Science Communication Plan of the COST Action

Connecting Landscape Architecture Archives to enhance European landscape practice, research and education <ConnectLAA>, CA23128

Each Action MC shall adopt a Science Communication Plan including a communication, dissemination, and valorisation strategy, as well as a plan to implement this strategy. The Science Communication Plan shall reflect the MoU in particular connecting to the aims and objectives of the Action. It is recommended that the Science Communication Plan is approved by the Management Committee not later than 6 months after the start date of the Action. It is recommended that the Science Communication Plan, including progress on implementation, is discussed on a yearly basis by the Action MC and reviewed or amended where necessary. *(Annotated Rules for COST Actions, article 5)*

This template is provided to COST Actions as a support for developing the Action Science Communication plan. Actions can adapt the plan structure and content according to their needs.

VERSIONS AND HISTORY OF CHANGES

Version	Date of adoption by MC	Notes (e.g. changes from previous versions)	Lead author(s)*
1.0.	07/07/2025	First Science Communication Plan adopted by the Management Committee.	Bianca Maria Rinaldi (Science Communication Coordinator), Ursula Wieser-Benedetti (Social Media Communication Manager, Co-Science Communication Coordinator, WG4 Co-Leader)
2.0.	12/11/2026	Updated to reflect implementation progress as of November 2026, establish achievable priorities and revise the implementation roadmap.	Jacek Kuśmierski (Science Communication Coordinator), Lazar Pavlović (WG4 Leader), Duarte Natário (WG4 Co-leader), Sara Đorđević (Social Media Communication Manager)

** The Science Communication plan is developed, updated and its implementation monitored under the overall supervision of the Science Communication Coordinator, and in close collaboration with other relevant contributors.*

This document is based upon work from COST Action Connecting Landscape Architecture Archives to enhance European landscape practice, research and education <ConnectLAA>, CA23128, supported by COST (European Cooperation in Science and Technology).

COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.

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1. SUMMARY

Landscape Architecture shapes the spaces we live in – past, present, and future – yet it often goes unseen. ConnectLAA brings this frequently hidden heritage into the spotlight, uniting experts, archives, and advanced technologies across Europe and beyond. By uncovering overlooked histories and empowering new generations of researchers and practitioners, we are building a shared landscape story – one that reflects migration, memory, and a more connected world, contributing to our **shared European cultural heritage**.

The main aim of ConnectLAA's communication strategy is to deliver enticing messages about all facets and activities of the Action. This strategy addresses three specific *challenges* inherent to the project:

- **Landscape Architecture (LA) is relatively invisible** among the design professions, despite its profound impact on our living spaces.
- **Archives, while crucial, are often hidden resources** for general audiences, due to a lack of widespread accessibility and recognition. They contribute to the preservation of our shared European cultural heritage
- The **vast diversity of topics and deliverables** within ConnectLAA requires efficient and tailored communication to various target audiences.

To respond to these challenges, the strategy highlights a key *asset*: LA archive repositories hold an exceptional amount of **iconographic material**, which is leveraged as a primary communication tool.

The following section highlights the Action's key messages, which are addressed to the target audiences identified in chapter 2. Communication and dissemination activities will consider the interests and needs of these audiences to ensure that the Action's results are communicated clearly, effectively, and publicly accessibly.

1. **For Archival & Heritage Professionals: "Making archives more open, inclusive, and accessible: Advancing Archival Science for Landscape Heritage.** The future of cultural memory lies in accessibility and valorisation of archival materials. ConnectLAA brings together experts in the archives and landscape field to develop innovative solutions for open data and LA records collaborating to shape the standards for interoperability, accessibility, and preservation."

2. **For other disciplines of the built environment: "Landscape Architecture: An Essential Dimension of the Built Environment.** Too often sidelined, Landscape Architecture is essential to understanding and designing the spaces we live in. ConnectLAA bridges disciplinary gaps by foregrounding the historic and contemporary influence of landscape design across Europe. Through deep archival research and cross-border collaboration, it repositions LA as a central player in shaping the built environment."

