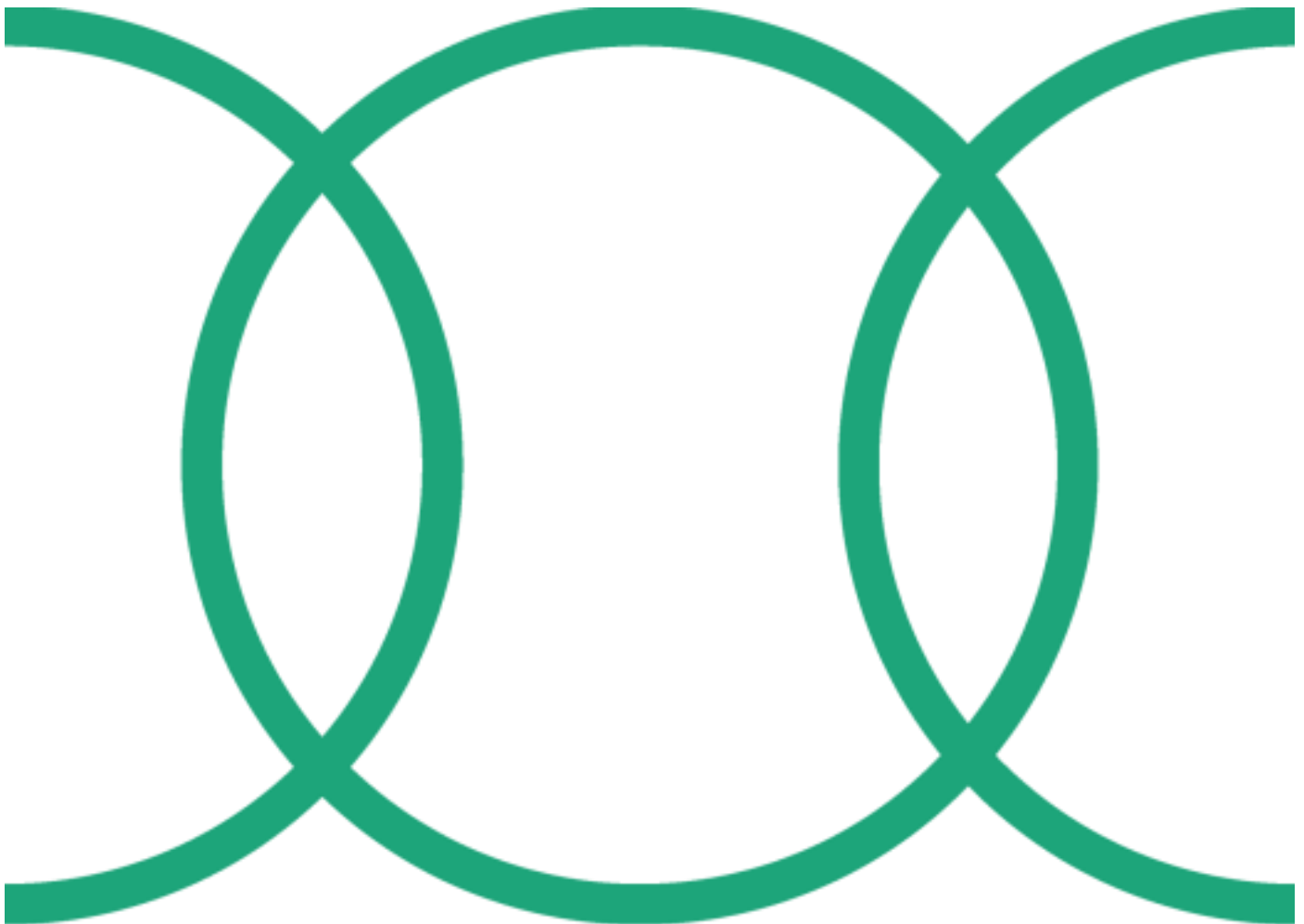


D4.1 First Dissemination, Exploitation and Communication Plan



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Executive Summary

This document illustrates the strategy for the Dissemination and Communication activities of the FOREST4EU project. The document starts with providing an overview of the project's main activities and key objectives, and then presents in detail the target audience and stakeholders relevant for FOREST4EU. After that, the key messages relevant for the project communication are introduced, together with a list of dissemination and communication tools. In the end, the document describes a detailed schedule of activities to be carried out in the period M1 - M18.

