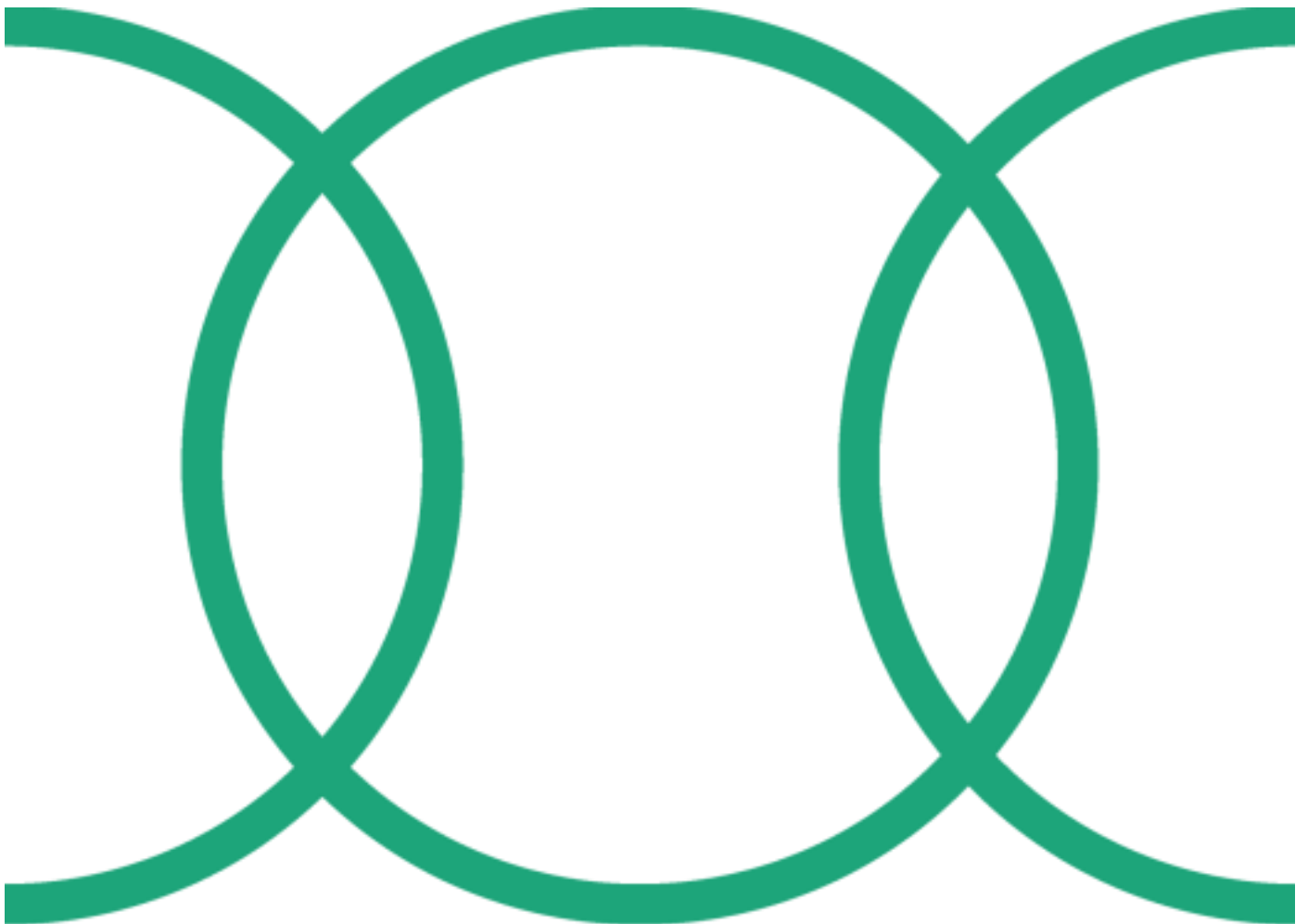


D4.2 Second update of Dissemination, Exploitation and Communication Plan 2



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Document control sheet

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Author	Giacomo Mezzetti
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Executive Summary

This document illustrates the strategy for the Dissemination and Communication activities of the FOREST4EU project. The document starts by summarizing the main updates compared to D4.1 (First Dissemination, Exploitation and Communication Plan), and providing an overview of the project's main activities and key objectives, and then presents in detail the target audience and stakeholders relevant to FOREST4EU.

After that, the key messages relevant for the project communication are introduced, together with a list of dissemination and communication tools where updates regarding website, media channels, and events were added. In the end a table with the document describes a detailed schedule of activities to be carried out in the period M18 – M30, and another table containing all the results obtained from the Key Exploitable Result internal workshop is presented.

