

D6.5 COMMUNICATIONS MATERIALS (V2) MYSUSTAINABLEFOREST

Project no.	776045
Project title	MySustainableForest
Project acronym	MySustainableForest
Start date of project	1 November 2017
Duration of project	36 months
Deliverable	D08 D6.5
Due date of deliverable	30/04/2018
Actual submission date	31/05/2018
Organisation name of lead	EFI
Contractor for this deliverable	EC REA
Dissemination level	Public

Code:	D08 D6.5
Version:	v1
Date:	30/05/2018
Internal code:	GMV 21834/18 V1/18



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

TECHNICAL REFERENCES

Project Acronym	MySustainableForest
Project Title	Operational sustainable forestry with satellite-based remote sensing
Project Coordinator	Julia Yagüe GMV mjuryague@gmv.com
Project Duration	1 Nov 2011 – 30 Oct 2020 (36 months)
Grant Agreement	N0 776045

Deliverable Number	D6.5
Dissemination Level	Public
Workpackage	WP6
Task	T6.1 Communication
Lead beneficiary	EFI
Contributing beneficiary (ies)	GMV, RAIZ, CFRI, UFE, FORESNA, FOAL, CNPF, MADERA+, FOR A.
Due date of deliverable	Month 6 30 April 2018
Actual submission date	30/05/2018

COPYRIGHT NOTICES

©2017 MY SUSTAINABLE FOREST CONSORTIUM PARTNERS. ALL RIGHTS RESERVED. MY SUSTAINABLE FOREST IS A HORIZON2020 PROJECT SUPPORTED BY THE EUROPEAN COMMISSION UNDER CONTRACT NO. 774652. FOR MORE INFORMATION ON THE PROJECT, ITS PARTNERS AND CONTRIBUTORS, PLEASE SEE THE MY SUSTAINABLE FOREST WEBSITE. YOU ARE PERMITTED TO COPY AND DISTRIBUTE VERBATIM COPIES OF THIS DOCUMENT, CONTAINING THIS COPYRIGHT NOTICE, BUT MODIFYING THIS DOCUMENT IS NOT ALLOWED. ALL CONTENTS ARE RESERVED BY DEFAULT AND MAY NOT BE DISCLOSED TO THIRD PARTIES WITHOUT THE WRITTEN CONSENT OF THE MY SUSTAINABLE FOREST PARTNERS, EXCEPT AS MANDATED BY THE EUROPEAN COMMISSION CONTRACT, FOR REVIEWING AND DISSEMINATION PURPOSES. ALL TRADEMARKS AND OTHER RIGHTS ON THIRD PARTY PRODUCTS MENTIONED IN THIS DOCUMENT ARE ACKNOWLEDGED AND OWNED BY THE RESPECTIVE HOLDERS. THE INFORMATION CONTAINED IN THIS DOCUMENT REPRESENTS THE VIEWS OF MY SUSTAINABLE FOREST MEMBERS AS OF THE DATE THEY ARE PUBLISHED. THE MY SUSTAINABLE FOREST CONSORTIUM DOES NOT GUARANTEE THAT ANY INFORMATION CONTAINED HEREIN IS ERROR-FREE, OR UP-TO-DATE, NOR MAKES WARRANTIES, EXPRESS, IMPLIED, OR STATUTORY, BY PUBLISHING THIS DOCUMENT.

DOCUMENT STATUS SHEET

Version	Date	Pages	Changes
v1	30/05/2018	27	First version of the document

TABLE OF CONTENTS

1. INTRODUCTION	6
1.1. PURPOSE	6
1.2. SCOPE	6
2. APPLICABLE AND REFERENCE DOCUMENTS	7
2.1. APPLICABLE DOCUMENTS	7
2.2. REFERENCE DOCUMENTS.....	7
2.3. TERMS, DEFINITIONS AND ABBREVIATED TERMS.....	7
3. CORPORATE IMAGE	8
3.1. NAMING	8
3.2. LOGO.....	8
3.2.1. COLOUR VARIATIONS	9
3.3. COLOUR CODING.....	10
3.4. FONTS	10
3.5. ACKNOWLEDGEMENT OF EU FUNDING	11
4. WEBSITE	13
4.1. OBJECTIVE	13
4.2. PARTNER AND STAKEHOLDER ENGAGEMENT	13
4.3. STRUCTURE AND CONTENT.....	13
4.4. DESIGN.....	15
5. DOCUMENT TEMPLATES	17
5.1. WORD TEMPLATE.....	17
5.1.1. COVER.....	17
5.1.2. HEADER AND FOOTER	18
5.1.3. STYLES	18
5.1.4. BACK COVER.....	19
5.2. POWERPOINT TEMPLATE	19
5.2.1. TITLE SLIDE.....	20
5.2.2. SECTION HEADER	20
5.2.3. CONTENT.....	21
5.2.4. LAST SLIDE	21
5.2.5. LAYOUTS.....	22
6. NEWSLETTER.....	23
6.1. STRUCTURE	23
6.2. DESIGN.....	23
7. SOCIAL MEDIA.....	25

