



D7.2 Planned Demonstrator Activity for all four regions

Deliverable for the Horizon Europe Project BirdWatch

Version 1.2



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Table of Contents

Introduction	6
1. Preparation of Demonstration Schedules	7
1.1 Timeline and Milestones	7
1.2 Region-Specific Planning and Coordination	9
2. Preparation of the Performance Evaluation Procedure	14
2.1 Data Collection Methods and Tools	14
2.2 Design of Surveys and Feedback Tools	15
2.3 Distribution and Collection Method	16
3. ANNEX I. Survey template	20
Conclusion	26



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Introduction

This deliverable provides a comprehensive plan for conducting BirdWatch platform demonstrations across Flanders (Belgium), Brandenburg (Germany), Lithuania, and South Tyrol (Italy). It supports the practical implementation of the work initiated in Deliverable D7.1, where areas of interest for demonstration and scenarios were selected. The goal is to ensure a structured, regionally adapted, and stakeholder-driven execution of demonstrator activities that validate BirdWatch platform under real-world conditions.

The document begins in Section 1 with the preparation of demonstration schedules. It introduces a four-phase framework—Preparation & Planning, On-site Testing, Data Collection & Analysis, and Evaluation & Reporting—to organize all demonstrator activities across the four regions. This structured timeline guides the progression of field testing, from early coordination through final evaluation.

Section 1.2 focuses on region-specific planning and coordination, emphasizing the structured preparation of demonstration activities using the Demonstration Activities Planning Guide. It outlines how each regional team will organize sessions based on a standardized planning template, addressing session format, timing, participants, communication, and on-site testing arrangements. Stakeholder involvement is carefully structured, and all preparations are designed to ensure consistent, efficient execution of demonstration activities across Flanders, Brandenburg, Lithuania, and South Tyrol.

To support active participation, the document describes a standardized approach to consultation and demonstration activities, including planning demonstration sessions, coordinating stakeholder roles, and facilitating both in-person and online demonstration environments.

In Section 2, the document outlines the performance evaluation procedure, presenting a multi-method data collection strategy. This includes a digital survey, interviews by using printed versions of a survey, and live feedback collection through live QA sessions. Central to this is the BirdWatch User Survey provided in Annex I, which serves as the core evaluation tool for collecting standardized, cross-regional insights into platform usability, generated and displayed results quality, and long-term adoption potential.



1. Preparation of Demonstration Schedules

1.1 Timeline and Milestones

To ensure the effective execution and monitoring of the BirdWatch demonstrator activities, a detailed timeline with clearly defined milestones has been developed. This structured timeline serves as a framework for tracking progress, maintaining accountability, and ensuring timely decision-making. Each phase has specific deliverables and evaluation checkpoints to ensure that all key performance indicators (KPIs) are met while engaging relevant stakeholders. The timeline is based on the planned demonstrator activities and is structured across four key phases.

Demonstration Phases and Milestones

The BirdWatch demonstration process follows a structured approach across four distinct pilot regions: Flanders (Belgium), Brandenburg (Germany), Lithuania, and South Tyrol (Italy). The activities are divided into four sequential phases, each carefully aligned with the official project schedule. This structured framework ensures progressive feedback, iterative improvements, and users observations while keeping the platform aligned with user expectations and BirdWatch's objectives.

To maintain consistency across all regions while addressing local specificities, the project adheres to a standardized testing schedule that guides the timeline of activities in each demonstrator area:

Table 1. Demonstration timeline

Phase	Flanders	Germany	Lithuania	South Tyrol
Preparation & Planning	Feb 2025 – June 2025	Mar 2025 – June 2025	June 2025 – Aug 2025	Aug 2025 – Sep 2025
Outside Testing	Sep 2025 – Oct 2025	Sep 2025 – Oct 2025	Sept 2025 – Oct 2025	Sep 2025 – Oct 2025
Data Collection & Analysis	Sep 2025 – Oct 2025	Sep 2025 – Oct 2025	Aug 2025 – Oct 2025	Sep 2025 – Oct 2025
Evaluation & Reporting	Nov 2025 – Dec 2025	Nov 2025 – Dec 2025	Nov 2025 – Dec 2025	Nov 2025 – Dec 2025

Each of these phases is designed to ensure systematic execution, real-time feedback collection, and platform optimization while considering regional differences in landscape, biodiversity, and farming practices. The schedule accounts for variations in testing timelines across Flanders, Germany, Lithuania, and South Tyrol, ensuring that the demonstration process is adaptable to specific regional needs.

Preparation & Planning (February 2025 – September 2025)



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This phase establishes the foundation for the successful execution of the BirdWatch demonstration activities. It includes logistical coordination, selection of pilot sites, and stakeholder mapping to ensure broad participation. During the preparation phase the demonstration activity will be introduced to project teams across Flanders, Germany, Lithuania, and South Tyrol and each region team will use a demonstration session planning template (table 2). Survey tools will be finalized, KPI measurement criteria will be defined, and outreach strategies tailored to each region will be developed.

On-site Testing (September 2025 – October 2025)

During this phase, the BirdWatch platform will be introduced in real-world settings, enabling key stakeholders—including farmers, conservationists, policymakers, and researchers—to interact with its features. The demonstration will be deployed in selected pilot regions, allowing for live testing and immediate feedback collection. Field trials will assess the platform’s usability, data accuracy, and suitability for conservation and agricultural decision-making. Project teams will provide technical support, troubleshoot issues, and engage with stakeholders to document their experiences. Preliminary data collection will begin through system tracking, in-app analytics, and structured feedback forms.