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1. List of updates

Table 1. List of updates

Update in D4.2	Description	Reference in D4.1
Section 7.1 – updates on website and media channels	Introduces changes applied to website and media channels	Absent
Section 7.1.1 – Website content	Describes more in detail the changes made on the website	Absent
Section 7.1.2 – Media channels content	Describes more in detail the changes made on YouTube	Absent
Table 5 under “7.2 - updates on events” section	New events were added	Table 6 (events and conferences)
Section 8 – Exploitation	A table with the results of the first KER Internal Workshop was added	Absent

2. 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 Second Update of 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.

3. 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. Colour codes and fonts

<h4>Fonts</h4> <hr/> <h3>Martel Sans</h3> <p>Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 012345678 [.,:;'+*# \"'!\$%&/?~`@]{}~>?<a\$%&~*+}~€</p> <p>Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 012345678 [.,:;'+*# \"'!\$%&/?~`@]{}~>?<a\$%&~*+}~€</p> <p>Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 012345678 [.,:;'+*# \"'!\$%&/?~`@]{}~>?<a\$%&~*+}~€</p>	<h4>Colors</h4> <hr/> <table border="0"> <tr> <td style="text-align: center;"></td> <td>R: 0 G: 76 B: 62 #004c3e</td> <td style="text-align: center;"></td> <td>R: 99 G: 168 B: 118 #00a876</td> <td style="text-align: center;"></td> <td>R: 0 G: 168 B: 118 #00a876</td> </tr> </table>		R: 0 G: 76 B: 62 #004c3e		R: 99 G: 168 B: 118 #00a876		R: 0 G: 168 B: 118 #00a876
	R: 0 G: 76 B: 62 #004c3e		R: 99 G: 168 B: 118 #00a876		R: 0 G: 168 B: 118 #00a876		

Figure 3. Covers for publications/deliverables



4. Project's website main structure

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.

Was structured into **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.
2. **About**: here, we will have 2 main sub-sections:
 - **The 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.
3. **Activities**: this section is dedicated to the description of the project's 5 work packages.
4. **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 to which ITHub the OG belongs to.
5. **Results**: This section has been modified into "**Resources**", which contains two sub-sections in order to avoid confusion with too much material in just one section:
 - "**Results**", (e.g. publications, visual identity toolkit etc.);
 - "**Capacity Building Materials**", hosting all the videos and technical reports produced by the project partners in the context of FOREST4EU;
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. **Forms and Surveys**: this section shows an introductive 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. At the moment, the stakeholder database counts more than 200 submissions.
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/>.

5. Target audience of FOREST4EU

As it is stated on Table 1 of D4.1, a list including **forest professionals, forest owner's, policy makers** mapping different **target groups** for dissemination purposes, is provided. The following table illustrates a provisional list of specific stakeholders:

Table 2. 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

6. 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 have been and will be the guideline for online **dissemination** activities, especially through the project's website and the social media channels.

Table 3. 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 and forests owners and practitioners
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

7. Updates, D&C tools, and schedule activities

7.1 Updates on website and media channels

During the initial phase of the project, the visual identity toolkit, the launch of the project website and social media channels, was one of the most important aspects to set the basis for promoting the project. Indeed,

7.1.1 Website content

The project website has been constantly updated and implemented in all of its parts as it is further clarified on **section 3 – project website** in this report:

- Regarding the material uploaded by ETA in collaboration with WP2 and produced by the partners, all the **Capacity Building Material** (in the form of video, technical reports, articles and factsheets) are available at the following link: <https://www.forest4eu.eu/capacity-building-material/>;
- Moreover, the **news** section hosts the most relevant news regarding events and other activities conducted by the project <https://www.forest4eu.eu/news/>;
- Furthermore, the **operational groups map** on the website were updated with the latest information regarding the OGs involved in the project. This map will continuously be up-to-date to give as many details as possible for each OG. <https://www.forest4eu.eu/operational-groups-in-forest4eu/>;
- Eventually, into the “**about**” section, a new web page was developed named as “**collaborations**”, where all the projects collaborating (with link to the relative web pages and social media) with FOREST4EU are included: <https://www.forest4eu.eu/collaborations/>.

This continuous **implementation** of the project website must be seen from the perspective of giving a solid structure and to exploit it as a database also **after the project end**.

7.1.2 media channels content

Regarding the media channels, the **LinkedIn page** is constantly updated with the project latest news regarding new material produced by the partners, events organized by the consortium or where FOREST4EU was presented. Currently, **more than 100 posts** and **more than 1,000 followers** are present on LinkedIn, as can be seen from the official page of the project: <https://www.linkedin.com/company/93598372/dashboard/>.

7.2 Updates on events

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 M30, with the third version of the Dissemination, Exploitation and Communication plan.

