



resonate

RESILIENCE THROUGH
NATURE-BASED THERAPIES

WP 9

COMMUNICATION DISSEMINATION EXPLOITATION

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Nature Based Solutions Institute



The Resonate project is funded by the European Union's Horizons Europe Research and Innovation programme under grant agreement No. 101081420 and co-funded by the UK Research and Innovation grant award No. 10063874



**UK Research
and Innovation**

WP 9 Tasks

T9.1 – RESONATE website development and legacy

T9.2 – Develop a Dissemination, Exploitation, and Communication Plan

T9.3 – Support and coordinate communication and dissemination activities

T9.4 – Stakeholder (incl. practitioner/policy) engagement

T9.5 – Engage academic audiences (papers/conferences)

T9.6 – Co-produce ‘Project Impact Report’

Already delivered: D9.1 and D9.2 (website, DEC Plan), MS35 (Year 1 progress report)

Appendix – overview of DEC activities to date

RESONATE’s communication (C), dissemination (D), and exploitation (E) activities with specific target audiences, key performance indicators, targets, and timing. Focus is on actions scheduled for the first 12 months of the project. For a full overview of [actions](#) we refer to the DEC Framework (Deliverable 9.2).

DEC Action (type: D, E, C)	Target audiences	Key Performance Indicator(s)	Project’s Target	Timing (delivery month)	Status
DEC Plan (T9.2) (D, E, C) Living document, reviewed bi-annually by comms sub-group D, E, C	Project partners, EU project officer	Plan document	1 comprehensive plan submitted on time (Annual updates will also be prepared)	M6	Completed, on time
Visual identity (T9.2) (D, (E,) C) Finalised RESONATE visual identity, logo, document & talk templates (+ funding source)	Internal project partners	Visual identity house style and templates fully adopted by all project partners	Wide adoption of project visual identity	M3	Completed, on time
Website 1.0 (T9.1) (D, C) Website outlining project structure, aims, and goals. Password protected partner section and Resilience Hub platforms.	All target audiences incl. researchers, practitioners, sectoral stakeholders. Platforms for internal & Resilience Hub use	Website visits	500 unique visitors per month by M11, incl. local stakeholders involved in CSs & Resilience Hubs (approx. 50 per CS/Hub incl. end-users)	Website online M5; Assessment of visitors M11 (i.e. after 6 Months)	Website online: completed, on time Total number of visitors: 3 442 Average visitors per month: 286

RESONATE: Building individual and community resilience through nature-based therapies

RESONATE is a Horizon Europe project that will bring together a consortium of world leaders in nature-based therapy (NbT) research, practice, policy, and innovation with stakeholders in the health, environmental, economic, and societal sectors.