3. **For the general public: "It's All Around You: Discover the Hidden History of Landscape Architecture.** From your favourite park to the green spaces you pass daily, Landscape Architecture has quietly shaped your world. And the LA archives have evidence of this. ConnectLAA reveals how these spaces are part of a much larger European story – linking nature, history, and community in ways you may not have imagined. It's time to see what's been right in front of you all along."

4. **For policymakers: "Shaping Policy Through Place: Uncovering Landscape Architecture's Role in Europe's Heritage.** Landscape Architecture is a powerful, yet often overlooked, tool in planning sustainable, inclusive, and culturally rich environments. ConnectLAA uncovers the historical and contemporary value of

landscape architecture across Europe – connecting the dots between archives, landscapes, and places. Supporting this initiative means investing in a more informed, resilient landscape policy for generations to come."

5. **For Young Audiences & Students: "Discover the Past, Shape the Future: Inspiring the Next Generation of Landscape Architects.** The landscapes we experience today tell stories of creativity, culture, and change. ConnectLAA invites young people and students to explore these stories through historical archives. By connecting the past with contemporary challenges, the Action encourages curiosity, creativity, and interdisciplinary learning, inspiring a new generation to discover, appreciate, and shape Europe's shared landscape heritage."

DISSEMINATION: SHARING RESEARCH WITH PEERS

- academic papers
- conference presentations
- final conference and report

The aim is to multiply the impact of these activities by disseminating the outcomes via:

- university networks
- scientific networks
- cultural (heritage) networks
- COST channels
- social media

VALORISATION- LONG TERM AIMS AFTER END OF ACTION

Aim: to ensure long-term sustainability and impact of the Action by:

- ensuring the long-term existence of the website, envisaged as a knowledge-hub
- anchoring the results of the Action into practice among archival institutions, academics, practitioners and policymakers, potential donors
- strengthening connections between landscape architecture archives across Europe to improve cooperation

2. GENERAL AIM AND TARGET AUDIENCES

General Aim and Specific Objectives

Landscape Architecture shapes the spaces we live in – past, present, and future – yet it often goes unseen. ConnectLAA brings this frequently hidden heritage into the spotlight, uniting experts, archives, and advanced technologies across Europe and beyond. By uncovering overlooked histories and empowering new generations of researchers and practitioners, we are building a shared landscape story – one that reflects migration, memory, and a more connected world, contributing to our **shared European cultural heritage**.

In light of the challenges and goals set out in the Action's Memorandum of Understanding (MoU), ConnectLAA's communication plan aims to **promote, share, and enhance the impact of knowledge related to landscape architectural archives across Europe**. The plan supports the strategic dissemination of Action results to diverse professional, academic, policy, and public audiences, ensuring ConnectLAA's contributions are widely recognized and utilized.

Its specific objectives are to:

1. **Foster robust, international knowledge exchange** among diverse archival institutions holding landscape architectural collections.
2. **Facilitate cross-disciplinary collaboration and dialogue** between archival institutions, landscape practitioners, scholars, and educators dealing with landscape architectural archives.
3. **Promote the integration of archival material** in teaching and research activities at the university level.
4. **Amplify the visibility of European landscape architectural heritage** through archival material.
5. **Raise public and professional awareness** of landscape architectural archival collections and their social, cultural, aesthetic role in relation to designed landscapes and their historical significance.
6. **Address the urgency of safeguarding, maintaining, and developing archival practice** in order to keep up cultural values in designed landscapes.
7. **Highlight the relationship between landscape architectural archives and current and future design practice,** fostering history-based design solutions.
8. **Inform policy on a local, national, and European level**, providing scholarly recommendations for decision-making.
9. **Systematically disseminate knowledge** about landscape architectural collections and their relevance to both specialized communities and the broader public sphere.

Identification of Target audiences (TA)

The Action has identified **5 target audiences**, each with specific profiles and relevance to the communication, dissemination, and valorisation objectives.