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1. Introduction, definitions, and objectives

The FOREST4EU project aims at connecting different Operational Groups (OGs) in the field of forestry and agroforestry across Europe through the knowledge transfer in the form of downloadable material and different types of events, either for experts in this sector or for the general audience.

This is why, it is crucial for the project to maximize the impact and raise awareness reaching the relevant stakeholders that are listed on Table 1. In order to do it, it is necessary to clarify the key words that will be utilised in this report, and its next updates:

- **Dissemination:** focuses on bringing the results of the project to the target audience's attention, aiming to reach those who can learn and benefit from the project updates, events and results. In this report, it refers to the list of Table 1;
- **Communication:** aims to reach a wider audience beyond the dissemination, spreading the project results also to citizens through the media;
- **Exploitation:** it is intended to make the results exploitable and concrete for possible end-users at different levels of action, such as political, societal and commercial.

The FOREST4EU first Dissemination, Exploitation and Communication plan (DEC Plan) aims at describing all the appropriate activities to ensure an optimal transfer of knowledge and outreach to key stakeholders in the forestry and agroforestry sectors.

In order to do so, the FOREST4EU DEC Plan will pursue the following objectives:

- **Raising awareness** on the project's scope, emphasizing the key contributions of the Operational Groups (OGs) involved;
- **Triggering** the interest of relevant stakeholders, encouraging their involvement in existing or new OGs;
- **Increase** the general understanding around the importance of sustainable forest management;
- **Facilitating** the uptake of project results by third parties at the scientific and political level;
- **Ensure** the uptake of solutions after the end of the project.

Dissemination, communication and exploitation activities are very much linked, and will be undertaken in a coordinated way, thus exploiting synergies and avoiding overlaps.

2. Project’s visual identity

The following section provides an overview of the **FOREST4EU visual identity**, which comprehends the logo, fonts, colour palettes and graphic elements. These tools are used by all partners in the project’s related dissemination and communication actions.

Figure 1. Project logo



Figure 2. Color codes and fonts



Figure 3. Covers for publications/deliverables



3. Project's website

The **project** website, aims at hosting all the materials produced by the project partners, working as a repository, not just during the lifetime of the project, but also after the project end. It also gives an overview of the main structure of the project, going further into detail on the relevant topics.

It is structured in **8 main sections**:

1. **Homepage**: This section represents one of the most relevant pages of the website, being the first one that the user will see. The homepage gives a first overview of the project's main aims and objectives, together with a first introduction of the FOREST4EU multi-actor interregional transversal Hubs. Furthermore, a new box advertising the capacity building material developed by the project's partners has been added to the homepage.
2. **About**: here, we have 4 sub-sections:
 - **Project**, where a brief overview of FOREST4EU and its main goal can be found;
 - **Partners**, where the consortium is introduced along with a short description of each partner;
 - **Activities**, this section is dedicated to the description of the project's 5 work packages;
 - **Collaborations**, hosting the projects FOREST4EU is collaborating with.
3. **Operational Groups (OGs)**: this section hosts the interactive map showing the location of the different OGs across the Europe. By clicking on them, a visitor can check which ITHub the OG belongs to.
4. **Capacity Building Material**: hosting all the materials in form of video, technical reports and articles collecting the innovations developed by the OGs collaborating with FOREST4EU.
5. **Resources**, which contains publications and the visual identity toolkit.
6. **Events and Updates**: this section is dedicated to the project's news, including the newsletters and press release as well as events such as the National Workshops held during the previous months in different countries.
7. **Stakeholders form**: this section shows an introductory short video on stakeholder engagement, and for whoever is interested in the project, there is a form to be filled to join the stakeholder database.
8. **Contacts**: this section has been implemented with a contact form to fill in, for those who are interested in the project and wishes to keep up with the news.

The website is a fundamental part of the project's visual identity, and it hosts most of the outputs produced by the partners: <https://www.forest4eu.eu/>.

