

# OUTREACH AND DISSEMINATION PLAN (V1)

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v1	31/01/2018	20	First version of the document

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## 1. INTRODUCTION

### 1.1. PURPOSE

MySustainableForest seeks a new form of sustainable forest management that operatively incorporates satellite-derived information into the everyday decision-making processes of foresters, whatever management perspective they prioritize at each site (productive, conservational, recreational...).

The social and economic benefit of forest resources is nowadays unquestionable and so it is the need for a sustainable and respectful use of these resources. For this reason, the Scope and Dissemination Plan aims, not only to exploit results commercially, but also to bring the project, its message and benefits to the widest possible notice among all sectors involved, be them social, industrial or managerial.

During the development of the project, special attention will be paid to the dissemination of the ground-breaking scientific work of this innovative service, which combines existing socio-economic models, with Earth Observation data and with weather information

### 1.2. SCOPE

This document is structured according to the following sections:

- Section 1, defines the purpose of the document and the plan overview.
- Section 2, includes the list of applicable documents and additional references to be taken into account during the project life cycle. It also contains definitions and acronyms.
- Section 3, presents the focus areas and objectives of the project.
- Section 4, identifies the main target audiences for the communication actions.
- Section 5, explains the process that will be followed to produce key messages in the framework of three complementary perspectives.
- Section 6, describes the communication guidelines that will ensure consistency in all communication activities.
- Section 7, outlines the communication channels, products and activities that will be used to reach the target audiences and project partners.
- Section 8, details the timetable for implementation and reporting of the communication activities.

## 2. APPLICABLE AND REFERENCE DOCUMENTS

### 2.1. APPLICABLE DOCUMENTS

The following documents, of the exact issue shown, form part of this document to the extent specified herein. Applicable documents are those referenced in the Contract or approved by the Approval Authority.

**Table 2-1. Applicable Documents**

Ref.	Title	Code	Version	Date
[AD.1]	Grant Agreement N° 776045—MySustainableForest	Ares(2017)5215 238	1.0	25/10/2017

### 2.2. REFERENCE DOCUMENTS

The following documents, although not part of this document, amplify or clarify its contents. Reference documents are those not applicable and referenced within this document. They are referenced in this document in the form [RD.X]:

**Table 2-2. Reference Documents**

Ref.	Title	Code	Version	Date
[RD.1]	D6.4 Communications materials (v1)		1.0	31/01/2018

### 2.3. TERMS, DEFINITIONS AND ABBREVIATED TERMS

The following acronyms have been used across this document:

- **CORDIS** EC Community Research and Development Information
- **EFI** European Forest Institute
- **EFIMED** Mediterranean Regional Office of the European Forest Institute
- **EO** Earth observation
- **EU** European Union
- **GMV** GMV Aerospace and Defence S.A.U.
- **ICT** Information and communication technology
- **WP** Work Package

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### 3. FOCUS AREAS AND OBJECTIVES

The purpose of the Outreach and dissemination plan is to define the key elements of the communication strategy that MySustainableForest will implement during the three next years (2018-2020).

According to the calendar of the project, this plan will be reviewed twice (month 12 and 24) and updated based on the current needs of each period. Stakeholders and project partners will be involved in this process to maximise the viability and achieve the objectives.

The communication plan will focus on three main areas:

- Demonstrate the advantage of incorporating earth observation-based information into daily silviculture decisions.
- Promote the wide variety of opportunities that remote sensing and ICT technologies offer.
- Share knowledge and facilitate collaboration among stakeholders.

MySustainableForest aims to reach its target audiences with tailored messages that enhance communication fluxes among stakeholders while helping to achieve the following objectives:

- Raise awareness on the considerable opportunities that remote sensing and ICT technologies offer to improve sustainable forest management.
- Develop outreach activities and communication materials specifically tailored to priority target groups and promote a wide catalogue of earth observation services for silviculture.
- Demonstrate cost-effective and high quality services of the earth observation downstream application in all EU forestry regions.
- Raise awareness about how European funding contributes in this project to improve the sustainability of forest management through collaborative work between organisations from different countries.
- Maximise the relevance and applicability of scientific marketing through open dissemination of findings and results to the academic and scientific world.
- Establish mechanisms for end-user engagement for the project duration and after its termination.



