de Graaf, D., Peelman, L. qPCR Assays with Dual-Labeled Probes for Genotyping Honey bee Variants Associated with Varroa Resistance. BMC Veterinary Research (Preprint). <https://doi.org/10.21203/rs.3.rs-185176/v1>

### 3.7. Public project deliverables

The deliverables of B-GOOD will be made public upon validation of the first periodic report of B-GOOD. They will be accessible from the project website (<https://b-good-project.eu/documents>).

### 3.8. Workshops

Multiple meetings and workshops with diverse stakeholders have taken place during the first 24 months of B-GOOD. These dissemination activities are particularly crucial for B-GOOD and the technologies developed by the project, as they are being used to assess the expectations of beekeepers and to tailor the technologies of B-GOOD to their needs.

In this regard, WP7 is in charge of coordinating the organisation of 25 B-GOOD multi-actor workshops by B-GOOD consortium members. Three sets of five workshops have taken place during the initial 24 months of the project. Details about these workshops can be found

in different associated milestone reports (**MS40: Multi-actor Workshop No. 1**, **MS45: Multi-actor Workshop No. 2** and **MS46: Multi-actor Workshop No. 3**).

### 3.9. Connections with other projects

Meetings with other active projects and initiatives have been conducted in order to share knowledge and experiences, and to avoid redundancies and overlap.

Notably, members of B-GOOD attend meetings of the EU Bee partnership regularly in order to interact with members of other projects as well as different stakeholders.

Additionally, B-GOOD is grouping together members and institutes that belong to other H2020 consortia, thereby facilitating internal communication and dissemination activities across projects. This is the case with the Poshbee project. Notably, a joint stand with Poshbee and other bee/pollinator related projects was planned for the 2020 Eurbee 9<sup>th</sup> congress in Belgrade, Serbia. However, as this event was postponed to 2022 due to the COVID-19 pandemic, the joint initiative could not yet take place.

### 3.10. Practice abstracts

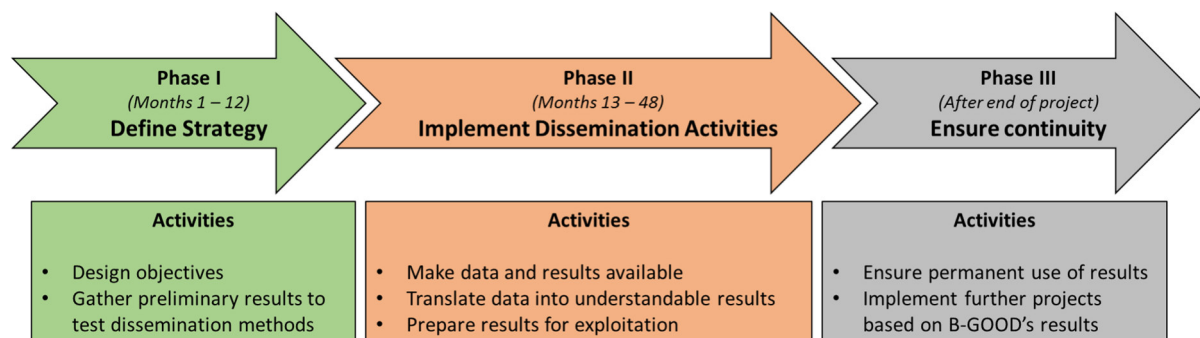
To ensure optimal adoption of the B-GOOD technologies, two sets of at least 30 practice abstracts documenting B-GOOD results for end users and stakeholders will be published on the EIP-Agri Platform. The first set of abstracts is being prepared and will be submitted at the latest by month 24. Thus, given that this activity is not finalized at the time the current document is being written and will be documented in another Deliverable (**Deliverable 7.8 Practice Abstracts No. 1**), we invite the reader to consult this other document upon its submission.