Data Collection & Analysis (September 2025 – October 2025)

In this phase, structured feedback will be systematically gathered through digital surveys, one-on-one interviews, and interactive polling within the BirdWatch platform. Extensive data on user interactions, system performance, and functionality will be collected and analyzed. Comparative regional assessments will be conducted, identifying trends in platform adoption, strengths, and areas requiring refinement. User behavior data, such as feature engagement, will be examined to optimize the interface and improve overall functionality. Stakeholder consultations will provide qualitative insights to complement the quantitative data, ensuring a well-rounded evaluation.

Evaluation & Reporting (Nov 2025 – Dec 2025)

The final phase focuses on synthesizing findings, preparing comprehensive reports, and formulating recommendations for platform improvements and future scalability. Data collected from the demonstrator regions will be benchmarked against predefined KPIs to assess the platform’s impact on conservation efforts, farming decisions, and biodiversity monitoring. Policy integration opportunities will be explored, ensuring that BirdWatch aligns with agricultural and environmental regulations. Stakeholder review meetings will be conducted to discuss results and



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validate recommendations. The final output will include a strategic roadmap for platform enhancements and recommendations for expanding BirdWatch’s adoption in other regions. This structured approach ensures that BirdWatch undergoes rigorous testing, incorporates user feedback, and evolves into an optimized tool for biodiversity and land management across various European agricultural landscapes.

1.2 Region-Specific Planning and Coordination

The successful implementation of BirdWatch demonstration activities across Flanders, Brandenburg, Lithuania, and South Tyrol requires careful planning, considering diverse landscapes, agricultural practices, and regulatory frameworks. Each region presents unique ecological and policy challenges, necessitating a tailored approach to logistics, stakeholder involvement, and compliance with local regulations. By integrating region-specific considerations, the demonstration ensures that BirdWatch aligns with practical conservation and agricultural needs, maximizing adoption and effectiveness.

Tailoring Demonstration Activities to Regional Contexts

Each region participating in the BirdWatch demonstration has distinct environmental conditions and conservation priorities. The activities will be adapted to reflect these differences, ensuring that the platform is tested under real-world conditions relevant to its intended users.

In Flanders (Belgium), the demonstration focuses on intensively used agricultural landscapes, where 45% of land is dedicated to farming. The selected AOIs include zones with habitat modelling tailored to 8 species. Conservation efforts are already in place, including agri-environmental schemes and non-productive investments. The demonstration in this region aims to evaluate BirdWatch's potential to support ongoing habitat improvement measures and expand habitat quality, especially where species protection programs are active.

In Brandenburg (Germany), the demonstration focuses on areas affected by agricultural intensification and land-use changes. AOIs have been selected for their suitability to support ground-nesting and grassland bird species, such as the Eurasian Skylark, Northern Lapwing, Red-backed Shrike, and Black-tailed Godwit. Existing conservation practices like the “Lerchenfenster” and the “Wiesenzeiten” project offer opportunities to align BirdWatch tools with current biodiversity enhancement efforts. The region’s extensive farmland and diverse habitats allow for scalable testing of habitat suitability and optimisation functionalities.

In Lithuania, the focus is on the contrast between high-intensity agricultural regions and less intensive landscapes rich in grasslands and natural features. AOIs are distributed across both types of zones, with habitat modelling tailored to 8 species. The involvement of national agencies ensures that BirdWatch aligns with CAP strategic plan requirements and supports agri-environmental schemes. In low-intensity areas, the emphasis will be on validating existing



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conservation status, while in high-intensity zones, the platform will help identify new potential habitats.

In South Tyrol (Italy), the platform will be tested in alpine agricultural systems, characterized by small-scale, fragmented farming in mountainous terrain. AOIs were selected where traditional farming practices—such as extensive meadows and orchards—create valuable bird habitats. Target species include the Red-backed Shrike and Whinchat. Given the landscape sensitivity and the dominance of farming in the region, the demonstration will focus on how BirdWatch supports fine-scale habitat optimisation in protected areas and/or Natura 2000 zones. Local agricultural and conservation institutions will play a key role in platform validation.

Stakeholder Engagement and Coordination

Ensuring broad participation from key stakeholders is critical to the success of the demonstration activities. In each region, targeted engagement efforts will focus on six key stakeholder groups: farmers, farming organisations, nature conservation organisations (NCOs), supervisory institutions, policymakers, and research and academia. Additionally, agricultural advisors will play an essential role in facilitating adoption and training support for farmers. Farmers will play a central role by testing BirdWatch’s functionalities and providing feedback on its usability and relevance to agricultural decision-making. Farming organisations and agricultural advisors will support outreach, coordinate testing participation, and advise on how BirdWatch can integrate into practical farming systems. Conservation organizations will contribute to species validation, habitat monitoring, and data interpretation, ensuring that BirdWatch remains scientifically rigorous. Policymakers will evaluate the platform’s potential to support biodiversity-friendly land-use policies and regulatory compliance. Supervisory institutions will assess the alignment of BirdWatch with agri-environmental policies and its capacity to support inspection, monitoring, and reporting processes. Research and academic institutions will validate data accuracy, model performance, and scientific methodology.