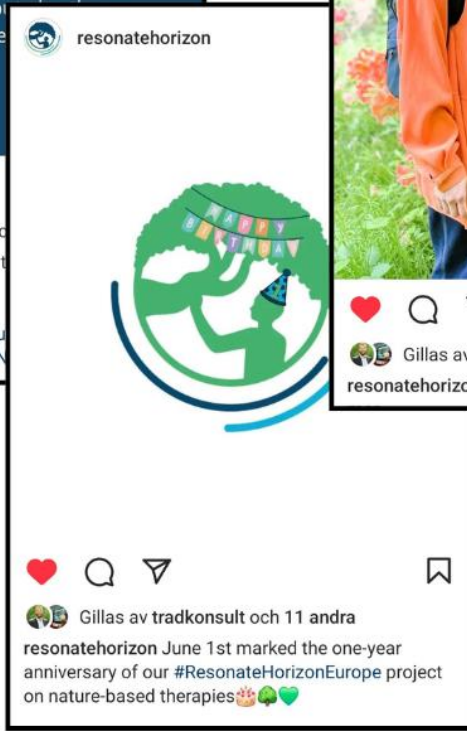
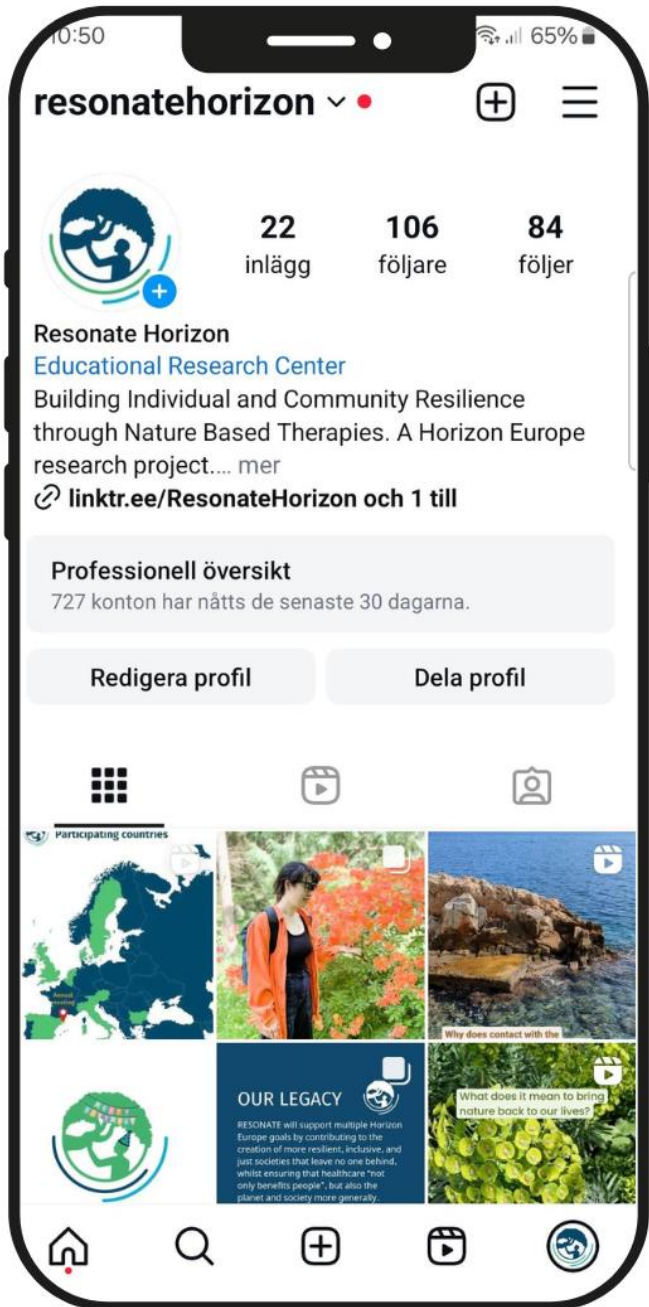
The 4-year project started in June 2023. The project is funded by the European Union's Horizons Europe Research and Innovation programme under grant agreement No. 101081420 and co-funded by the UK Research and Innovation grant award No. 10063874.