## 4. Monitoring and evaluation

As indicated in the **Deliverable 7.2. Communication and Dissemination Strategy**, to promote the technologies developed by B-GOOD members and ensure good visibility and adoption of the project's results, the aims of the dissemination activities are to:

- make the results available to all (e.g. open access)
- make the results understandable by all (e.g. tailor the terminology to the audience)
- gather feedback to improve and tailor technologies to the needs of end-users
- generate market demand and politician support
- assess needs and demands for B-GOOD technologies
- ensure that relevant results are shared with each stakeholder group via the most appropriate channel and form

As an applied scientific project, pertinent and organized dissemination of the results of B-GOOD will be of high importance to keep the targeted stakeholder groups informed about the project's development and to initiate the exploitation of these results in an optimal manner. The planning of the dissemination activities is shown in Figure 3.



**Figure 3 – Organisation of the dissemination activities**

Scheme summarizing the overall timeline of the dissemination of the B-GOOD project. The different phases and corresponding main dissemination activities of the project are presented.

During the preparation of the Dissemination strategy (see **Deliverable 7.2. Communication and Dissemination Strategy**), different indicators to evaluate the activities of B-GOOD were prepared (Table 2). This information is now in use to evaluate the stage of the project and assess whether the objectives were met.

**Table 2: Overview of indicators used to evaluate B-GOOD**

Table outlining the quantitative and qualitative indicators that will be used to measure impact for the different channels. The minimum objective ('min.') is indicated when relevant.

Channel / activity	Quantitative	Qualitative
<u>Consortium member networks</u> (on-demand emails & annual newsletter)	- number of email recipients (min. 15) - size of newsletter audience (min. 100)	- deliveries: open ratio (min. 30% of delivered emails opened) - links clicks (min. 15 per link)

<u>Website</u>	<ul style="list-style-type: none"> <li>- number of users (min. 2000 per year)</li> <li>- number of visits (min. 4000 per year)</li> </ul>	<ul style="list-style-type: none"> <li>- page depth</li> <li>- session length (min. 5 minutes)</li> </ul>
<u>General media</u> (press releases, newspaper, websites and radio)	<ul style="list-style-type: none"> <li>- number of published items (min. 2 per year)</li> </ul>	<ul style="list-style-type: none"> <li>- prestige of title and scale (local, national, international)</li> </ul>
<u>Social media</u> (Facebook, Twitter, Research Gate, YouTube)	<ul style="list-style-type: none"> <li>- number of posts (min. 1 per week Twitter; 1 every 2 weeks Facebook);</li> <li>- number of likes, shares, retweets (min. 5 per post)</li> </ul>	<ul style="list-style-type: none"> <li>- structure of audience, target will be to have representatives of all groups.</li> </ul>
<u>Specialized non-scientific media</u> (beekeeper journal articles)	<ul style="list-style-type: none"> <li>- number of published items (min. 2 per year)</li> </ul>	<ul style="list-style-type: none"> <li>- prestige of title and scale (local, national, international)</li> </ul>
<u>Specialized scientific media</u> (science news distributors)	<ul style="list-style-type: none"> <li>- number of published items (min. 2 per year)</li> </ul>	<ul style="list-style-type: none"> <li>- prestige of title and scale (local, national, international)</li> </ul>
<u>Scientific events, associations and networks</u> (EU projects events, associations and large international fora and research networks)	<ul style="list-style-type: none"> <li>- number of events attended (min. 3)</li> <li>- number of attendees (min. 30 per event)</li> </ul>	<ul style="list-style-type: none"> <li>- type of engagement (presentation, stand, poster)</li> </ul>
<u>Non-scientific events</u>	<ul style="list-style-type: none"> <li>- number of events attended (min. 3 per year)</li> <li>- number of attendees (min. 30 per event)</li> </ul>	<ul style="list-style-type: none"> <li>type of engagement (e.g. presentation, stand, poster)</li> </ul>
<u>B-GOOD meetings and workshops</u> (stakeholder interviews, 25 workshops, a training school)	<ul style="list-style-type: none"> <li>- number of events organised (min. 6 per year)</li> <li>- number of attendees (min. 15 per event)</li> </ul>	<ul style="list-style-type: none"> <li>- evaluation score received after the meeting; recommendations</li> </ul>
<u>Online meetings and webinars</u>	<ul style="list-style-type: none"> <li>- number of events attended (min. 3)</li> <li>- number of attendees (min. 15 per event)</li> </ul>	<ul style="list-style-type: none"> <li>- evaluation score received after the meeting; recommendations</li> </ul>
<u>Online surveys and forum</u>	<ul style="list-style-type: none"> <li>- number of responses (min. 50% of contacted)</li> <li>- number of members (min. 20)</li> </ul>	<ul style="list-style-type: none"> <li>- completed surveys ratio</li> <li>- monthly activity indicators</li> </ul>