To facilitate ongoing collaboration, regional workshops, consultation meetings, and targeted demonstration sessions will be held during the demonstrator activity. These initiatives will allow stakeholders to familiarize themselves with BirdWatch, discuss its applications in different policy and conservation contexts, and provide structured feedback. A local coordination team together with the WP7 team will oversee stakeholder engagement in each region, ensuring that participants receive the necessary support, technical guidance, and updates throughout the demonstration process.

Demonstration Activities Planning Guide

The execution of demonstration activities requires detailed logistical planning to ensure that all testing, user onboarding, and feedback collection processes are carried out effectively. Each region will follow a structured approach that includes the coordination of demonstration sessions (both in-person and virtual), the facilitation of platform access, and the provision of technical



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support. Testing will be organized through guided live or online sessions, during which users will access the platform and interact with its features in real time. These sessions will offer opportunities to test functionalities under real-use conditions, regardless of physical location.

Demonstration activities will be tailored to support remote and live participation, ensuring that farmers, conservationists, and policymakers are equipped to navigate BirdWatch, interpret data outputs, and provide structured feedback. Participants will be encouraged to explore specific use cases during demonstration sessions, enabling the collection of targeted feedback on usability, functionality, and data relevance.

To support the preparation process across regions, a structured demonstration session planning template (see Table 2 below) should be completed by regional leads before each session. This ensures consistency, accountability, and readiness across all demonstration events.

Table 2. Demonstration session planning template

Planning Area	Key Questions	Answers
1. Format	What is the session format? (In-person / Online / Hybrid)	
	Are there any special technical requirements based on the format?	
2. Timing	What date options do we propose?	
	When should the Doodle poll be sent and closed?	
3. Location / Platform	Where will the session take place? (Physical address or platform link)	
	Where will we host the on-site testing meetings?	
4. Participants	Which groups or individuals will be invited?	
	Who is responsible for sending invitations and follow-ups?	
	Are there different roles for participants (e.g., presenter, note-taker)?	
5. On-site Testing	When and where are the testing sessions planned?	
	Who needs to attend the demo and test session?	
6. Communication	How will we communicate the details to participants? (Email, calendar invites, etc.)	
	Do we need reminders or follow-ups before the session?	
7. Materials & Access	What materials or tools need to be prepared or shared in advance?	
	Do participants need access or accounts for the BW platform ?	



8. Follow-up	How will the survey from D7.2 Annex I be collected? (Online / Printed)	
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Compliance with Local Regulations and Standards

To maintain data security and privacy, BirdWatch will adhere to General Data Protection Regulation (GDPR) guidelines. All collected survey responses will be securely stored, anonymized where necessary, and only accessible to authorized personnel. This ensures that user feedback gathered throughout the demonstration is handled in a transparent, ethical, and compliant manner.

Consultation and Demonstration Activities

To ensure effective platform adoption and stakeholder empowerment, dedicated consultation and demonstration activities will be incorporated into the regional demonstration workflows. These activities will support local stakeholders—particularly farmers, conservation professionals, policymakers, and agricultural advisors—in building the knowledge and confidence needed to use BirdWatch effectively. Agricultural advisors play an essential role in assisting farmers with the implementation of new systems and providing guidance on sustainable land management practices. Their involvement will help bridge the gap between technical platform functionalities and practical on-farm applications.

In each region, structured demonstration sessions will be conducted during the pre-implementation and implementation phases. These sessions will focus on platform navigation, data interpretation, feedback submission, and integration of BirdWatch insights into daily decision-making processes. Special attention will be given to tailoring the demonstration content to local needs—for instance, focusing on high-altitude habitat challenges in South Tyrol or biodiversity policy alignment in Lithuania. Demonstration delivery and priorities will align with the regional testing conditions defined in D7.1, ensuring that the curriculum reflects the environmental and operational contexts specific to each demonstrator area.

In addition to demonstration sessions, thematic workshops will be organized during the demonstration phase to collect feedback from stakeholders. These workshops will facilitate targeted discussions around BirdWatch functionalities, supported by workshop surveys and group discussion notes, helping to identify regional priorities and improve platform relevance.

Q&A sessions will provide space for users to raise concerns and questions during demonstration implementation. These informal consultation formats will allow participants to clarify uncertainties and share immediate feedback. Anonymous question collection and open discussion formats will be used to encourage honest and inclusive participation.

Expert roundtables will also be conducted, involving biodiversity experts, agricultural advisors, and Birdwatch regional project team. These discussions will ensure that BirdWatch features align with policy frameworks and technical standards. Feedback from expert roundtables will be summarized and contribute to the refinement of platform tools and services.



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The targeted stakeholder groups for consultation and demonstration are defined in D7.1 and include farmers, advisors, policymakers, conservation experts, researchers, and IT specialists. This segmentation ensures that feedback is gathered from all relevant user types. Based on the estimations provided in the D7.1 testing framework, stakeholder engagement targets are region-specific and proportional to the expected platform use intensity and ecological complexity. Finally, consultation summaries in D7.4 will be compiled throughout the demonstration process. These summaries will synthesize key takeaways from each region, supporting cross-regional learning and iterative development. The documented outputs will be shared with the entire BirdWatch project consortium, promoting knowledge exchange and aligning future improvements with the experiences of demonstration participants.