TA Target Audience

TA1. Archival and Heritage Professionals and Institutions (e.g. archivists, collection managers, curators, librarians, documentation specialists, heritage specialists, archives, museums, libraries, heritage institutions, research centres holding archival collections)

TA2. Research and Education Community (e.g. scholars, educators, young researchers, students, universities, schools of higher education, research institutes, academic networks)

TA3. Practitioners and Professional Networks (e.g. landscape architects, architects, urban designers, heritage consultants, conservation professionals, local heritage organisations, landscape architecture associations at national and European levels, potential donors and funders)

TA4. Policymakers, Public Authorities and Strategic Stakeholders (e.g. local planning and heritage authorities, public administrations, EU institutions, government and community landscape departments, NGOs, foundations, potential funders)
TA5. Public Audiences (e.g. citizens, local communities, cultural heritage enthusiasts)

Key Messages addressed to relevant target audiences (TA)
ConnectLAA's communication strategy employs tailored key messages for each identified audience, ensuring relevance and maximizing impact:

- **For Archival & Heritage Professionals (TA1): "Making archives more open, inclusive, and accessible: Advancing Archival Science for Landscape Heritage.** The future of cultural memory lies in **accessibility** and **valorisation of archival materials**. ConnectLAA brings together experts in the archives and landscape field to develop innovative solutions for open data and LA records collaborating to shape the standards for interoperability, accessibility, and preservation."
- **For other Disciplines of the Built Environment (TA2, TA3, TA4): "Landscape Architecture: An Essential Dimension of the Built Environment.** Too often sidelined, Landscape Architecture is fundamental to understanding and designing the spaces we inhabit. ConnectLAA bridges disciplinary gaps by foregrounding the historic and contemporary influence of landscape design across Europe. Through deep archival research and cross-border collaboration, it repositions LA as a central player in shaping the built environment."
- **For the General Public (TA5): "It's All Around You: Discover the Hidden History of Landscape Architecture.** From your favourite park to the green spaces you pass daily, Landscape Architecture has quietly shaped your world. And the LA archives have evidence of this. ConnectLAA reveals how these spaces are part of a much larger European story – linking nature, history, and community in ways you may not have imagined. It's time to see what's been right in front of you all along.
- **For Policymakers (TA4): "Shaping Policy Through Place: Uncovering Landscape Architecture's Role in Europe's Heritage.** Landscape Architecture is a powerful, yet often overlooked, tool in planning sustainable, inclusive, and culturally rich environments. ConnectLAA uncovers the historical and contemporary value of landscape architecture across Europe – connecting the dots between archives, landscapes, and places. Supporting this initiative means investing in a more informed, resilient landscape policy for generations to come, aligning with the ambitions of the European Green Deal and New European Bauhaus."
- **"Discover the Past, Shape the Future: Inspiring the Next Generation of Landscape Architects.** The landscapes we experience today tell stories of creativity, culture, and change. ConnectLAA invites young people and students to explore these stories through historical archives. By connecting the past with contemporary challenges, the Action encourages curiosity, creativity, and interdisciplinary learning, inspiring a new generation to discover, appreciate, and shape Europe's shared landscape heritage."

Approach to Engagement
The Action's communication approach is **multichannel and inclusive**, structured to engage different audience through appropriate formats across geographic and disciplinary boundaries, including:

- **Online platforms:** A dedicated website, active social media channels (e.g., Instagram, LinkedIn),
- **Written documents and other dissemination material:** Scientific papers, Action reports, flyers, postcards and videos,
- **Physical formats:** Conferences, working group meetings, field trips, study visits, and direct engagement at relevant events,

- **Hybrid events:** Public webinars, online meetings and courses, stakeholder panels, and blended learning opportunities combining online and in-person participation.
- **Mobility and networking grants:** Short-Term Scientific Missions (STSMs) and Virtual Mobility (VM) Grants supporting international collaboration, knowledge exchange, capacity building, and the dissemination of the Action's results.

These complementary channels and activities will help ensure that the Action's messages and results reach relevant audiences effectively, taking into account their different interests and needs.