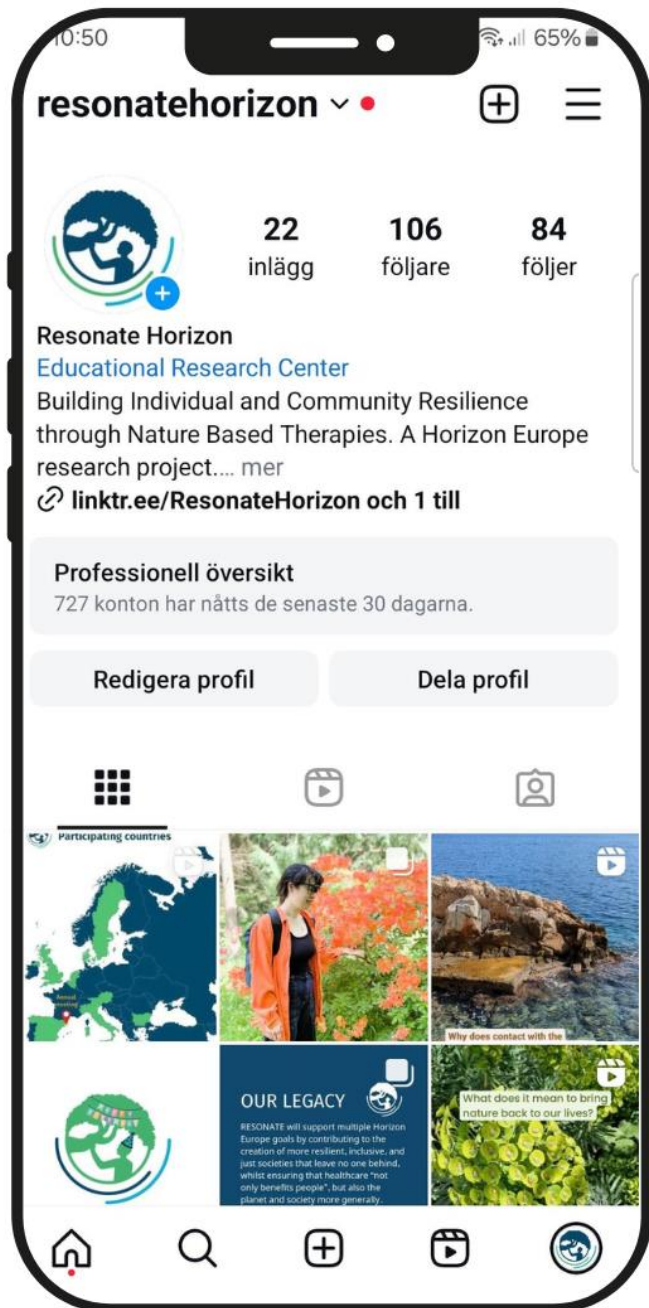
[About the project](#)

[The Team](#)

The website

- Outward facing and internal components
- Presenting the project and sharing regular updates
- Recent focus on introducing the project team and sharing first results
- Blogs and podcast in focus in the next period





Social media - Instagram

- Bring us content from ongoing research
- 'Behind the scenes'
- Short video-clips for Reels