An overview of consultation and demonstration formats, their timing, purpose, and feedback mechanisms is provided in Table 3 below.

Table 3. Regional Consultation and Demonstration Overview

Activity Type	Main Purpose	Feedback Collection Format
Demonstration Sessions	Equip users with platform usage knowledge	Live feedback according to the demonstrated platform
Q&A Sessions	Address user concerns in real time	Real-time Q&A input, anonymous questions
Expert Roundtables	Gather expert opinions, ensure relevance	Facilitated discussion summaries
Survey Completion	Collect structured user feedback on functionality and usability	Standardized survey (Annex 1), online or printed versions
Consultation Summaries	Support cross-regional learning and iterative development	Documented outputs shared across project teams

Table 4. A typical regional consultation agenda:

Session	Duration
Welcome & Introduction	5 min
Demonstration Session: Platform Usage	20 min
Q&A Session (Live & Anonymous)	15 min
Testing Phase: Hands-on Platform Testing*	20 min
Break	20 min
Expert Roundtable Discussion	15 min
Survey Completion (Annex 1)**	20 min
Wrap-up & Next Steps	5 min
Total Duration: 2 hours	



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*If users have laptops on their desks and are prepared, they may proceed with testing.
** If users have already completed testing independently, please invite them to complete the survey. Otherwise, advise them to defer the survey and inform them that it may be completed later, including from home.

2. Preparation of the Performance Evaluation Procedure

2.1 Data Collection Methods and Tools

A structured, multi-method data collection strategy will be implemented to ensure that the BirdWatch platform demonstration activities capture comprehensive, accurate, and reliable information. This methodology integrates both digital and manual data collection processes, ensuring that testing scenarios are fulfilled and key performance indicators (KPIs) are systematically gathered, analysed, and used for evidence-based decision-making. The combination of structured surveys and direct stakeholder engagement ensures a holistic evaluation of the platform's adoption, usability, and overall effectiveness.

The multi-method approach allows for a more nuanced understanding of how users interact with the BirdWatch platform. Structured surveys and in-depth interviews offer context-rich perspectives on user satisfaction, system limitations, and potential areas for improvement.

Digital tools will play a central role in maximizing efficiency, accuracy, and scalability. Digital surveys distributed via Google Forms, will provide structured responses for evaluating user satisfaction, feature effectiveness, and overall adoption trends. The flexibility of digital surveys ensures broad accessibility, allowing respondents to provide feedback via desktop or mobile devices.

Despite the efficiency of digital tools, manual data collection remains essential for capturing user feedback from stakeholders who may have limited digital access. Direct engagement with users through structured and semi-structured interviews will provide valuable information about the usability, accessibility, and adoption of BirdWatch platform. Conversations with farmers, policymakers, conservationists, and researchers will highlight platform strengths and weaknesses, offering practical recommendations for improvement.

For stakeholders with limited access to online tools, printed surveys and paper-based forms will be distributed at regional demonstration sessions. Responses collected manually will be digitized and incorporated into the broader data repository to maintain consistency in data analysis.

To maintain data integrity and security, all collected data will be processed and stored in a centralized project repository with controlled access. This system will integrate digital and manual data sources, from the survey responses.



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To comply with data protection regulations, BirdWatch will adhere to GDPR guidelines and ethical research standards, ensuring that user data remains anonymized and accessible only to authorized personnel.

2.2 Design of Surveys and Feedback Tools

A well-designed survey enables BirdWatch platform developers and project stakeholders to identify usability challenges, track engagement trends, monitor key performance indicators (KPIs), and prioritize platform enhancements. This section details the survey methodology, structure, question formats, distribution strategies, and data validation processes that will be implemented to ensure a comprehensive evaluation.

Given the diverse user base—including farmers implementing biodiversity measures, conservation experts analyzing habitat data, policymakers using BirdWatch for regulatory compliance, and researchers validating species models—the survey instruments must be comprehensive yet adaptable to different stakeholder needs.

A hybrid approach is adopted, incorporating standardized rating scales, multiple-choice questions, and open-ended responses to balance quantitative performance tracking and qualitative user insights. These responses will be systematically analyzed, categorized, and integrated into KPI tracking to ensure data-driven decision-making in the development of BirdWatch platform. The full survey template and implementation details are provided in ANNEX I.

Survey Structure and Logic

The survey follows a structured and logical sequence, ensuring that questions flow seamlessly and provide relevant insights at each stage of user evaluation. It is designed to be engaging, easy to complete, and strategically segmented into different sections to reduce response fatigue and maximize data quality.

1. User Profile & Engagement – Captures user demographics, role in conservation or agriculture, and the extent of their interaction with BirdWatch. This enables segmentation of responses and ensures that feedback is analyzed based on user groups, allowing tailored improvements for different stakeholders.
2. User Satisfaction & Platform Usability – Evaluates ease of use, functionality, and system performance to assess how intuitive and accessible BirdWatch is for different stakeholders. Insights from this section will guide future UI/UX enhancements, support testing scenarios from D7.1 and align with KPI P2 (User Satisfaction Score) and KPI P3 (User Feedback Reliability Score).