LIST OF TABLES AND FIGURES

Table 2-1. Applicable Documents	7
Table 2-2. Reference Documents.....	7
Table 2-3. Acronyms	7
Table 3-1. MySustainableForest Logo features	10
Table 3-2. MySustainableForest branding References	11
Figure 3-1. Concept evolution of MySustainableForest Logotype.....	8
Figure 3-2. MySustainableForest logotype	9
Figure 3-3. MySustainableForest Logotype versions	9
Figure 3-4. MySustainableForest Logotype colour coding	10
Figure 3-5. MySustainableForest Logotype Fonts	11
Figure 4-1. MySustainableForest homepage	16
Figure 5-1. MySustainableForest Word document front page	17
Figure 5-2. MySustainableForest Word document header	18
Figure 5-3. MySustainableForest Word document footer	18
Figure 5-4. MySustainableForest Word document styles.....	18
Figure 5-5. MySustainableForest Word document back cover	19
Figure 5-6. MySustainableForest PowerPoint document title slide	20
Figure 5-7. MySustainableForest PowerPoint document section header	20
Figure 5-8. MySustainableForest PowerPoint document content slide	21
Figure 5-9. MySustainableForest PowerPoint document last slide	21
Figure 5-10. MySustainableForest PowerPoint document layouts	22
Figure 6-1. MySustainableForest newsletter layout.....	24
Figure 7-1. MySustainableForest Twitter page.....	25

1. INTRODUCTION

1.1. PURPOSE

In this document are developed the communications materials that are going to be used throughout all project development, by tailoring it to the features of each format. It has been set up an ad-hoc corporate branding for MySustainableForest project that embraces resources related to videos, European press releases, newsletters, brochures, international scientific papers, dissemination articles, website, articles, factsheets, and presentations, among others.

It also contains a definition of the project's visual identity and standard guidelines for the reproduction of such image across the outputs generated by consortium members in all the outreach actions.

All the communication tools are available for all consortium partners and shall serve as support and guidance for all of them.

1.2. SCOPE

This document is structured according to the following chapters:

- Chapter 1, defines the purpose of the document within the project.
- Chapter 2, recalls applicable and reference document to the present deliverable.
- Chapter 3, provides the details relative to the project's corporate image.
- Chapter 4, looks into the project's web site <https://mysustainableforest.com/>.
- Chapter 5, describes the project's documentation templates for written documents, and presentations
- Chapter 6, provides the lay out of the newsletter
- Chapter 7, details the social media channels handled by the project.

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]				

2.3. TERMS, DEFINITIONS AND ABBREVIATED TERMS

Table 2-3. Acronyms

Acronym	Full term
CFRI	HRVATSKI SUMARSKI INSTITUT
CNPF	CENTRE NATIONAL DE LA PROPRIETE FORESTIERE
CMS	Content Management System
EFI	EUROPEAN FOREST INSTITUTE
FOAL	FOREST OWNERS ASSOCIATION OF LITHUANIA
FORESNA	ASOCIACION FORESTAL DE NAVARRA
GMV	GMV AEROSPACE AND DEFENCE SA
UFE	MENDELOVA UNIVERZITA V BRNE

3. CORPORATE IMAGE

3.1. NAMING

The branding procedure of MySustainableForest has comprised the creation of a range of necessary elements to make easy identifying and positioning the project.

The first one is the very name itself; each word of the project name is singled out in order to elicit the reader. MySustainableForest begins with the word “My” which impels the individual to personally get involved in the project’s cause, for instance, by caring for forests production in a more technological and advanced way. This word also represents an ownership sign, meaning not only rights, but also liabilities to make a respectful use of natural resources. The word “Sustainable” remains that the project is dealing with something somehow sensible, limited, fragile and finite that we should care for. Finally, the word “Forest” highlights the scope of the application in place.

MySustainableForest concept and project gathers a series of key words, linked to the forestry sector: earth, forests, green culture, information technologies, satellite observations, environmental management, sustainability, wood production industries, personal involvement and corporate responsibility.

The project’s written name emphasizes the letters M, S and F while its logo representation is separated.

3.2. LOGO

A logo is a recognizable and distinctive graphic design, stylized name, unique symbol, or other feature for identifying a specific message in a quick, intuitive and fast manner.