3. PLAN FOR THE COMMUNICATION OF ACTION RESULTS

Communication focuses on **raising broad awareness** and **promoting the ConnectLAA Action and its results** to the general public, end-users, civil society, and mass media. To achieve this, information is conveyed in a **widely accessible language**, ensuring that the Action's significance is understood beyond academic and specialized circles. Our communication efforts are guided by the overarching aim and the specifically tailored key messages detailed in Section 2, ensuring consistent and impactful messaging.

Action aim and approach

- **The history of the built environment is of paramount importance:** in an era of environmental crisis, understanding the historical transformation of territories is essential for designing sustainable futures.
- **Awareness of and knowledge about the historical continuum is critical for design**: contemporary and future landscape design must be rooted in an understanding of the historical processes that shape our environment.
- **Safeguarding archives is urgent**: protecting, maintaining, and developing archival practices is crucial in order to preserve and keep up cultural values in designed landscapes.
- **ConnectLAA as a central knowledge hub**: creating a centralised platform for landscape architecture archives and archival practices fosters national and transnational research and cooperation, and inform policymaking.

Expected results and impact

Our communication efforts aim to achieve the following:

- **Increased visibility:** give visibility to the discipline of landscape architecture, its archives and its history.
- **Creation of a knowledge hub:** offering high accessibility and visibility to archival collections scattered around Europe with resources for practitioners, researchers, the general public, policymakers and NGOs.
- **Enhanced research and cooperation:** boost national and transnational research projects and cooperation and advance collaborative efforts by increasing accessibility of archival documents and knowledge.
- Improved **archival practices and standards:** encourage the creation and donation of archives, while also disseminating best practices on archival management and the use of archives in education and research.
- **Influencing policymaking:** raise awareness among policymakers about the importance of preserving archival documents and effectively managing archives on national and international levels.

Communication tools / channels

ConnectLAA utilises a variety of tools, channels and products to communicate its mission and results effectively. WG4 (Communication and Dissemination) is responsible for their coordination and implementation, in continuous collaboration with the other WGs on content generation.

3.1. Website

The Action's website (Deliverable D15) is operational and serves as a hub, repository, and interdisciplinary, multi-institutional and open access knowledge platform: https://connectlaa.eu/

The website contains:

- **Mapping of archival institutions and inventories** (Deliverable D1): providing a primary access point to LA collections across Europe (TA1 to TA5).

- A collation of **LA archive user needs** in terms of content, accessibility, operation, and information (Deliverable D7) (TA1 to TA4).
- **Calls** for STSMs and other grants (TA1 to TA3).
- **Glossary on archival terms (Deliverable D16), manuals for archivists and archival donors** (Deliverable D3 and Deliverable 4) and **catalogues for researchers and practitioners** (Deliverable D6, Deliverable D8) (TA1, T3, TA4).
- **Specific catalogues** to be used in **teaching (**Deliverable D10; Deliverable D12) (TA1, TA2)
- **Database for outcomes** of STSM and VM grants, WGs and other relevant resources. (TA1 to TA5)
- Announcements of **conferences/symposia, meetings** (related to Deliverables D9 and D14, D21) (TA1 to TA5)

3.2. Social media

Social media activities contribute to Deliverable D19 ("At least twelve entries on social media/year; at least four media reports, online articles and news per year"). Their main goal is to **showcase visual content** and **updates on Action's activities** (TA1-TA5). Further communication efforts will focus on increasing media visibility and ensuring timely coverage of key Action events, including General Meetings.

Channels:

- Linkedin
- Instagram

Content strategy (min. 1 / month):

- **Action news**: updates on WG meetings, progress of WGs and milestones.
- **Announcements**: calls for STSM and other grants, published reports, articles, manuals and other deliverables or activities outputs.
- **Awareness Days:** Posts related to "Archives Day" and other relevant world days.
- **Recognition:** Announce any project awards or significant achievements.
- **Thematic Features** (to be showcased on the website as well for longer-lasting visibility, as suggested)**:**
  - Create online exhibitions on different topics with archival material.
  - Host a **"Behind the Archives" video series** featuring curators/archivists.
  - Partner with local LA/historical/stakeholder societies etc. for public events.