## 5. Acknowledgements

The authors want to thank all B-GOOD members who contributed to this work by conducting and reporting about their dissemination activities throughout the first 24 months of the project. The authors also want to acknowledge the B-GOOD internal reviewers for their constructive comments and fruitful suggestions that helped improving this document.

## 6. References

### **B-GOOD Deliverables and Milestones:**

Beaurepaire, A., Demirova I., Neumann, P. (2020). **Communication & Dissemination Strategy. Deliverable D7.2** EU Horizon 2020 B-GOOD Project, Grant agreement No. 817622.

Alexis Beaurepaire, Peter Neumann (2020). **Report on B-GOOD Multi-Actor Workshops 1.** EU Horizon 2020 B-GOOD Project, Grant agreement No. 817622.

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Alexis Beaurepaire, Peter Neumann (2021). **Report on B-GOOD Multi-Actor Workshops 3.** EU Horizon 2020 B-GOOD Project, Grant agreement No. 817622.

Kuzmova, I., Shishkova, D., Stoev, P., Grudova, M., Sapundzhieva, A. & de Graaf D.C. (2019). **Branding products, promotional materials, website (with guaranteed permanent character and linked to existing initiatives and organizations), social network profiles, internal project communication platform and online libraries. Deliverable D7.1** EU Horizon 2020 B-GOOD Project, Grant agreement No. 817622.

### **B-GOOD Scientific Articles published in peer-reviewed open access journals:**

de Graaf, D.C.; Laget, D.; De Smet, L.; Claeys Bouúaert, D.; Brunain, M.; Veerkamp, R.F.; Brascamp, E.W. Heritability estimates of the novel trait ‘suppressed in ovo virus infection’ in honey bees (*Apis mellifera*). Sci. Rep. 2020, 10, 14310, doi:10.1038/s41598-020-71388-x.

Claeys Bouúaert, D.; Van Poucke, M.; De Smet, L.; Verbeke, W.; de Graaf, D.C.; Peelman, L. qPCR assays with dual-labeled probes for genotyping honey bee variants associated with varroa resistance. BMC Vet. Res. 2021, 17, 179, doi:10.1186/s12917-021-02886-x

## **7. . Annexes**

### **Annex 1 - B-GOOD list of Dissemination & Communication Activities**





## Annex 1 - B-GOOD list of Dissemination & Communication Activities

**Type:** 1) Organisation of a Conference, 2) Organisation of a Workshop, 3) Press release, 4) Non-scientific and non-peer-reviewed publication (popularised publication), 5) Exhibition, 6) Flyer, 7) Training, 8) Social Media, 9) Website; 10) Communication Campaign (e.g. Radio, TV), 11) Participation at a Conference, 12) Participation at a Workshop, 13) Participation at an Event other than a Conference or a Workshop, 14) Video/Film, 15) Brokerage Event, 16) Pitch Event, 17) Trade Fair, 18) Participation in activities organized jointly with other EU project(s), 19) Other

**Audience:** 1) Scientific Community (Higher Education, Research), 2) Industry, 3) Civil Society, 4) General Public, 5) Policy makers, 6) Media, 7) Investors, 8) Customers, 9) Other