The concept behind the logo has experienced an evolution and several reviews, under the premise of a modern, accurate, minimal and technological style. Preliminary designs are shown in Figure 3-1 below.



Figure 3-1. Concept evolution of MySustainableForest Logotype

The MySustainableForest project’s logo has been developed to serve the overall communications strategy. Therefore, several elements have been taken into account, such as target audiences, objectives, focus areas, key messages and communication channels.

MySustainableForest image identity has been branded by the logo with the aim of ensuring quick and strong recognition of the project, in all external and internal communications. It is composed of the reduced nomenclature, an abstract view of the Earth surrounded by a satellite, and a descriptive tagline.

The chosen final version of the project’s logo is shown in Figure 3-2 below. It depicts an inner circle, representing planet Earth, covered by different iconographies which represent various forest types worldwide. Representing a variety of forests is important since products developed by the consortium for better forest management shall be applicable to forest with different species composition. The logo’s picture is completed by an outer circle, meaning the orbit of an Earth observation satellite which embraces the earth’s forests.

Its horizontal design facilitates the readability, keeping harmony between the logo elements while focusing on the name of the project.



Figure 3-2. MySustainableForest logotype

3.2.1. COLOUR VARIATIONS

A design catalogue has been released which contains different colour usages. The logo can be displayed in two green colour ranges or in black and white (positive and negative), with black background or with coloured background (in the tone of the logo, see Figure 3-3).

The guidelines and different formats of the logo are contained in Annex II. In order to ensure visual and corporate identity, templates for different uses (deliverables, meeting minutes and PowerPoint presentations) have been produced and distributed to the consortium partners.



Figure 3-3. MySustainableForest Logotype versions

The selection of this logo is not only based on aesthetic grounds, but it also meets a number of assessment criteria a good logo should satisfy.

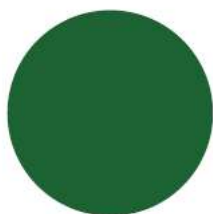
Table 3-1. MySustainableForest Logo features

Logo features	Criteria met
Readability and ability to stand out in different contexts (e.g. colour, black and white, and negative versions)	✓
Good performance both in small and big dimension	✓
Potential to evolve into other graphic materials (e.g. a graphic layouts for brochure, postcards, newsletters, website that are clearly inspired by the logo)	✓
Ability to convey the project's topic	✓
Uniqueness and ability to differentiate from other existing logos	✓

3.3. COLOUR CODING

Two specific colour tone of green has been selected to replicate the official logo, its adaptations and any other corporate material.

These dark and light green colours emphasize the purpose of reflect the variety of forests worldwide described in point 3.2.



CMYK. 86 36 100 30
 RGB. 30 99 50
 #1e6332



CMYK. 35 3 100 0
 RGB. 178 204 53
 #b2cc35

Figure 3-4. MySustainableForest Logotype colour coding

3.4. FONTS

The visual identity is also influenced by the used fonts. MySustainableForest logotype contemplates two font styles; these are Fira Sans and Corporate S. Both typographies have been chosen to meet the necessary criteria of legibility and are distinguished by the colours mentioned above.

They are sans serif typographies and they have different widths (bold and regular), in order to give a hierarchy of logo elements.

Fira Sans Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Corporate S regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890



Figure 3-5. MySustainableForest Logotype Fonts

3.5. ACKNOWLEDGEMENT OF EU FUNDING

Any dissemination activities and publications released by MySustainableForest will (i) specify that the project has received Community research funding and (ii) display the European emblem.

For acknowledging the EU funding and branding EU, the EU flag and a reference text must be used. The following branding references have been developed for MySustainableForest (Table 3-2).

Table 3-2. MySustainableForest branding References

Ref No.	Label	Content
1	MySustainableForest Logo	 <p>My Sustainable Forest</p> <p>Earth observation services for silviculture</p>
2	Acknowledgement of EU Funding	This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 776045
3	EU Flag	
4	Acknowledgement of MySustainableForest Project for dissemination- scientific publications	The result presented in this paper is part of the MySustainableForest project (https://mysustainableforest.com/). This project has received funding from the European Union’s Horizon 2020 Research and Innovation programme under Grant Agreement No 776045

Ref No.	Label	Content
5	Acknowledgement of MySustainableForest Project for general communication purposes with media: press releases, project presentations and other media contacts	MySustainableForest is coordinated by GMV Aerospace and developed in coordination with 10 other partners: the Portuguese Forest and Paper Research Institute (RAIZ), the Croatian Forest Research Institute (CFRI), the University Forest Enterprise (UFE) of Mendel University in Brno, the Forestry Association of Navarre (FORESNA), the Forest Owners Association of Lithuania (FOAL), the French National Forestry Ownership Center (CNPF), Madera Plus company (MADERA+), Föra and the European Forest Institute (EFI).
6	Acknowledgement of MySustainableForest project for communication (press releases, technical literature papers and publications)	The information reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.