Posting frequency: min. 1 / month

3.3. Media reports and online articles

WG4 aims to produce **press releases** and secure a minimum of **four media reports, online articles and news per year** (part of Deliverable D19). These target national and international media outlets to broaden public awareness of ConnectLAA's impact.

3.4. Flyer and postcards

A flyer featuring the Action's key messages and main goals was produced to provide quick, accessible information. In the summer of 2025, we began printing a series of postcards featuring archival material and ConnectLAA's activities, with a QR code on the back linking to the Action. These postcards are distributed as promotional material at conferences and other events.

3.5. Newsletter

A newsletter is circulated **quarterly**, with content contributed by the Working Groups according to a predefined format. It provides subscribed audiences with regular updates on project progress, outcomes and upcoming events.

3.6. In-person meetings and events

In-person events, including **working group meetings**, **General Meetings e.g.,** in Liverpool and Rotterdam, have provided crucial opportunities for direct communication; this will continue through future working group meetings, General Meetings, Training schools (D9, D14) and the **Concluding Conference** (Deliverable D21).

- **Ambassadorial Role:** All COST members are encouraged to act as ambassadors of the Action. Every event is an opportunity to communicate on the Action, actively promoting its aims and results.
- **Material Distribution:** the flyer and postcards presenting the COST Action are available for distribution at events.
- **Catchy Messaging:** Statements such as “Exploring the history of designed landscapes to develop future visions” and “Uncovering the hidden histories of landscape architecture to design better futures” are used in presentations and discussions to enhance engagement.

Other communication products

Action logo and visual identity
A graphic designer has developed the Action logo and visual identity, as well as templates for the different outputs (newsletter, flyer, presentations, reports) to ensure a consistent brand image.

Videos/animations
Production of videos/animations to feed website and social media.

Tentative timeline (as of Nov 5, 2026)

Month 9	**A website (M19)** was launched, but was soon taken offline by the web developer without warning or consultation, and consequently lost. Following this fraud, a new website **connectlaa.eu** (D15) was developed and launched in May 2019. Regular **Website updates** begin. **Science and Communication Plan** (D20) approved by MC voting.
Month 10	Production and initial distribution of **Flyer**.
Month 11	**Media Reports and Online Articles** begin (D19, min. 4 per year). Development of **Action Logo and Visual Identity**. Creation of **Templates** for various outputs. **Social Media Channels Activation** (LinkedIn, Instagram). The Action's social media presence was established with the launch of its LinkedIn account on 20 June 2025 and Instagram account on 4 December 2025. Both channels support the Action's communication and dissemination activities (D19), exceeding the minimum target of one post per month. LinkedIn has published 31 posts over the past year and currently has 545 followers, while Instagram published 2 posts and 1 story in 2025, followed by 15 posts and 101 stories in 2026 (as of October), reaching 139 followers. Both channels remain active, providing regular updates on the Action's activities, achievements, events, and opportunities for engagement.
Month 18	**Online Map** (D1) accessible on the website. **Glossary on archival terms** (D16) available on the website.

Month 21	Production of a series of **postcards** started.
Month 24	Initial **conference presentations** (D18) made available; academic papers in progress (D18).
Month 36	**Manual for Archivists (D3) and Handbook for Archival Donors** (D4) available. Further **academic papers and conference presentations** (D18).
Month 42	**Final Conference** (D21) and associated communications.
Month 46	**Policy Brief** (D17) produced (key findings translated for broader communication). Work on the Policy Brief started in July 2026. Presentation materials for **Training School** (D9, D14) completed. Online course for students.
Month 48	**Final Public Summaries/Impact Report.** **Online Exhibition** (D19) launched. Final **academic papers and conference presentations** (D18).