4. Target audience of FOREST4EU

For disseminating the **main results** of the FOREST4EU project, first of all, it is fundamental to implement a detailed mapping of **target groups** for **dissemination** purposes. Since the objective of the project is to connect forestry and agroforestry partnerships across Europe, the project's audience includes **forest professionals, forest owner's, policy makers** and so on.

The following table provides a provisional list of specific stakeholders:

Table 1. Target audience of FOREST4EU

Target audience	Specific stakeholders
Policy makers	<ul style="list-style-type: none"> • EU Commission (DG AGRI, ENV, CLIMA) • EU Parliament (ITRE, ENVI and AGRI committees) • COREPER • Committee of the Regions (CoR) • European Economic and Social Committee (EESC) • Policy makers involved in rural development programs • National networks of rural development
Forest practitioners (forest owners, forest associations, forest managers, farmers, forest engineering)	<ul style="list-style-type: none"> • European landowners' organization (ELO) • Copa COGECA • EURAF (European Agroforestry Federation) • ERIAFF network (European Region for Innovation in Agriculture, food and forestry) • ERRIN network • EUSTAFOR (European State Forest Association) • CEPF (Confederation of European Forestry Owners) • Members of EIP AGRI OGs dealing with forestry and agroforestry • International Network of Model Forests • Mediterranean Network of Model Forests • European Forest Network
Forest-based and agroforestry-based sectors	<ul style="list-style-type: none"> • Bioenergy Europe - EURAF (European Agroforestry Association) - Wood4Bauhaus

Researchers and professors

- Forestry and agroforestry research institutes
- Faculties for forestry and agriculture
- National and Regional technology clusters

5. Key messages of FOREST4EU

The identification of clear and understandable messages is fundamental for a successful communication campaign, especially if our main objective is the one-off reaching specific stakeholders in the field of forestry and agroforestry.

The table below lists the **key messages** identified by project partners.

These key messages will be the guideline for online **dissemination** activities, especially through the project's website and the social media channels.

Table 2. Key messages of FOREST4EU

Key message	Target audience group
Operational Groups (OGs) activities and results struggle in crossing national borders. FOREST4EU aims at tackling this problem by connecting OGs around Europe	European Operational Groups
FOREST4EU will favour the transfer of knowledge and best practices between forestry and agroforestry experts	Forest practitioners
FOREST4EU will lead to the implementation of recommendations on how to refine regional policies, funding opportunities and CAP specific measures	European policy makers
FOREST4EU activities will lead to the implementation of capacity building materials developed according to identified regional needs	National forest associations and national policy makers

6. D&C tools, schedule activities, and events

During the first months of the project, one of the most important activities will concern the development of FOREST4EU **visual identity**, together with the launch of the **project's website** and the **social media** (LinkedIn and YouTube) pages. More specifically, the project website will also include a dedicated section called "**Operational Groups**", hosting an interactive map of Europe which will locate the OGs involved in the project and provide information on the actors involved and the good practices in place. Together with the visual identity's implementation, Dissemination & Communication (D&C) activities will mainly focus on disseminating the FOREST4EU results and promoting it to potential stakeholders.

Communication activities will be aligned with the release of the project's public deliverables, ensuring that their content is shared and communicated to the wider audience, through **social media posts, newsletters, press releases and website news**.

The following table illustrates the main **tools** identified for the D&C activities. Each tool is associated to a key performance indicator (KPI):

Table 3. FOREST4EU D&C Tools

D&C tool	KPI
Initial press release to announce the start of the project and its specific objectives	3 press releases during the project lifetime
Newsletter to report on project updates	2 Newsletters/year
Practice abstracts	150 practice abstracts
Short clips for social media sharing, representing some key facts	Minimum 3 clips
Continuous social media posting	More than 50 posts by M36
Outreach articles published in specialized magazines	4 outreach articles in written media
Presentation of the project in external venues	Participation in 10 Conferences/events/workshops
Transversal ITHubs events/workshops	2 transversal ITHubs events/workshops
Transferability workshops	9 prioritisation workshop (one per country) covering the five topics
International study visits	5 international study visits (one per ITHub)
Events online for policy makers	12 dedicated events targeting local, national and European policy makers
Final conference	Final event (M36)