**Size:** best estimate of audience

**Country:** country or international (Intl) audience addressed

No.	Type	Main partner	Title	Date	Place	Au	Size	Country
	9	WR	Project webpage B-GOOD	3 Jun 2019	Netherlands	4	>500	NL
	4	WR	Newsletter article	3 Jun 2019	Netherlands	4, 5, 9	>2 500	NL
	6	PENSOFT, UGENT	B-GOOD brochure (in English)	12 Jun 2019	Bulgaria/Belgium	1, 2, 3, 4, 5, 6, 7, 8, 9	>700	Intl
	19	PENSOFT, UGENT	B-GOOD poster	14 Jun 2019	Bulgaria/Belgium	1, 2, 3, 4, 5, 6, 7, 8, 9	>250	Intl
	19	PENSOFT	B-GOOD sticker	17 Jun 2019	Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>200	Intl
	3	PENSOFT, UGENT	Big data and innovations for healthy bees	24 Jun 2019	EurekAlert!	1, 2, 3, 4, 5, 6, 7, 8, 9	2 537	Intl
	3	PENSOFT, UGENT	Big data and innovations for healthy bees	27 Jun 2019	CORDIS Wire	1, 2, 3, 4, 5, 6, 7, 8, 9	>200	Intl

## Annex 1 - B-GOOD list of Dissemination & Communication Activities

	18	UGENT	B-GOOD / INSIGNIA (B-GOOD's sister project) consultation	9 Jul 2019				
	6	UBERN, PENSOFT	B-GOOD brochure (in French)	9 Jul 2019	Switzerland/Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>50	Intl
	6	PENSOFT	B-GOOD brochure (in Bulgarian)	3 Sep 2019	Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>50	Intl
	19	UGENT, WR, BSOUR, PENSOFT, INRA, MLU, UCLUJ, AU, UCOI, TNTU, FLI, UBERN, BEEP, SML, UJAG, SCIEN	B-GOOD poster for the 46th Apimondia International Apicultural Congress	4 Sep 2019	Bulgaria	1, 9	4 000	Intl
	11	UGENT, WR, BSOUR, INRA, UBERN, BEEP	The 46th Apimondia International Apicultural Congress	8-12 Sep 2019	Canada/Montréal	1, 9	5 000	Intl
	13	PENSOFT	International Fair of apiculture products Varna 2019	17-19 Sep 2019	Bulgaria/Varna	9	>100	Intl
	12	BEEP	Interactive presentation at beekeepers' association	22 Sep 2019	Netherland/Utrecht	9	70	NL
	18	UGENT	EU Bee partnership meeting	15 Oct 2019	Belgium/Brussels	1, 2, 5	50	Intl

## Annex 1 - B-GOOD list of Dissemination & Communication Activities

	11	PENSOFT	10th ESP World Conference 2019	21-25 Oct 2019	Germany/Hannover	1, 5, 9	800	Intl
	19	UCLUJ, PENSOFT	B-GOOD brochure (in Romanian)	22 Oct 2019	Bulgaria/Romania	1, 2, 3, 4, 5, 6, 7, 8, 9	>50	Intl
	19	WR, PENSOFT	B-GOOD brochure (in Dutch)	19 Nov 2019	Bulgaria/Netherlands	1, 2, 3, 4, 5, 6, 7, 8, 9	>50	Intl
	19	MLU	Information sheet: B-GOOD: giving beekeeping guidance through computational assisted decision making	22 Nov 2019	Germany	1	1000	DE
	19	SML, PENSOFT	B-GOOD brochure (in Finish)	27 Nov 2019	Finland/Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>50	Intl
	12	BEEP	Bee data standardisation (BeeXML)	16-17 Dec 2019	Germany/Munich	1, 9	16	Intl
	13	UGENT	BEES Market	20 Dec 2019	Belgium/Brussels	1, 3, 4, 5, 9	150	BE
	13	BEEP	Meet and Greet, organised by the Netherlands Beekeepers' Association (NBV)	18 Jan 2020	Netherlands/Assen	9	110	NL
	4	BEEP	Article: Bij(en)houden met BEEP. Magazine: Computer Idee	28 Jan 2020	Netherlands and Belgium	4	± 42,000 magazine prints	NL, BE
	13	BEEP	Meet and Greet, organised by the Netherlands Beekeepers' Association (NBV)	1 Feb 2020	Netherlands/Teteringen	9	140	NL
	9	SCIEN	B-GOOD webpage (available in English, Dutch and French)	19 Feb 2020	Belgium	4	>400	BE