Insights - last 90 day

7 days 14 days 30 days **90 days**

28 Mar – 25 Jun

Reach ⓘ

786

Accounts reached

Followers 72

Non-followers 714

By content type

All Followers Non-followers

Reels  744

Posts  299

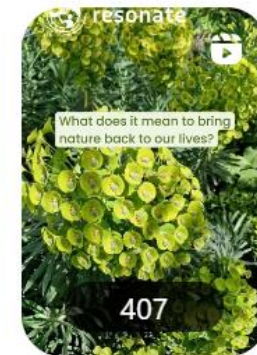
Stories  53

• Followers • Non-followers

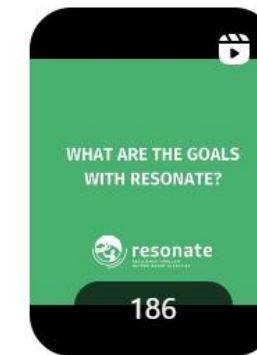
Top content based on reach



18 Jun



31 May



23 May



20 May

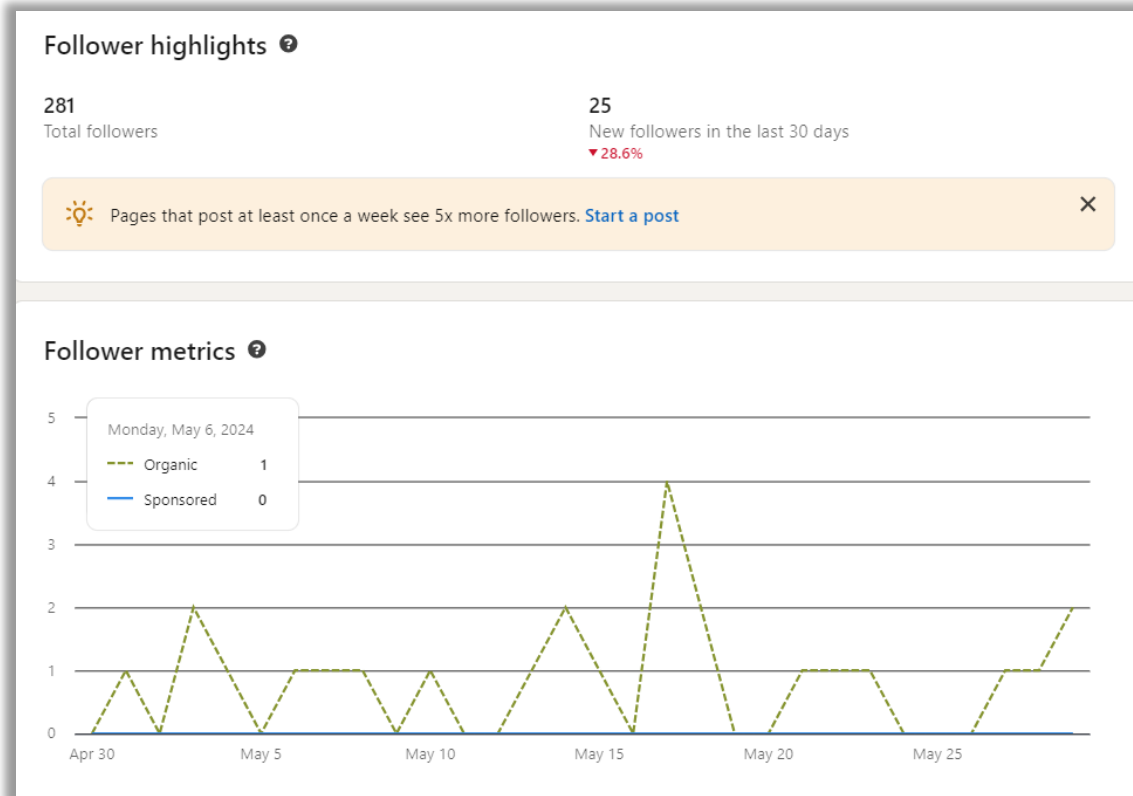


Instagram Reels

- Reels = Algorithm Favoritism
- Exposed on the Explore Page
- Keep it Short and Sweet!



- ✓ Like
- ✓ Repost
- ✓ Forward



Social media – LinkedIn

- Slow but steady increase in followers (about 300 now)
- Post engagement is still rather low
- Building up content over time
- This will be an important platform for us



resonate
RESILIENCE THROUGH
NATURE-BASED THERAPIES

Building individual and community Resilience through NATurE-based therapies

WHAT IS RESONATE?

RESONATE is a groundbreaking project funded by the European Union's Horizon Europe research and innovation program. Recent research explores Nature-based Therapies (NbTs), such as 'nature-based social prescribing,' 'green prescriptions,' and 'green care,' highlighting the health benefits of being in nature.



Our mission is to bring together important people from around the world who are experts in nature-based therapy (NbT). This includes researchers, practitioners, policymakers, and innovators. RESONATE will unite these experts with people from different sectors, such as health, environment, economy, and society.

WHAT ARE THE GOALS?



Providing evidence that shows how nature can improve health & well-being



Increasing awareness and acceptance of nature-based therapies among society, health care and governments



Bringing health care professionals, land owners & local communities together to make nature-based therapies that are suitable for everyone.

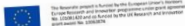


Ensuring wider use of cost effective nature-based therapies – for example by providing guidelines and policy briefs.

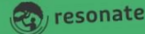
OUR LEGACY

RESONATE will support multiple Horizon Europe goals by contributing to the creation of more resilient, inclusive, and just societies that leave no one behind, whilst ensuring that healthcare "not only benefits people", but also the planet and society more generally.

By working with multi-sectoral stakeholders, practitioners, and innovators across the EU and internationally, we will achieve a shift in the way NbTs are perceived and utilised, with benefits to individual and community resilience that will resonate for decades to come.



Clara Lind
Lead researcher, NIHR
@clara.lind@nhs.uk



Building individual and community RESILIENCE through NATurE-based therapies



THE PROJECT

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Figure 1. Green Space does it best, consistent with... (text partially obscured)

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THE AIM

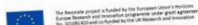
- Providing evidence for causal links between nature, health & well-being
- Bringing health care professionals, land owners & local communities together to create resilience hubs
- Increasing awareness and acceptance of nature-based therapies among society, health care and governments
- Ensuring wider use of cost effective nature-based therapies – for example by providing guidelines and policy briefs



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Figure 1. A map of the participating countries in the project include Sweden, Denmark, The UK, Italy, Spain, Belgium, Austria, The Netherlands.