3. Data Completeness & Model Reliability – Measures the accuracy, comprehensiveness, and usability of BirdWatch’s habitat suitability models and species data, identifying areas requiring improvement or expansion. Data from this section directly supports testing scenarios from D7.1 and KPI P3 (User Feedback Reliability Score), KPI H2 (Habitat Suitability Data Coverage), and KPI H3 (Species Model Availability).
4. Adoption & Future Use – Tracks user retention and long-term adoption trends, measuring how farmers, policymakers, and conservationists plan to integrate BirdWatch into their workflows. Responses will help refine adoption strategies and identify barriers to engagement, aligning with KPI I3 (Farmers' Adoption Rate), KPI I4 (Supervisory Institutions' Adoption Rate), and KPI I5 (Policymakers' Adoption Rate).
5. Recommendations for Improvement – An open-ended section allows respondents to provide qualitative feedback, suggest enhancements, and highlight missing functionalities. This section ensures that BirdWatch remains user-centered and evolves based on real-world stakeholder needs.

Survey Question Design and Formats

To ensure a balanced approach to data collection, the BirdWatch platform survey integrates multiple question formats that support testing scenarios from D7.1, enabling quantitative KPI tracking and qualitative user-driven feedback.

Table 5. Survey Structure Overview

Question Type	Purpose	Example
Multiple-Choice Questions (MCQs)	Standardizes responses for demographic segmentation, engagement tracking, and trend analysis	<i>Which best describes your role? (Select all that apply)</i>
Rating Scale Questions (Likert Scale)	Measures user satisfaction, usability, and adoption intent using a 1 to 10 scale	<i>How satisfied are you with BirdWatch’s functionality? (1 = Very Dissatisfied, 10 = Very Satisfied)</i>
Open-Ended Questions	Captures qualitative feedback on usability, missing features, and data relevance	<i>What improvements would make BirdWatch more valuable for your work?</i>

The use of a 10-point rating scale ensures precision in responses, allowing for granular analysis of user sentiment, platform usability trends, and adoption likelihood. Additionally, open-ended questions provide an opportunity to collect user perspectives, challenges, and recommendations for future platform enhancements.



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2.3 Distribution and Collection Method

To ensure a high response rate and effective data collection, a multi-channel approach has been selected, integrating both digital and in-person methods to engage a diverse range of stakeholders. The survey will target farmers, policymakers, conservationists, researchers, and other relevant professionals involved in farmland biodiversity and agricultural land management. Recognizing the varying levels of digital access and technological proficiency across these groups, the strategy has been carefully designed to maximize inclusivity and accessibility while ensuring data integrity and representativeness.

Digital survey distribution is the primary method for engaging users who are actively interacting with BirdWatch platform or are part of relevant stakeholder networks. The widespread accessibility, real-time response tracking, and automated data collection capabilities of digital methods make them an essential part of this strategy. In addition, information materials will be shared with participants ahead of the demonstration activities. These materials will help generate interest, explain the objectives of the testing, and ensure that participants are better prepared to engage meaningfully with the survey.

1. **Email Invitations:** Personalized email invitations will be sent to registered BirdWatch platform users, project partners, and key stakeholder organizations, ensuring that the survey reaches individuals already engaged with biodiversity and conservation initiatives. These emails will include clear instructions, an estimated completion time, and a brief explanation of the importance of participation, helping to encourage engagement.
2. **Embedded Online Surveys:** The survey will be hosted on Google Forms , which allow for easy participation from both desktop and mobile devices. This platform also facilitates automated response collection, instant submission confirmation, and structured data storage, enhancing overall efficiency.
3. **BirdWatch Web Platform Integration:** To capture insights, the survey link will be integrated directly within the BirdWatch platform. This means that users will be able to open an online survey and give responses after interacting with various features, ensuring that feedback is based on their most recent experience. Real-time feedback is critical for identifying usability issues, feature gaps, and overall user engagement trends.

In-Person Distribution Channels

Recognizing that not all stakeholders have regular access to digital platforms or prefer online engagement, an in-person strategy has been developed to complement digital distribution.



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1. **Testing & Demonstration Events:** Printed surveys will be distributed at regional demonstration sessions where stakeholders can provide feedback in a structured yet interactive setting. This approach encourages meaningful engagement, as participants will have the opportunity to discuss specific challenges and expectations related to BirdWatch.
2. **Direct Outreach:** farmer advisors, like Bioland in Germany, will engage directly with stakeholders—particularly farmers—to facilitate data collection in face-to-face interactions. Surveys will allow for assistance in completing the questionnaire, ensuring that responses accurately reflect participant experiences.
3. **Interviews based on survey questions with Key Stakeholders:** Selected policymakers, researchers, and conservation professionals will be invited for one-to-one interviews, allowing for in-depth qualitative insights. These discussions will provide a broader context to the survey responses, helping to uncover patterns and stakeholder priorities that may not be fully captured in a structured questionnaire. The interviews will be based on the survey questions, and additional summarized insights beyond the survey answers will be collected by the project partner hosting the interviews.
4. **Survey at agricultural or environmental events and exhibitions:** surveys will be set up at relevant biodiversity and agricultural events and exhibitions, encouraging professionals to participate in real-time while attending key sector events. This will increase survey visibility and provide an opportunity to engage thought leaders and industry experts in the process.