## Annex 1 - B-GOOD list of Dissemination & Communication Activities

	19	PENSOFT	Roll up banner	25 Feb 2020	Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>100	Intl
	11	UGENT	The future of beekeeping in a changing environment	29 Feb 2020	Belgium	1, 2, 4, 5, 9	~100	BE
	4	WR	Newsletter article	1 Mar 2020	Netherlands	4, 5, 9	>2 000	NL
	3	UCLUJ	Press release in "Făclia" local newspaper: Târg apicol, la USAMV (Beekeeping fair at UASVM Cluj-Napoca)	2 Mar 2020	Romania	3, 4, 6, 9	>150	RO
	3	UCLUJ	Press release in "Actual de Cluj" local newspaper: Târg apicol la o universitate din Cluj. "Va exista garanția că produsele sunt 100% naturale" (Beekeeping fair at a university in Cluj. "There will be a guarantee that the products are 100% natural")	2 Mar 2020	Romania	3, 4, 6, 9	>150	RO
	3	UCLUJ	Press release in "Eclujeanul" local newspaper: "USAMV Cluj-Napoca găzduiește, în premieră, Târgul Apicol, care include expoziție cu vânzare și secțiune de comunicări științifice" (USAMV Cluj-Napoca hosts, for the first time, the Beekeeping Fair, which includes an exhibition with sale and a scientific communications section)	2 Mar 2020	Romania	3, 4, 6, 9	>150	RO
	3	UCLUJ	Press release in "Ziarul clujean" local newspaper: "USAMV Cluj-Napoca găzduiește, în premieră, Târgul Apicol" (USAMV Cluj-Napoca hosts, for the first time, the Beekeeping Fair)	2 Mar 2020	Romania	3, 4, 6, 9	>150	RO

## Annex 1 - B-GOOD list of Dissemination & Communication Activities

	3	UCLUJ	Press release in "Portal CJ" local newspaper: "Târg apicol organizat în premieră la USAMV Cluj-Napoca" (Beekeeping fair organized for the first time at USAMV Cluj-Napoca)	2 Mar 2020	Romania	3, 4, 6, 9	>150	RO
	3	UCLUJ	Press release in "Cluj24h" local newspaper: "USAMV Cluj-Napoca găzduiește, în premieră, Târgul Apicol, care include expoziție cu vânzare și secțiune de comunicări științifice" ("USAMV Cluj-Napoca hosts, for the first time, the Beekeeping Fair, which includes an exhibition with sale and a scientific" (USAMV Cluj-Napoca hosts, for the first time, the Beekeeping Fair, which includes an exhibition for sale and a scientific communications section)	2 Mar 2020	Romania	3, 4, 6, 9	>150	RO
	3	UCLUJ	Press release in "Cluj Capitala" local newspaper: "USAMV Cluj găzduiește, în premieră, Târgul Apicol, care include expoziție cu vânzare și secțiune de comunicări științifice" (USAMV Cluj hosts, for the first time, the Beekeeping Fair, which includes an exhibition for sale and a scientific communications section) USAMV Cluj hosts, for the first time, the Beekeeping Fair, which includes an exhibition with sale and a scientific communications section)	2 Mar 2020	Romania	3, 4, 6, 9	>150	RO