Links to ConnectLAA Deliverables (according to the MoU)

The communication plan is intrinsically linked to and supported by the following e-COST deliverables:

- **D1 (Online Map, M18):** A central communication tool enhancing public access and awareness of LA repositories via the website.
- **D3 (Manual, M36) & D4 (Handbook, M36):** These guidelines, which are key dissemination tools, are communicated to raise public awareness and are accessible on the website.
- **D7 (User Needs Report, M38):** Its findings inform tailored communication messages and content published on the website.
- **D9 (Training School Presentation Material, M46) & D14 (Teacher-focused Training School Structure, M46) and online course for students:** Communication highlights these outputs to attract participants and showcase capacity-building efforts.
- **D15 (Website, M9):** The foundational deliverable for all online communication, serving as the central platform for sharing information and engaging audiences.
- **D16 (Glossary, M18):** It is promoted through communication channels to support understanding among non-specialists.
- **D17 (Policy Brief, M46):** Key findings and recommendations are translated into accessible formats for broader public understanding (communication aspect).
- **D18 (Academic Papers & Presentations, M24, M36, M48):** Summaries and engaging visuals derived from these scholarly outputs will be communicated to broader audiences.
- **D19 (Social Media, Media Reports, Online Exhibition, ongoing from M7/M11, final M48):** This comprehensive deliverable directly underpins almost all communication efforts, including social media presence, media outreach, and specific public-facing products.
- **D20 (Science and Communication Plan)**
- **D21 (Final Conference and Report, M48):** This major event is extensively communicated to maximise public attendance and media coverage of the Action's overall results.

4. PLAN FOR THE DISSEMINATION OF ACTION RESULTS

Dissemination focuses on making ConnectLAA's knowledge and results publicly available to specifically target five audiences (*see* Section 2: Identification of Target Audiences: TA1-TA5). The Action is committed to **Open Science and Open Access**, promoting openness, accessibility, and adherence to **FAIR** principles for all its outputs. Peer-reviewed publications are published in Open Access.

Dissemination Products and Activities

The Action produces the following dissemination products (*see* MoU Section 3.2.2.): publications, a manual, a policy brief, presentations at conferences, specific online publications.

4.1. Academic publications

The Action commits to producing **at least three peer-reviewed articles** (Deliverable D18), jointly authored by different members of the Action, to be published in Open Access journals.

- **Target audience:** researchers, academics, and specialized practitioners (TA1, TA2).
- **Venues:** to be selected from relevant academic journals in Landscape Architecture, Archival Studies, Heritage Studies, and related fields. The possibility for publication on Open Access journals is closely related to the available funding.
- **Publication frequency and timeline** (according to the Gantt Chart in the MoU – D18). Work on joint papers start in Year 2. At least three articles are published during the course of the Action.
- **WG Involved:** All WGs (WG1, WG2, WG3, WG4) are expected to contribute to the content and authorship, with WG4 coordinating the publication process.

4.2. Manual and handbook

The Action produces **two practical guides** designed for specific professional and public audiences.

- **Manual for archivists and archival institutions (Deliverable D3)**: offers guidelines for best practices on the archival process for landscape architecture records. The manual is based on D1 (Online Map showing LA repositories) and on D2 (Documentation of archival innovation and a concise analysis).
- **Handbook manual for archival donors (Deliverable D4)**: providing information on archives and collections, along with guidelines for legal contracts, archival institutions selection, the preparation of documents and information for donation, and in the course of everyday practice and care.
- **Target Audience:**
  - Manual (D3): Archivists and Archival Institutions (TA1).
  - Handbook (D4): Potential archival donors, general public interested in preserving records (TA4, TA5).
- **Venues:** both manuals will be available for download from the Action's website in an illustrated-text format.
- **Timeline (according to MoU Gantt Chart):** month 36
- **WG Involved:** WG1 (for content development), with WG4 for dissemination.

4.3. Policy brief

A concise document targeting key decision-makers.

- **Description:** a short document, addressed to regulators, presenting key findings and relevant outputs, containing measures and recommendations on local, national, and European decision-making levels (D17).
- **Target Audience:** Policymakers, government agencies, NGOs, and relevant authorities (TA4).