## 4. TARGET AUDIENCES

The target audiences must be identified and their specific requirements, background, fields of interest and expectations concerning the outputs of MySustainableForest should be defined.

One of the opportunities for the project is the number of individuals, organisations, associations, universities, businesses, public bodies and authorities already working together aiming to enhance forest management. Many of these actors are already connected through networks but MySustainableForest can be a door to connect actors across different fields using earth observation as central axis.

The main audiences that the project is going to target are:

- Forest proprietors and managers
- Forest products industries
- Wood markets such as pulp and paper markets
- General public
- Media
- Non-profit institutions
- Practitioners
  - Associations
  - Consultants
  - Forest managers
  - Forest owners
- Private sector
  - Harvesters
  - Industry
- Public administration
- Policy makers
  - EU
  - Forest authorities
  - Regional, national, international
- Academia and research community
  - Researchers
  - Students
  - Colleges, universities, business schools

Project dissemination and communication activities will take place at different levels:

- **Local.** According to the project partners' locations and the six case studies.
- **National.** Highlighting successful local stories linking them to the national scope.
- **International.** Policy recommendations, best practices and successful cases.

## 5. KEY MESSAGES

Several messages for communication will be considered common and transversal, and hence will be used in communications to any target audience. Additional tailored messages will be used only for the communication with specific groups according to the needs of the project.

The key messages will be developed with the involvement of project partners in the framework of three complementary perspectives:

- **Social.** Some of the issues related to this area are environmental awareness, planet resilience and climate change; wiser forest resources management.
- **Technology.** The combination of new technologies enables forest management and regeneration: satellite observations, big data handling in situ and weather measurements, advanced bioanalytics, etc
- **Economy.** Wood production market competitive challenges, need to break through the current forest production system, advantages of including Earth observation in the wood/forest production services.
- **Market:** project services mean a step ahead for wood producers and wood industries in terms of raw material production and management.
- **Policy.** Policies, programmes and institutional agreements related to climate change and sustainable development (e.g. Sustainable Development Goals, third generation human rights).

## 6. COMMUNICATION GUIDELINES

To ensure consistency in all communication activities, guidelines for use in referring to the MySustainableForest project and its visual identity are as follow.

### 6.1. OFFICIAL NOMENCLATURE OF THE PROJECT

The official nomenclature of the project is “Operational sustainable forestry with satellite-based remote sensing”. The official nomenclature should always be mentioned in the communication materials, at least once, especially in the initial phase of these communication actions, for a better understanding of the project.

### 6.2. REDUCED NOMENCLATURE OF THE PROJECT

The reduced nomenclature is “MySustainableForest”.

Suggested use of the reduced nomenclature is in relations between partners and the activities included in the project. It will also be the nomenclature used with the media, in press releases and announcements, although this use does not exclude the mention of the official nomenclature.

### 6.3. VISUAL IDENTITY

#### ■ Project logo

MySustainableForest identity is branded by a logo with the aim of ensuring quick recognition of the project in all external and internal communication. It is composed of the reduced nomenclature, an abstract visual of the earth surrounded by a satellite, and a descriptive tagline.



Earth observation services for silviculture

Figure 6-1. MySustainableForest logotype

#### ■ European Union logo

Any dissemination activities and publications in the project will specify that the project has received EU research funding and display the European emblem to publicize the European Union’s contribution to the project, in accordance with the [‘Acknowledgement of EU funding’](#) guidelines.