## Annex 1 - B-GOOD list of Dissemination & Communication Activities

	3	UCLUJ	Press release in "Up News" local newspaper: "USAMV Cluj găzduiește un târg apicol" (USAMV Cluj hosts a beekeeping fair)	2 Mar 2020	Romania	3, 4, 6, 9	>150	RO
	3	UCLUJ	Press release in "Cluj Insider" local newspaper: "Târg apicol la USAMV" (Beekeeping fair at USAMV)	2 Mar 2020	Romania	3, 4, 6, 9	>150	RO
	3	UCLUJ	Press release in "Transilvania Businesslocal" local newspaper: "Apicultorii din zona Transilvaniei se adună în târg la Cluj" (Beekeepers from the Transylvania area gather at the fair in Cluj)	2 Mar 2020	Romania	3, 4, 6, 9	>150	RO
	10	UCLUJ	Communication Campaign (local radio station "Radio Cluj"): "Târg apicol, la Cluj" (Beekeeping fair, in Cluj)	2 Mar 2020	Romania	3, 4, 6, 9	>270	RO
	3	UCLUJ	Press release in "Transylvania Reporter" local newspaper: "Târg Apicol în acest weekend, la USAMV Cluj" (Beekeeping Fair this weekend, at USAMV Cluj)	2 Mar 2020	Romania	3, 4, 6, 9	>150	RO
	3	UCLUJ	Press release in "Szabadsag" local newspaper: "Mézvásár és tudományos ülés a mezőgazdasági egyetemen" (article in hungarian language)	2 Mar 2020	Romania	3, 4, 6, 9	>150	RO
	3	UCLUJ	Press release in "Stitile Transilvaniei" local newspaper: "Târg apicol cu degustare de miere și polen și expoziție de echipamente apicole, la Cluj-Napoca" (	3 Mar 2020	Romania	3, 4, 6, 9	>150	RO

## Annex 1 - B-GOOD list of Dissemination & Communication Activities

			Beekeeping fair with honey and pollen tasting and exhibition of beekeeping equipment, in Cluj-Napoca)					
	3	UCLUJ	Press release in "Bună ziua Cluj" local newspaper: "USAMV Cluj-Napoca găzduiește, în premieră, Targul Apicol, care include expoziție cu vanzare și secțiune de comunicări științifice" (USAMV Cluj-Napoca hosts, for the first time, the Beekeeping Fair, which includes an exhibition for sale and a scientific communications section)	4 Mar 2020	Romania	3, 4, 6, 9	>150	RO
	10	UCLUJ	TV interview: "Regiunea in obiectiv" -	5 Mar 2020	Romania	3, 4, 6, 9	>210	RO
	3	UCLUJ	Press release in "Clujescu" local newspaper: "Târgul Apicol, un eveniment în premieră, va avea loc în weekend la Cluj"(The Beekeeping Fair, a premiere event, will take place this weekend in Cluj)	5 Mar 2020	Romania	3, 4, 6, 9	>150	RO
	13	UCLUJ	Beekeeping Trade Fair Cluj-Napoca	7 Mar 2020	Romania/Cluj Napoca	4, 7, 9	100	RO
	10	UCOI	B-GOOD in "90 Seconds of Science" radio programme	30 Mar 2020	Portugal	3, 4, 6	>1 000	PT
	19	UCOI, PENSOFT	Roll up banner (in Portuguese)	1 Apr 2020	Bulgaria/Portugal	1, 2, 3, 4, 5, 6, 7, 8, 9	>60	PT
	19	UGENT, PENSOFT, AU, UCOI, BEEP	B-GOOD Infographic	2 Apr 2020	Bulgaria/Belgium	1, 2, 3, 4, 5, 6, 7, 8, 9	>250	Intl

## Annex 1 - B-GOOD list of Dissemination & Communication Activities

	14	UGENT, PENSOFT	B-GOOD: Project overview featuring Prof. Dirk de Graaf	27 Apr 2020	Belgium	1, 2, 3, 4, 5, 6, 7, 8, 9	362	Intl
	13	BSOUR	Monthly local association's meeting (Apicoltori Felsinei)	5 May 2020	Online	1, 2, 3, 4, 5, 6, 7, 8, 9	100	IT
	13	BSOUR	Beekeepers' Association Meeting	8 May 2020	Online	9	65	IT
	19	PENSOFT	B-GOOD mini newsletter issue 1 (in English)	20 May 2020	Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>250	Intl
	14	TNTU, PENSOFT	Bee trafficking at the B-GOOD UK mini-apiary	20 May 2020	UK	1, 2, 3, 4, 5, 6, 7, 8, 9	154	Intl
	14	WR	Lateral flow device for neonicotinoid contamination screening (instructional video)	20 May 2020	Netherlands	1, 2, 3, 4, 5, 6, 7, 8, 9	118	Intl
	19	AU, PENSOFT	B-GOOD mini newsletter issue 1 (in Danish)	21 May 2020	Denmark/Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>180	DK
	19	UBERN, PENSOFT	B-GOOD mini newsletter issue 1 (in French)	25 May 2020	Switzerland/Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>200	Intl
	19	BSOUR, PENSOFT	B-GOOD mini newsletter issue 1(in Italian)	26 May 2020	Italy/Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>240	IT
	19	PENSOFT	B-GOOD mini newsletter issue 1(in Bulgarian)	26 May 2020	Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>120	BG