Response Collection and Data Management

To ensure efficient tracking and high-quality data collection, a combination of automated tools, manual tracking, and structured validation measures will be employed. Live response tracking via digital platforms will allow the project team to monitor participation trends in real time, identifying stakeholder groups or regions with lower engagement rates and implementing targeted follow-ups as needed.

To further enhance participation rates, reminders and notifications will be sent by the WP7 team to the project partners to remind those who have not yet completed the survey. These follow-ups will be strategically scheduled to maximize engagement without overwhelming participants. Additionally, the survey will be available in multiple languages, ensuring that regional linguistic differences do not create a barrier to participation.

Bug and Suggestion Management during Testing Phases

During testing activities, a structured and transparent process will be applied to manage bugs and suggestions reported by testers. All identified bugs and feedback will be documented using the



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standardized bug description template provided in D7.1. This ensures consistency in the reporting and tracking process.

A summary of all identified issues will be compiled after each testing meeting, within one working day, and sent via email to the IT department of LUP. The email will include the filled-in bug description template (as per D7.1) and an updated issue overview table.

To support this process, a categorization and prioritization framework will be used as shown below.

Table 6. Bug and Suggestion Management Overview Table

Bug Type	Description	Priority Level	Action Required
Functional Bug	Feature not working as expected	High	Immediate fix required in next dev cycle
UI/UX Issue	Layout, responsiveness, or accessibility problem	Medium	Fix scheduled based on impact
Performance Issue	Slow loading or unresponsive features	Medium	Investigate and optimize
Content/Translation	Incorrect or unclear text, missing translations	Low	Correct text and ensure consistency
Suggestion	Improvement proposal or optional enhancement	Low	Review and consider for future iteration
Integration Error	Data sync or API issues across systems	High	Escalate for cross-team resolution
Security Concern	Vulnerabilities or unauthorized access risks	Critical	Immediate investigation and patching



3. ANNEX I. Survey template

To ensure a consistent and structured approach to gathering feedback across all demonstration regions, a standardized BirdWatch user survey has been developed. This survey is a key instrument in assessing user experience, evaluating platform usability, validating data reliability, and forecasting adoption trends. By maintaining a uniform structure, responses collected from different regions and stakeholder groups can be effectively compared, analyzed, and integrated into the continuous improvement of the BirdWatch platform.

The survey follows a carefully designed framework, incorporating both quantitative and qualitative elements to capture measurable user feedback while also allowing for more detailed insights into challenges, expectations, and areas for improvement. The collected responses will directly contribute to Key Performance Indicators (KPIs), ensuring that the platform's effectiveness is continuously monitored and optimized based on user feedback.

Survey Overview

The BirdWatch survey is structured to gather diverse but standardized user insights, covering the following core areas:

1. **User Role and Engagement Level** – Understanding the professional background, experience, and primary use cases of BirdWatch users helps categorize respondents and segment feedback accordingly. This enables tailored analysis based on stakeholder type, such as farmers, policymakers, researchers, and conservationists.
2. **Platform Usability and Performance** – Evaluating how intuitive and accessible BirdWatch is for users helps measure ease of use, functionality, and system efficiency. Identifying usability challenges ensures that enhancements are aligned with user needs.
3. **Data Completeness and Accuracy** – Assessing how well BirdWatch provides habitat and biodiversity-related data ensures that the platform's predictive models and datasets meet the expectations of conservation professionals, policymakers, and researchers.
4. **Future Adoption and Recommendations** – Measuring user retention intentions and likelihood of recommending BirdWatch provides insights into long-term engagement trends. Open-ended questions allow participants to share feedback on potential feature improvements and additional functionalities that could enhance the platform's value.

All survey responses will be anonymized and aggregated to maintain data confidentiality while ensuring that feedback contributes meaningfully to the ongoing development and refinement of BirdWatch.



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Survey Instructions

For Participants:

The survey is designed to be clear, concise, and user-friendly, enabling respondents to provide meaningful input without excessive time commitment. Participants should:

- Allocate at least 10 minutes to complete the survey.
- Answer as accurately and honestly as possible based on their experience using BirdWatch.
- Provide additional insights through open-ended questions, where they can elaborate on specific challenges, preferences, or areas requiring improvement.

For Data Collectors and Analysts:

To ensure comprehensive and inclusive participation, the survey should be distributed in both digital and print formats, ensuring accessibility for all users, particularly those in field-based roles who may have limited digital access.

3. Digital responses will be collected via Google Forms .
4. In-person responses will be collected via printed forms and will be manually digitized and entered into a centralized survey repository to maintain a structured dataset for analysis.
5. Data processing should follow standardized protocols, ensuring alignment with KPI tracking metrics and supporting comparative analysis across different stakeholder groups and demonstrator regions.

By implementing a structured and systematic approach to survey distribution, collection, and analysis, BirdWatch ensures that user feedback is representative, reliable, and actionable, ultimately supporting evidence-based decision-making and continuous platform enhancements.

BirdWatch User Survey Template

● Section 1: User Profile & Engagement

1. Which best describes your role? (Select all that apply)

Purpose: This question helps categorize users based on their role, ensuring we analyze responses based on different stakeholder groups such as farmers, policymakers, researchers, and conservationists.