During the first 18 months of the project, several **public deliverables** will be submitted – in particular concerning **WP1** (Collection, preparation and translation of practical knowledge from forestry and agroforestry EIP-AGRI Operational Groups), **WP2** (Capacity building of practitioners), **WP4** (Communication, dissemination and exploitation and collaboration with other initiatives to maximise impact) and **WP5** (Project Management):

Table 4. Project public deliverables M1 – M18

Deliverable	WP	Due date
D1.2 Extended summaries of practical knowledge from selected EIP-AGRI OGs	WP1	M13
D1.3 Practice abstracts – batch 1	WP1	M16
D2.1 Action plan for capacity building material and activities	WP2	M17
D2.2 Report on selected formats & channels for capacity building, including identified barriers to the uptake of knowledge from foreign OG	WP2	M14
D2.3 First Report on capacity building material and activities	WP2	M18
D2.4 First report on creation and animation of ITHubs	WP2	M18
D3.1 Innovation-policy matrix in forestry and agroforestry	WP3	M14
D3.2 Drivers in policies and administrators for innovations in forestry and agroforestry	WP3	M18
D4.1 First dissemination, exploitation and communication plan	WP4	M4
D4.2 Second update of dissemination, exploitation and communication plan 2	WP4	M18
D5.4 Report on REA cooperation activities – first	WP5	M16

As a result, the first 18 months of the project will focus on a first **identification of Operational Groups** active in the forestry and agroforestry sector, together with the creation and animation of the 5 ITHubs. In addition to that, FOREST4EU activities and results will be disseminated across partners' countries, in particular with the presentation of the project in conferences, webinars etc.

The main results and findings of the abovementioned activities will be then disseminated by ETA, through the design and editing of factsheets, newsletters and posts on social media. The following table will show the schedule of **D&C**

main activities from M1 to M18, with a specific focus on events, webinars and participation in conferences.

Table 5. Schedule of D&C activities

Activity	Time frame
FOREST4EU kick-off meeting	M1-M4
First press release of FOREST4EU	M1-M4
Launch of the FOREST4EU website	M1-M4
Release of the first version of the Dissemination, Exploitation and Communication Plan	M1-M4
News on the website page	M4-M18
Posts on social media	M4-M18
Three project newsletters	M4-M18
Annual meeting 2024	M12
Project presentation at the 32 nd European Biomass Conference and Exhibition	M16
First Transversal ITHub event/workshop	M18

The above-mentioned activities will be fundamental to disseminate and exploit the results of FOREST4EU project. Posts on social media, newsletters, factsheets and scientific publications will be the main communication tools of the project.

Their use will be instrumental in reporting the progress made by the project, in particular for what concerns the implementation of the FOREST4EU multi-actor innovation interregional transversal Hubs (ITHubs), dealing with 5 different innovation topics in the field of forestry and agroforestry.

In order to disseminate the project's activities and results and increase the number of participants in the 5 ITHubs the project will be presented and disseminated in **other policy events and webinars** in partners' countries. These occasions will give project partners the opportunity of sharing the project's results and engage potential national stakeholders in the project's activities.

As a consequence, together with the schedule of activities planned in the project, the FOREST4EU consortium foresees participating in other relevant events concerning forestry and agroforestry, where partners will be able to illustrate the project's main results and achievements.

The following table lists the **relevant events, conferences and fairs** taking place on a regular basis across Europe, which are considered relevant for the dissemination of FOREST4EU results. The table will be updated in M18, with the second version of the Dissemination, Exploitation and Communication plan.

Table 6. Events and conferences

Event	Where?	When?	Language	Partner attending
51 st Forstpolitikwissenschaftstreffen Freiburg	Freiburg, Germany	29 – 31 March 2023	German	LWF
EFI annual conference	Novi Sad, Serbia	20 – 22 September 2023	English	EFI

32 nd European Biomass Conference and Exhibition	Marseille, France	24 – 27 June 2024	English	ETA
2023 EU AgriResearch Conference	Brussels, Belgium	31 st May – 1 st June 2023	English	Solutopus

7. Conclusions

This document represents a first version of the Dissemination, Exploitation and Communication plan. It covers the period from M1 to M18, hence from 01/01/2023 to 30/06/2024, when a second version will be submitted. If necessary, eventual updates will be made during the first 18 months of the project.