A specific mention to the H2020 funds will be included as follows:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776045

**Figure 6-2. EU-funding acknowledgement**

## 6.4. SMALL LOGO

For social media profiles and other uses where the logo must be small, the tagline will be removed:



**Figure 6-3. MySustainableForest small logo, without tagline**

For square shape uses (i.e. Social media profile pictures, where the name of the project is mentioned elsewhere), only the visual will be used:



**Figure 6-4. MySustainableForest square logo, without acronym neither tagline**

## 6.5. TEMPLATES

To ensure homogeneity across MySustainableForest related-publications, templates for Word and PowerPoint documents have been produced using the MySustainableForest visual identity (see Deliverable 6.4 Communication Materials v1).

Consortium partners are encouraged to use the project document templates and branding for all dissemination materials, both internal and external to the project. This includes project deliverables, reports, and notes as well as dissemination tools such as newsletters, leaflets, fact sheets, policy briefs and press releases.

## 6.6. INSTITUTIONAL PROJECT INFORMATION

It is suggested that partners use an institutional framework to define project aims and goals, to describe how, when and what will be done, and to acknowledge project financing. Generic information will be provided to partners by WP6.

It is also recommended to accompany each press release with a final explanatory paragraph about the project:

*MySustainableForest project receives funding from the European Union's H2020 research and innovation programme. The 36-month long project, coordinated by GMV, aims to develop a pre-commercial service and platform for forest stakeholders to integrate Earth Observation into daily decision-making processes and operations.*

## 6.7. PROJECT PARTNERS' LOGOS

In some communication materials, the logos of the organisations belonging to the consortium will be shown. The decision of including these logos will be taken by WP6 leader and the project manager.

 <p><b>gmv</b><sup>®</sup> INNOVATING SOLUTIONS</p>	 <p><b>RAIZ</b> Forest and Paper Research Institute</p>
	 <p>Mendel University in Brno University Forest Enterprise Masaryk Forest in Křtiny</p>
 <p><b>foresnaizurgaia</b> ASOCIACIÓN FORESTAL NAVARRA NAFARROAKO BASO ELKARTEA</p>	 <p>Lietuvos miško savininkų asociacija Anno 1993</p>
 <p><b>CNPF</b> Centre National de la Propriété Forestière</p>	 <p><b>MADERA+</b></p>
 <p><b>föra</b> forest technologies</p>	 <p><b>EFI</b></p>

Figure 6-5. Project partner's logos

## 7. COMMUNICATION CHANNELS, PRODUCTS AND ACTIVITIES

Communication channels, products and activities are the means to reach various audiences, both internal and external to the project. They are, in principle, not designed for one specific target audience, but may be customised according to particular dissemination needs and comprise elements that are tailor-made to reach the target audiences described in section 4.

MySustainableForest will produce a range of different communication products and will organise several communication activities aiming to bring project information and results to the target groups. On section 8, a timetable for their implementation is set. However, as the overall plan, the communication products and activities, and the timetable will be revised and updated according to the progress of the project.

### 7.1. WEBSITE

The MySustainableForest website ([www.mysustainableforest.com](http://www.mysustainableforest.com)) is a central tool for the communication and dissemination of the project.

It is the place to find all the public information produced by the consortium: news, press releases, general information, newsletters, brochures, policy briefs, etc. In addition, it will have a space to promote the stakeholder workshops and any other activities/events organised in the framework of the project or related to it.

The website will serve as a sharing-knowledge platform and will gather all the scientific papers published in relation to the MySustainableForest project. Relevant external links to the earth observation downstream applications developed by the project will also be available from the site.

A content management system is going to be used to build the site with a friendly back-end that will allow multiple users to contribute uploading content, if needed. Daily back-ups will ensure the stability of the site that will be hosted in fast and secure servers.

The maintenance of the website is under the responsibility of WP6 and the project coordinator, and will be so for at least three years after the project's termination.

### 7.2. SOCIAL MEDIA

MySustainableForest consortium is aware of the importance of social media. Therefore, in order to support the rest of communication actions it will engage with its target audiences through LinkedIn and Twitter.