- ☐ Farmer (actively managing agricultural land)
- ☐ Representative of a Farming Organization (e.g., agricultural chambers, farmer associations)
- ☐ Biodiversity Consultant (providing advisory services on conservation and land use)
- ☐ Conservation Project Staff (working on habitat improvement projects)
- ☐ Government Representative (regulatory, policy, or funding authority)



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- ☐ Nature Conservation Organization (NCO) Representative (working with biodiversity and ecosystem protection)
 - ☐ Supervisory Institution Representative (involved in CAP compliance, habitat monitoring, or environmental assessment)
 - ☐ Policymaker (involved in environmental or agricultural policy decisions)
 - ☐ Researcher / Academic (conducting studies on farmland birds, biodiversity, or agri-environmental measures)
 - ☐ Technology or Data Specialist (working with satellite data, GIS, or habitat modeling)
 - ☐ Private Landowner (interested in conservation measures for their land)
 - ☐ Other (please specify) _____

2. What is your primary purpose for using BirdWatch?

Purpose: This question identifies how different user groups utilize BirdWatch, whether for farm management, biodiversity monitoring, conservation planning, or policy support.

- ☐ Assessing habitat suitability on farmland (*Farmers, Farming Organizations*)
- ☐ Exploring biodiversity-friendly farming practices (*Farmers, Consultants, Landowners*)
- ☐ Ensuring compliance with CAP and environmental regulations (*Farmers, Government, Supervisory Institutions*)
- ☐ Providing biodiversity advice to landowners (*Consultants, Conservation Staff*)
- ☐ Monitoring farmland bird populations and habitat quality (*Conservation Organizations, Supervisory Institutions, Researchers*)
- ☐ Supporting policy and conservation planning (*Government, Policymakers, NGOs*)
- ☐ Researching farmland bird populations and habitat trends (*Researchers, Academics*)
- ☐ Integrating GIS data and testing predictive models (*Technology & Data Specialists*)
- ☐ Exploring conservation opportunities for private land (*Landowners, Farmers*)
- ☐ Other (please specify) _____

• Section 2: User Satisfaction & Platform Usability

3. How easy and intuitive was it to use the BirdWatch platform?

Purpose: This question measures how user-friendly the platform is, identifying any challenges users face when navigating the system.

Very Difficult → Very Easy

◆ 1 ◆ 2 ◆ 3 ◆ 4 ◆ 5 ◆ 6 ◆ 7 ◆ 8 ◆ 9 ◆ 10

(If anything made navigation difficult, please specify):



4. How satisfied are you with the functionality of the BirdWatch platform?



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Purpose: Evaluates whether BirdWatch provides the necessary tools and features for users to achieve their objectives.

Very Dissatisfied → Very Satisfied

◆ 1 ◆ 2 ◆ 3 ◆ 4 ◆ 5 ◆ 6 ◆ 7 ◆ 8 ◆ 9 ◆ 10

(If any functions are missing or could be improved, please specify):



5. How satisfied are you with the platform's speed and performance?

Purpose: Assesses system performance, including loading times and responsiveness when using BirdWatch's tools.

Very Dissatisfied → Very Satisfied

◆ 1 ◆ 2 ◆ 3 ◆ 4 ◆ 5 ◆ 6 ◆ 7 ◆ 8 ◆ 9 ◆ 10

(If you experienced slow performance or technical issues, please describe them):



6. How clear and understandable was the information presented on the BirdWatch platform?

Purpose: Determines whether users find BirdWatch's data and reports easy to interpret and apply.

Very Difficult to Understand → Very Easy to Understand

◆ 1 ◆ 2 ◆ 3 ◆ 4 ◆ 5 ◆ 6 ◆ 7 ◆ 8 ◆ 9 ◆ 10

(If any data was unclear, please specify what should be improved):



● **Section 3: Data Completeness & Model Reliability**

7. How relevant is the information provided on the BirdWatch platform to your work?

Purpose: Measures how well BirdWatch's data aligns with users' needs in conservation, farming, research, or policymaking.

Completely Irrelevant → Highly Relevant

◆ 1 ◆ 2 ◆ 3 ◆ 4 ◆ 5 ◆ 6 ◆ 7 ◆ 8 ◆ 9 ◆ 10

(If the information was not relevant, please specify why):



8. How accurate and reliable do you find the information on the BirdWatch platform?

Purpose: Evaluates users' trust in the platform's data accuracy and predictive models.

Completely Inaccurate → Highly Accurate

◆ 1 ◆ 2 ◆ 3 ◆ 4 ◆ 5 ◆ 6 ◆ 7 ◆ 8 ◆ 9 ◆ 10

(If any data seemed inaccurate, please describe what needs improvement):



9. How complete do you find the BirdWatch habitat data for your region?

Purpose: Assesses whether BirdWatch provides sufficient habitat data for effective decision-making.



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Very Incomplete → Very Complete

◆ 1 ◆ 2 ◆ 3 ◆ 4 ◆ 5 ◆ 6 ◆ 7 ◆ 8 ◆ 9 ◆ 10

(If incomplete, please specify what is missing):



10. How much do you trust the accuracy of BirdWatch's habitat suitability models?

Purpose: Measures confidence in BirdWatch's predictive habitat modeling and identifies potential areas for improvement.