## Annex 1 - B-GOOD list of Dissemination & Communication Activities

	19	UGENT, PENSOFT	B-GOOD newsletter issue 1	28 May 2020	Belgium/Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>270	Intl
	19	MLU	On-Line Information page in MLU university on-line magazine: Summen kranke Bienen anders	2 Jun 2020	Germany	1, 2, 3, 4, 5, 6, 7, 8, 9	1 000	Intl
	19	UCOI, PENSOFT	B-GOOD mini newsletter issue 1 (in Portuguese)	5 Jun 2020	Portugal	1, 2, 3, 4, 5, 6, 7, 8, 9	>320	PT
	12	UBERN	Nouvelles Technologies et Apiculture	25 Jun 2020	Online	1, 3, 4, 9	7	CH
	4	UCOI	Os primeiros dias das colmeias inteligentes (The first days of intelligent beehives)	26 Jun 2020	Portugal	1, 2, 3, 4, 5, 6, 7, 8, 9	>600	PT
	4	BEEP	Bijen leren kennen met Beep	1 Jul 2020	Driebergen-Rijsenburg	4	>10 000	NL
	2	WUR, BEEP	Evaluation of the BEEP systems by end users	08 Jul 2020	Online	1	15	Intl
	14	UCOI, PENSOFT	Beehive inspection: B-GOOD apiary near Peso da Régua, Portugal	17 Jul 2020	Portugal/Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	83	Intl
	4	WR	Newsletter articles: 1) Workshop Bijengezondheid nu en in de toekomst; 2) Bekijk nu de B-GOOD YouTube serie	30 Jul 2020	Netherlands	4, 5, 9	3 896	NL
	4	UBERN	Nouvelles technologies et innovations pour une apiculture durable	Jul 2020	Switzerland	9	3 800	CH
	12	UBERN	Nouvelles Technologies et Apiculture	25 Aug 2020	Online	1, 3, 4, 9	10	CH

## Annex 1 - B-GOOD list of Dissemination & Communication Activities

	4	PENSOFT	B-GOOD is featured in the September 2020 EIP-AGRI Beekeeping Report	8 Sep 2020	Belgium	1, 2, 3, 4, 5, 6, 7, 8, 9	>1 000	Intl
	14	PENSOFT, WR, TNTU, BEEP, AU	Second B-GOOD project video	11 Sep 2020	Belgium	1, 2, 3, 4, 5, 6, 7, 8, 9	125	Intl
	2	UBERN	Présentation du projet B-GOOD	15 Sep 2020	Online	9	10	CH
	11	BEEP	4th Bee and Hive Monitoring Conference	5-9 Oct 2020	Online	1, 3, 9	116	Intl
	13	BSOUR	Monthly local association's meeting (Apicoltori Felsinei)	9 Oct 2020	Facebook	1, 2, 3, 4, 5, 6, 7, 8, 9	>1 600	IT
	4	SML	B-GOOD-projektin käytännön kokeet alkavat talvella [ The practical tests of the B-GOOD project start next winter]	10 Oct 2020	Finland	9	3 000	FIN
	11	UBERN, BEEP, UGENT, WR	16th COLOSS eConference	12-13 Oct 2020	Online	1, 3, 5, 7, 9	250	Intl
	12	FLI	Annual workshop of the European Union Reference Laboratory for BEE HEALTH	21-22 Oct 2020	Online	1, 9	54	EU
	12	WR	Workshop Bijengezondheid nu en in de toekomst	05 Nov 2020	Online	9	9	NL
	12	AU, UGENT, TNTU	1st ALMaSS International Workshop	11- 12 Nov 2020	Online	1	30	Intl
	2	UBERN	Présentation du projet B-GOOD	15 Nov 2020	Online	9	~10	CH