On the one hand, MySustainableForest will have its own accounts from where will disseminate on regular basis. On the other hand, it will encourage the project partners and other stakeholders to make use of suggested hashtags linked to the project activity.

### 7.3. NEWSLETTER

MySustainableForest will produce a newsletter twice a year. It will include updates on project activities and will promote any upcoming ones.

The newsletter will mainly include the last news items and events published on the website. In addition, ahead of publication there will be a call for inputs and contributions sent to the consortium.

The newsletters will be designed, produced and disseminated using a marketing automation platform. A mailing list will be generated via subscription on the website, as well as through contacts harvested at meetings and interactions, workshops and through networking by partners. The newsletter will be sent directly to the email addresses of all those on the MySustainableForest mailing list and will be stored and accessible in an archive on the website.

## 7.4. PARTNER NETWORKS

Project partners will actively contribute to the communication of the project using their usual tools. All the consortium members already communicate with their networks via website, newsletter, blog or social media. GMV and EFI are the partners with wider networks and together have more than 26 000 followers on social media.

GMV will make use of its multiple dissemination tools to promote the project, including its website, blog and newsletter. In addition, GMV will reach more than 10 000 followers on social media (Facebook, Twitter, LinkedIn, Google+).

The European Forest Institute, with 130 Member organisations in Europe, will use its various networks to disseminate press releases, key messages and project findings. These include the EFIMED web portal and monthly digital newsletter with a circulation of more than 1 000 recipients, EFI Network News which is sent to approximately 600 individuals, the EFI website, and EFI's social media (Facebook, Twitter, Youtube and LinkedIn), with more than 16 000 followers in total.

EC dissemination channels will be fully optimised, including regular submissions to Horizon Magazine and CORDIS wire.

## 7.5. MEDIA LISTS

Consortium partners will be briefed on how to interact with their local media, as well as with the promotion of stakeholder workshops and study cases. Generic press releases –which may be translated into local languages by case study partners- will be provided.

A database of media partners or influencers who can contribute to promoting awareness of MySustainableForest activities and results on social networks will be established.

Selected press releases will be sent to the AlphaGalileo news-service for science journalists, and GMV and EFI's European wide media list of specialised and general media.

## 7.6. TEMPLATES

Templates for documents, presentations, posters and any other communication needs from the project partners will be produced and distributed by WP6.

These templates will follow the MySustainableForest visual identity guidelines to ensure that all the outputs of the project are easily recognised as MySustainableForest products.

## 7.7. BROCHURE

A generic brochure will include general and introductory information for broad distribution to wide potential audiences. The target audience for this brochure will be intentionally broad in scope so that it may appeal to the wider project community and society as a whole at local, regional, national and international levels. This will include potential stakeholders but also national bodies, forest authorities and regulatory bodies, NGOs, Universities, EU institutions, participants at scientific meetings and conferences, and other stakeholders.

The content will highlight the key main messages of the project, its goals and other relevant information.

The brochure will be produced in digital format, in English, but project partners are encouraged to translate it into their own language to maximise the dissemination.

The brochure will be updated with project results and experiences at the end of the project, and printed for distribution at relevant events if needed.

## 7.8. VIDEOS

Short videos with testimonials will be produced taking advantage of the stakeholder workshops and any other relevant activities taking place during project's lifespan. These videos will be disseminate it through social media and the newsletter, and will be available from the project's website.

As the project progresses, other opportunities for video productions may arise and project partners, specially WP6 leader and coordinator, will try to detect those in advance to produce new materials.

## 7.9. PUBLICATIONS

MySustainableForest will produced between 15 and 30 publications. For scientific dissemination, non-sensitive data which would be needed to validate the results presented in scientific publications will be made published and available as scientific dataset in peer-reviewed, open-access journals for descriptions of research datasets.