Not Reliable at All → Highly Reliable

◆ 1 ◆ 2 ◆ 3 ◆ 4 ◆ 5 ◆ 6 ◆ 7 ◆ 8 ◆ 9 ◆ 10

(If improvements are needed, please specify):



● Section 4: Adoption & Future Use

11. Do you plan to continue using the BirdWatch platform in the future?

Purpose: Evaluates user retention and the likelihood of long-term engagement with BirdWatch.

Not at all → Definitely

◆ 1 ◆ 2 ◆ 3 ◆ 4 ◆ 5 ◆ 6 ◆ 7 ◆ 8 ◆ 9 ◆ 10

(If you are unsure or selected a lower score, what improvements would encourage you to continue using BirdWatch?)



12. Would you recommend BirdWatch to your colleagues?

Purpose: Measures overall user satisfaction and willingness to promote the platform to peers.

Not at All → Definitely

◆ 1 ◆ 2 ◆ 3 ◆ 4 ◆ 5 ◆ 6 ◆ 7 ◆ 8 ◆ 9 ◆ 10

(If you selected a lower score, what improvements would make you more likely to recommend it?)



13. What single feature would most improve BirdWatch for you?

Purpose: Identifies the most valuable improvements users want to see in the next iteration of BirdWatch.

(Open-ended response)



Standardized Survey Implementation Guidelines

To ensure uniform and efficient survey distribution, collection, and analysis across all demonstrator regions, a structured implementation strategy will be followed. This strategy guarantees that all stakeholders, regardless of their digital access or familiarity with survey tools, can participate in



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providing valuable feedback. The collected data will be systematically stored, processed, and reported, ensuring that insights contribute directly to Key Performance Indicator (KPI) tracking and the continuous enhancement of the BirdWatch platform.

Survey Distribution

A multi-channel approach will be used to distribute the survey, maximizing participation from all relevant user groups.

- **Digital Distribution:** The survey will be shared via email invitations, via link on Birdwatch platform and project partner networks to ensure that active BirdWatch users receive it directly.
- **Paper-Based Distribution:** For participants with limited access to digital tools, printed versions of the survey will be made available at regional demonstration events. Trained facilitators will assist participants in completing the survey, ensuring consistency in response collection.

Survey Collection & Data Storage

A structured process will be followed to ensure that all responses—whether collected digitally or in person—are securely stored, systematically categorized, and readily available for analysis.

- **Digital Responses:** Automatically stored in a centralized database upon submission, ensuring real-time accessibility for analysis and KPI monitoring. Digital submissions also reduce manual processing time and minimize data entry errors.
- **Paper-Based Responses:** Manually entered into the centralized database by designated data collection personnel. All paper-based responses will be cross-verified to ensure accuracy before integration into the analysis system. This ensures that both digital and manual responses follow the same data structure.

Data Processing & Reporting

Once the survey responses are collected, they will undergo structured processing and analysis to generate actionable insights for the project team.

By maintaining structured survey implementation guidelines, BirdWatch ensures that user feedback is accurately collected, systematically stored, and effectively analyzed, ultimately supporting continuous improvements, KPI monitoring, and data-driven platform development.



Conclusion

The BirdWatch demonstrator activities outlined in this document provide a structured and strategic approach to evaluating the platform's usability, functionality, and impact across four diverse regions: Flanders, Germany, Lithuania, and South Tyrol. By implementing a rigorous multi-phase process—including preparation and planning, demonstration implementation, data collection and analysis, and evaluation and reporting—the project ensures that the platform undergoes thorough testing under real-world conditions. This approach not only validates BirdWatch's effectiveness but also fosters iterative improvements based on direct stakeholder feedback.

A multi-method data collection strategy has been carefully designed to integrate structured surveys and qualitative interviews. This ensures a well-rounded assessment of platform adoption, usability challenges, and stakeholder needs.

Regional-specific planning has been a key component of the demonstration activities, acknowledging that agricultural landscapes, biodiversity conditions, and regulatory frameworks differ across the four regions. By tailoring demonstration activities to these unique contexts, BirdWatch maximizes its relevance and potential for widespread adoption. Close collaboration with farmers, conservationists, policymakers, and researchers ensures that platform functionalities align with real-world conservation and land management challenges.

The structured distribution and collection of survey data, supported by targeted engagement efforts, further enhance the reliability of user feedback. The implementation of standardized validation procedures, KPI-driven analysis, and performance benchmarking allows for continuous monitoring of platform adoption trends, feature usability, and data accuracy. This evidence-based approach strengthens BirdWatch's role as a valuable tool for supporting biodiversity conservation efforts and sustainable agricultural practices.

The final phase of evaluation and reporting will synthesize the insights gained throughout the demonstration activities, providing clear recommendations for future platform enhancements and scalability. Policy integration opportunities will be explored to align BirdWatch with existing environmental and agricultural regulations, ensuring its long-term impact. The results from this process will inform the development roadmap for the platform, ensuring that improvements are guided by user needs, regulatory requirements, and conservation priorities.

Ultimately, the BirdWatch demonstrator activities serve as a crucial step toward refining and expanding the platform's capabilities, ensuring that it evolves into a reliable, user-centered, and scientifically robust tool for biodiversity monitoring and land management. By combining cutting-edge technology with stakeholder-driven feedback, BirdWatch is well-positioned to contribute to a more data-informed and sustainable approach to European farmland conservation.



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