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- Providing evidence for causal links between nature, health & well-being
- Bringing health care professionals, land owners & local communities together to make nature-based therapies that are suitable for everyone.
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Building individual and community RESILIENCE through NATurE-based therapies

THE INTERVENTION

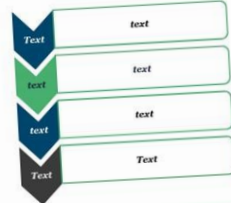
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Figure 1. The pyramid... This study is part of level 2...

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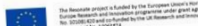
TIMELINE



HOW TO PARTICIPATE

The project aim to consolidate a network of key agents in the territory who can help deploy the intervention and enrich the process with their knowledge and experience, thereby contribute to the project's long-term sustainability.

We therefore invite you to participate....



Name
Title
Email
Phone number

Infographics

Do you like walking in Nature?

Do you want to help us test Nature based Therapy?

Join our pilot test, help us test the implementation of nature-based therapy, and win a voucher for any quarterly course on physical and/or emotional well-being at a civic center (valued between €30 and €50).




Photo by Chan Lee on Unsplash

What are we looking for?
Adults of legal age who have autonomy to engage in low to moderate physical exercise, who are available to take three one-hour walks per week in Barcelona (between June 10th and 28th), who understand Catalan or Spanish, and who have a smartphone.

What do I need to do as a participant?
Participants must attend three one-hour walks per week for three weeks in the coastal areas of Barcelona (near Hospital del Mar or Bogatell). Additionally, you will need to undergo a physical evaluation and a test before and after the pilot, and answer questions on a mobile application at the end of each walk.

Do you want to participate and/or receive more information?

Scan the QR code or email celia.santos@isgloba.org




Firstname Lastname
Title
email
Phone number



The Resonate project is funded by the European Union's Horizon Europe Research and Innovation programme under grant agreement No. 101016420 and co-funded by the UK Research and Innovation grant award No. 10063614

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Photo by Vlado Bjelic on Unsplash

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Recruitment flyer

Headline in Fira Sans semibold -
summarise your main finding here
in a clear and concise sentence



INTRODUCTION

Voluptibus eatur? Qui optaep ovitatus autexces eribusda volorum restore. Omnihilicimpor eicis aliqua necaborepe dolesdeliatur? Quis atur, sum quo et volorum. Laut dolorio consequi qui beaturi orpreest, expe prehentur quat mo veliquae do-loreate pa voluptust? Ad el moloreperum.



METHODS

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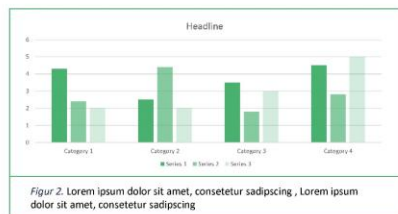
RESULTS

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DISCUSSION

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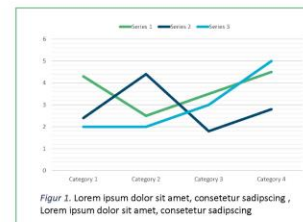
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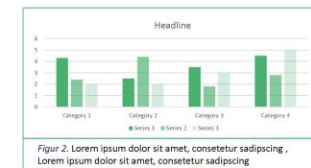
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Headline in Fira Sans semib -
summarise your main finding
here in a clear and concise
sentence



Name

Title

[Insert email address]

[Insert twitter username]



THE
NATURE
BASED
THERAPY
PODCAST



Coming soon...



resonate



UK Research
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Interactive session

- Find 2 or 3 colleagues
- Brainstorm for 15-20 minutes on 1) what key **Messages** you expect from your part of the RESONATE work and 2) how this messages could be successfully communicated with different audiences (**Means**)
- Feel free to draw inspiration from earlier projects
- Write down your Messages and Means on post-it notes