## 7.10. POLICY BRIEF

A policy brief will be issued by the project through a collaborative process. The document will be a synthesis of policy recommendations at the EU and national scales on improved sustainable forest management using EO services.

It will be distributed widely via partner dissemination channels and the network established over the course of the project, and to policy stakeholders.

## 7.11. STAKEHOLDER WORKSHOPS

A minimum of four stakeholder workshops will be conducted through the project's lifespan with different aims according to the project progress and the status of the service. These workshops seek to raise awareness about the potential of both remote sensing and ICT technologies to support the needs of broader range of different end-users for responsible forest exploitation; to attract interest about the potential benefits of the resulting project



solutions illustrating them by end-users on their demonstration trials; and to create the willing to adopt the forest management support services co-developed with end-users.

In addition, these workshops will be an opportunity for interaction between project partners and stakeholders. Therefore, also for communication purposes. Interviews will be run and photos/videos taken that will be used to produce communication materials such as news items, press releases, photo galleries and testimonial videos. These materials will also help to keep track of the project progress and to disseminate results and outputs to the target groups.

## 8. PLANNING, IMPLEMENTING AND REPORTING

All project partners are involved in the dissemination and have been attributed resourcing in WP6. In some cases, partners have been also assigned specific dissemination activities (i.e. Stakeholder workshops to GMV).

The details of specific dissemination activities will be coordinated by WP6 leader, providing all guidance needed to project partners involved. The use of templates for the production of communication materials will contribute to the content and graphical coherence of the overall project.

### 8.1. TIMETABLE FOR IMPLEMENTATION

#### ■ Phase I (Nov 17 – Apr 18)

- Establish visual identity
- Produce Word and PowerPoint templates
- Design and launch of the website
- Set up of social media accounts and launch first campaign
- Project brochure
- Establish newsletter (biannual)
- First stakeholder workshop
- Testimonial videos
- Press releases: project launch; first workshop
- Follow-up and monitoring of communication activities

#### ■ Phase II (May 18 – Apr 19)

- Maintenance of website and social media
- Newsletter (biannual)
- Second stakeholder workshop
- Testimonial videos
- Press releases: service getting started guide, second workshop
- Follow-up and monitoring of communication activities

#### ■ Phase III (May 19 – Feb 20)

- Maintenance of website and social media
- Newsletter (biannual)
- Press releases: operational pilot usages
- Publications
- Follow-up and monitoring of communication activities

#### ■ **Phase IV** (Mar 20 – Oct 20)

- Maintenance of website and social media
- Newsletter (biannual)
- Third and fourth stakeholder workshops
- Testimonial videos
- Press releases: third workshop, operational pilot usages, fourth workshop, termination of the project
- Policy brief synthesizing key messages for national and European policy makers
- Publications
- Follow-up and monitoring of communication activities

## 8.2. REPORTING

Reporting on all communications activities will take place as part of the periodic reports due for the whole project. All consortium partners will report on their dissemination activities, for collation by WP6. Numerical and narrative reporting will include the following measures:

- Website engagement will be monitored through a web analytics tool, with a focus on visitor numbers, new and returning visitors, average session duration, bounce rate, geographic location, number of pages per session and others.
- Social media analytics will be used to track the success and reach of campaigns, and track project website's pages driven by social media with the web analytics tool.
- Subscriptions to the newsletter will indicate how many people become involved in the project directly. Specific newsletter analytics will be used to evaluate the success of it, and to find out what topics are the most relevant for the subscribers.
- Downloads of dissemination and communication materials will be monitored, as well as views of any videos uploaded.
- Media hits and scope will be recorded through project partners' collaboration on local and national media, while international media hits will be monitored by WP6 leader.
- Participants to workshops, conferences and other project events will be analysed to determine their provenance, field and sector to generate an overview of the project scope within and outside of the targeted stakeholders.

END OF DOCUMENT



Earth observation services for silviculture



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[www.mysustainableforest.com](http://www.mysustainableforest.com)