## Annex 1 - B-GOOD list of Dissemination & Communication Activities

	2	MLU	B-GOOD Workshop	21 Nov 2020	Online	9	~10	DE
	13	MLU	Federation of Irish Bee Keepers Association: FIBKA (Irish National Beekeepers' Association Meeting)	26 Nov 2020	Online	9	126	IRL
	13	UCOI	Webinar: Abelhas como instrumento da revolução financeira	28 Nov 2020	Online	1, 2, 3, 4, 5, 6, 7, 8, 9	~1 000	Intl
	2	BEEP	Workshop for Dutch Beekeepers	9 Dec 2020	Online	9	46	NL
	8	WR	General communication about project updates through WUR Plant (Twitter)	2020	Netherlands	1, 2, 3, 4, 5, 6, 7, 8, 9	3 902	Intl
	8	WR	General communication about project updates through Wageningen Plant Research (Facebook)	2020	Netherlands	1, 2, 3, 4, 5, 6, 7, 8, 9	2 839	Intl
	8	WR	General communication about project updates through Wageningen Plant Research (LinkedIn)	2020	Netherlands	1, 2, 3, 4, 5, 6, 7, 8, 9	20 738	Intl
	4	UCOI	Colmeias Hi-tech	2020	Brazil	9	>500	Intl
	14	PENSOFT	The B-GOOD Project: Highlights for 2020	8 Jan 2021	Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>152	Intl
	2	SML	Talvipäivät 2021	23 Jan 2021	Finland	1, 9	~150	FI
	14	BEEP	The BEEP base: Automatic bee hive monitor	27 Jan 2021	Netherlands	1, 2, 3, 4, 5, 6, 7, 8, 9	>78	Intl
	19	WR	Newsletter article: Even voorstellen: Zeynep Ülgezen	1 Feb 2021	Netherlands	1, 2, 3, 4, 5, 6, 7, 8, 9	>1000	NL

## Annex 1 - B-GOOD list of Dissemination & Communication Activities

	2	WR	NL Tier 2 meeting 1	10 Feb 2021	Online	9	8	NL
	2	WR	NL Tier 2 meeting 2	3 Mar 2021	Online	9	8	NL
	13	TNTU	Nottingham Beekeeping Association meeting	8 Mar 2021	Online	9	24	UK
	13	BSOUR	Field Training Tour (part 1): IT Tier 2 meeting	15 Mar 2021	Online	9	4	IT
	2	UBERN	Workshop B-GOOD: Preparation Tier 2	16 Mar 2021	Online	9	~10	CH
	13	BSOUR	Field Training Tour (part 2): IT Tier 2 meeting	18 Mar 2021	Online	9	4	IT
	14	UGENT, PENSOFT	Third B-GOOD project video (B-GOOD: Socioeconomic research of sustainable beekeeping)	18 Mar 2021	Belgium, Bulgaria	1, 2, 3, 4, 5, 6, 7, 8, 9	>72	Intl
	19	UGENT	Interview: Alum Spotlight: Dana Freshley	26 Mar 2021	Maine Coast Waldorf School (USA) blog	1, 2, 3, 4, 5, 6, 7, 8, 9	>1000	Intl
	13	MLU	Tier 2 meeting	21 Apr 2021	Online	9	5	DE
	13	UGENT	21st PhD Symposium, Belgian Association of Agricultural Economics	28 Apr 2021	Online	1	30	BE
	10	MLU	TV Interview with filming of BEEP bases: Digitalising beekeeping	28 Apr 2021	Germany	3	20000	DE
	2	WR	NL Tier 2 meeting 3	29 Apr 2021	Online	9	8	NL
	2	UBERN	B-GOOD Tier 2 meeting – photo analysis	13 May 2021	Online	9	9	CH
	10	UCOI	BIOSFERA (Science related documentary for general public on national TV).	6 May 2021	Portugal (General TV)	1, 2, 3, 4, 5, 6, 7, 8, 9	>1000	PT