Table 4. Relevant events during M18 – M30

Event	Where?	When?	Language	Partner attending
32 nd European Biomass Conference and Exhibition	Marseille, France	2024	English	ETA (delivered)
6th Forest Innovation Workshop	Brussels, Belgium	11 – 12 February 2025	English	All
33 rd European Biomass Conference and Exhibition	Valencia	8 – 12nd of June 2025	English	To be defined

Following what is also stated in Table 6 of D4.1 (first DEC plan), ETA participated to the 32nd European Biomass Conference and Exhibition with a poster presentation.

Furthermore, in the context of FOREST4EU, the project partners organized and participated to several relevant events and ETA supported them for dissemination and communication side.

As it is also further specified in the Interim Report, some of the most important **events and conference** where FOREST4EU participated are listed below:

- 2023 ERIAFF Annual Conference “Green and Climate Transition Plans in agriculture and in agroforestry systems” in Bolzano, Italy, on 22-24/05/2023;
- The “Growing together - 7th Workshop for EIP-Agri OGs” in Kassel, Germany, on 17-18/10/2023;
- The "1st EU CAP Network Workshop 'National Networking for Innovation'" in Tallinn on 30/11-1/12/2023;
- The "1st Italian Forum on Agroforestry" in Rome, Italy, on 6-7/12/2023;
- The 10th ERIAFF Annual Conference “Regions as Changemakers for European Resilience and Sustainability” in Seinäjoki, Finland, on 11-13/06/2024;
- "EU CAP Network Conference ‘EIP-AGRI Operational Groups: Innovation in Practice” in Estoril, Portugal, on 6-8/05/2024;
- 7th European Agroforestry Conference - EURAF 2024, Brno (CZ) on 27-31/05/2024, CZ;
- 26th IUFRO World Congress “Forests & Society towards 2050”, Stockholm (Sweden) on 23-29/06/2024.

Moreover, **9 National Workshops** were organized, and ETA collaborated with all the partners to help with the dissemination and communication of these events on social media and on the project website:

- National Workshop Croatia, 29th February 2024, Gradište;
- National Workshop Italy, 18th March 2024, Florence;
- National Workshop Latvia, 20th March 2024, Riga;
- National Workshops Germany, 21st March 2024 and 25th March 2024, Freising;
- National Workshop Portugal, 21st March 2024, Alcácer do Sal;
- National Workshop Slovenia, 26th March 2024, Ljubljana;
- National Workshop France, 28th March 2024, Online;
- National Workshop Finland, 16th April 2024, Online;
- National Workshop Spain, 19th April 2024, Valladolid;

- National Workshop Spain, 15th April 2023, online associated with agroforestry

Regarding the **study visits**, ETA in collaboration with WP2, ITHub leaders, and USC as leader of this task, supported with the making of the official call on the LinkedIn page of the project and on the website, providing a file where people can access to all the relevant information regarding the visits, such as the registration form, the agenda, date, venue, and location: https://www.forest4eu.eu/wp-content/uploads/2024/11/Study-Visits_CALL.pdf.

Moreover, ETA supported for the dissemination of the **6 Policy Focus Groups** organized in 2024 (3 more in 2025) in the context of WP3 led by LWF, also taking care about collecting the registrations. A summary for each one of them is now available in the #2 issue of the project newsletter at the following link: <https://www.forest4eu.eu/wp-content/uploads/2024/11/FOREST4EU-Newsletter-2-1.html>

7.3 D&C Tools

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 in a comprehensive and understandable way, to reach also a non-expert 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 5. 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 (1 delivered)
Newsletter to report on project updates	Newsletters/year (2 delivered) 1. https://www.forest4eu.eu/news/forest4eu-newsletter-1-february-2024/ 2. https://www.forest4eu.eu/news/forest4eu-newsletter-2-november-2024/
Practice abstracts	150 practice abstracts (101 delivered in the first batch)
Short clips for social media sharing, representing some key facts	Minimum 3 clips (25 videos on YouTube) https://www.youtube.com/@FOREST4EUProject/videos
Continuous social media posting	More than 50 posts by M36 (more than 100 posts by M18)
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 (please see section 7.2 – Updates on events)
Transversal ITHubs events/workshops	2 transversal ITHubs events/workshops

Transferability workshops	9 prioritisation workshop (one per country) covering the five topics (9 held, please see section 7.2 – Updates on events)
International study visits	5 international study visits (one per ITHub) will be held in 2025 (please see section 7.2 – Updates on events)
Events online for policy makers	12 dedicated events targeting local, national and European policy makers (6 policy focus groups held in 2024, see section 7.2 – updates on events)
Final conference	Final event (M36)

7.4 Schedule activities

The following table shows the schedule of **D&C activities** planned for the period M18 – M30:

Table 6. Schedule of D&C activities

Activity	Time frame
Poster presentation at the 32 nd European Biomass Conference and Exhibition	M18 (delivered)
Dissemination of Capacity Building Material	M18 – M30
Transversal Hub events/workshops	M18 – M30
Second KER Internal Workshop	M29
#2 Newsletter	M22 – M24 (Delivered)
#2 Press Release	M25 – M26
#3 Newsletter	M26 – M28

The above-mentioned activities are fundamental to disseminate and exploit the results of FOREST4EU project in the proper way.