- **Venues:** It is disseminated to key actors during Action events and be accessible in an illustrated text format for download on the Action website.
- **Timeline** (according to the Gantt Chart in the MoU): work on the policy brief started in July 2026. According to the MoU, the policy brief is due in month 46; however, the aim is to finalise and share it with stakeholders earlier.
- **WG Involved:** WG4, with input from other WGs for content.

4.4. Presentations, abstracts, and papers at conferences

Active participation in relevant events to disseminate findings and engage directly with target groups.

- **Description:** at least **three presentations** by YRIs in international conferences, meetings and training schools supported by the Action (D18). All Action members are encouraged to disseminate network findings in national conferences and meetings.
- **Venues:** selected on a case-by-case basis, with particular attention to relevant international conferences and events organised by IFLA Europe, EAHN, ICA/EURBICA, ECLAS, SAR-ICA, and DTI. Publications resulting from the conferences, together with accepted abstracts, are linked on the Action's website. All publications are coordinated by the Science Communication Coordinator.
- **Timeline** (according to MoU Gantt Chart): Throughout the entire Action.
- **WG Involved:** All WGs, with active encouragement for YRIs. WG4 coordinates the dissemination of outputs.

Roles and Responsibilities in Dissemination and Communication

The Action's dissemination and communication activities are coordinated by WG4, which works in close collaboration with the Science Communication Coordinator. The Science Communication Coordinator provides guidance and advisory support, while WG4 leads the implementation of the Science Communication Plan. A Science Communication team, composed of WG4 members with different expertise, further strengthens these efforts to ensure targeted and effective dissemination.

Dissemination channels and networks

The aim is to multiply the impact of these activities by disseminating the outcomes via:

- university networks
- scientific networks
- cultural networks
- COST channels
- social media

5. PLAN FOR THE VALORISATION OF ACTION RESULTS

Potential societal, economic or policy impact

The Action informs society, decision-makers and policymakers about the relevance of landscape architecture history for designing better future landscapes that are desirable, meaningful, and environmentally and economically sustainable.

End-users to reach out to during and after the lifetime of the Action

- Practitioners
- Educators
- Researchers
- General public
- NGOs
- Policymakers, government agencies (national + international)

- Archival Professionals and Institutions

Promotion of synergies with partners for valorisation
- Universities
- Archive centres
- NGOs
- LA Associations
- Historian and Cultural Heritage Societies

Exploitation of results
- Teaching history of LA
- Archival Management
- Guidance for potential donors
- Policy and Practice: Government agencies, NGOs, stakeholders
- Research and innovation

Deliverables relevant for valorisation
Website www.connectlaa.eu (D15) is a living knowledge hub, making all Action results and valorisation products accessible beyond the project's lifetime, including:
- Online map (D1)
- Reports (D5, D7, D11)
- Manuals (D3, D4)
- Online resources (D2: Documentation of archival innovation and a concise analysis; D6 A catalogue of best-practice landscape projects that are related to and based on archival sources; D8 A collation of innovative ways in which landscape practitioners can best make use of archives for design tasks, inventory, and scholarly investigation; D10 A catalogue of tools for including archives in LA education; D12 A collation of innovative ways of teaching; D13 A syllabus, presentation material, and lecture notes for the course)
- Policy brief (D17)
- Academic Papers (D18, D21)
- Glossary on archival terms (D16)

Data protection and IPR (intellectual property rights) issues
While the Action is not focused on developing patents or commercially exploitable technologies in a traditional sense, **IPR is not considered** here.
Data protection: All personal data collected during Action activities (e.g. participant lists and survey responses) are handled in strict accordance with the General Data Protection Regulation (GDPR), ensuring privacy, lawful processing and secure storage. A Data Management Plan (DMP) will be developed.
Copyright: Copyright status of images and documents published on the website is assessed in accordance with national and international legislation. The website links to academic publications that permit such dissemination and provides access to Action publications and deliverables. Open Access publishing routes are prioritised whenever financially feasible.