Posts on social media, newsletters, factsheets, and scientific publications will continue to be the main dissemination and communication tools of the project. To be consistent with the D&C strategy, and to share the scientific knowledge in a continuous way along the duration of the project, these media channels will be crucial.

The FOREST4EU consortium will continue by participating in other relevant events concerning forestry and agroforestry, where partners are able to illustrate the project’s main results and achievements, and organizing events and study visits for the next year.

During the period M18 – M30 of the project, 5 **public deliverables** will be submitted – in particular concerning **WP1** (Collection, preparation and translation of practical knowledge from forestry and agroforestry EIP-AGRI Operational Groups), **WP3** (Policy learning from innovation practice in EIP-AGRI Ogs) and **WP5** (Project Management):

Table 7. Project public deliverables

Deliverable	WP	Due date
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D4.2 Second update of Dissemination, Exploitation and Communication Plan 2

D1.2 Extended summaries of practical knowledge from selected EIP-AGRI OGs	WP1	M13
D1.3 Practice abstracts – batch 1	WP1	M16
D1.4 Practice abstracts – batch 2	WP1	M28
D1.5 Report on international dissemination through existing online repositories	WP1	M30
D2.1 Action plan for capacity building material and activities	WP2	M13
D2.3 First Report on capacity building material and activities	WP2	M18
D2.4 First report on creation and animation of ITHubs	WP2	M18
D2.5 Second report on capacity building materials and activities	WP2	M34
D2.6 Second report on animation of the ITHubs	WP2	M36
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
D3.3 Update of drivers and barriers in policies and administrations for innovations in forestry and agroforestry	WP3	M21
D3.4 Report on knowledge transfer workshops	WP3	M27
D3.5 Policy briefs “From innovation practice to policy”	WP3	M32
D3.6 Booklet “Effective knowledge transfer from practice to policy”	WP3	M34
D4.1 First dissemination, exploitation and communication plan	WP4	M4
D4.2 Second update of dissemination, exploitation and communication plan 2	WP4	M18
D4.3 Third Update of dissemination, exploitation and communication plan 3	WP4	M30

D4.4 Final publication	WP4	M36
D5.4 Report on REA cooperation activities – first	WP5	M16

The period of the project from M18 to M30 will focus on the dissemination and communication of the material that the partners produced, **technical reports** and **video-clips** showing the work carried on by the OGs. In addition to that, FOREST4EU activities and results will be disseminated across partners' countries, also with the presentation of the project in conferences, webinars etc.

ETA will then disseminate the main results and findings of the abovementioned activities, through the design and editing of factsheets, newsletters and posts on social media.

8. Exploitation

As an outcome of the **Key Exploitable Results (KER)** internal workshop, the partners gathered to identify the main exploitable results obtained within M18 of the project and discussed how those results could be used in terms of potential end-users and the method of exploitation.

Table 8. Summary of the Key Exploitable Results Internal Workshop held in M18

Exploitable Result	Potential end-users	Exploitation method
Practice abstracts	<ul style="list-style-type: none"> industries; forest and agriculture schools and universities; researchers; advisors; 	<ul style="list-style-type: none"> online events or webinar; EIP-AGRI database; translation in several languages; policy focus groups;
Capacity Building Material (Technical Reports & OG videos)	<ul style="list-style-type: none"> forest owners, environmental organizations and influencers; new operational groups; policy makers; entrepreneurs; Stakeholders; 	<ul style="list-style-type: none"> project website; LinkedIn page of the project; YouTube channel of the project;
Extended summaries		
Innovation analysis (gaps per country and Hubs)	<ul style="list-style-type: none"> policy makers; foresters; Researchers; advisors; stakeholders 	<ul style="list-style-type: none"> policy focus groups; project website; social media posts;
Innovation survey	<ul style="list-style-type: none"> policy makers; advisors; 	<ul style="list-style-type: none"> policy focus groups; project website;

-
- stakeholders;

Map of the operational groups

- new operational groups;
 - stakeholders.
 - EIP-AGRI database;
 - website.
-

9. Conclusions

This document represents the second Dissemination, Exploitation and Communication plan. It covers the period from M18 to M30, hence from 01/07/2024 to 30/06/2025, when the third and updated plan will be submitted.