4. WEBSITE

Regarding the purpose of opening a bidirectional channel of communication and provide a platform of continuing information, it has been designed and subsequently implemented an official website for the project.

The aim is feeding this media with content throughout the project development, so that it will gather the outputs, breakthroughs and milestones, as well as events and news related to MySustainableForest.

The website is an accessible dialog channel with all End-users and its domain is www.mysustainableforest.com.

4.1. OBJECTIVE

The MySustainableForest website is a central platform for the outreach and dissemination of the MySustainableForest project meetings, results and activities. It aims to facilitate the exchange of ideas and information between the six case demos and the 11 project partners.

In addition, it is the focal point for stakeholders, policy makers, academia and wider audience to know more about the project and engage in the research and development of the services. Likewise, journalists and media will have a place to gather information and communication materials to disseminate the findings of the project.

The European Forest Institute is responsible for ongoing maintenance and updating of the site, coordinating the contributions from project partners and stakeholders to update the content. The website will be maintained for at least three years after the project's termination.

4.2. PARTNER AND STAKEHOLDER ENGAGEMENT

The website is managed and updated using a content management system (CMS) with a friendly back-end that allows multiple users to contribute, if needed.

Partner and stakeholder needs and specificities have been taken into account during the development process of the site. The content has been produced with partner contributions and in coordination with the Project Coordinator. After its launch on April 2018, an open consultation period has been opened to gather feedback from partners and stakeholders to make it fully operational according to their needs and future demands.

Each case demo has its own webpage where partners and stakeholders will engage in the development of tailored-made services and products according to their bioclimatic regions and needs. Contact forms will assure that the stakeholders' voices are heard and will contribute to the participatory approach of the project. Regional news, events and any other relevant information will be shared in these specific webpages.

4.3. STRUCTURE AND CONTENT

The website has 7 main pages accessible from a top menu navigation and a homepage that gives an overview of the whole project and last updates.

■ Home

- The purpose of this page is to provide an overview of the project while disseminating the last news. On the top, a dynamic slider grabs the attention of the user and will be used to promote events and relevant outputs.

Below the slider, the users can find a brief text describing each Case demo, with links to read more. On the right-hand side of the Case demos, an automatic feed of upcoming events provide links to get more information of each event.

Below the Case demos and the Upcoming events, there are the last three news items published, giving high visibility to the recent news of the project. If needed, relevant news items can be featured here for longer time.

Below the Last news, there is a brief Service portfolio with links to more information and a module with three tabs to know more about the Project, its goals and its partners.

At the bottom of the website, the users have the opportunity to sign-up for the project newsletter as well as visit MySustainableForest social media. Additionally, they can find the EU-funding acknowledgement.

■ Project

- On the top navigation menu, the Project tab includes a dropdown menu of three options:
 - Description. A brief summary of the purpose of MySustainableForest giving some numbers about European forestry and explaining the methodology that the partners are going to use to develop the EO services.
 - Objectives. A description of the technological, commercial, societal and political objectives of the project.
 - Partners. A list of all consortium partners, including a description, the logo and the link to their official websites.

■ Case demos

- On the top navigation menu, the Case demos tab includes a dropdown menu of six options. Each option belongs to one of the Case demos: Croatia, the Czech Republic, France, Lithuania, Portugal and Spain.

Each country page will have a well-detailed description of the case demo, including a map and several photos. Regional news, events and stakeholders will also be featured in these sections that will become the focal point for country targeted audiences.

■ Services

- This page has the description of the six services offered: forest characterisation, wood characterisation, biomass and CO2 stocking, forest condition, ecosystem vulnerabilities and socioeconomic conditions.

In addition, the users can also check the list of products that each service can deliver.

This section will enlarge while the project moves forward, gathering more details and technical information.

■ Stakeholders

- The Stakeholders page is going to provide general information about how to engage with the project. Likewise, it will have a contact form for potential stakeholders to get in contact with the project coordinator and case demo managers.

Additionally, it will link to each Case demo page, to show the work is being done in each country and the possibilities that are offered in each area of interest.

■ Outputs

- This section will enlarge at the same time that the project produces new outputs. Here, users will find all public project deliverables, testimonial videos, scientific publications and many more.

■ News

- A news feed sorted by date, including a photo, title, date, categories, tags and first paragraph. On the right-hand side, a column will give quick access to other news items, a sign-up form for the project's newsletter and

a list of upcoming events.

■ Events

- An events feed sorted by date, including a photo, title, date, venue and first paragraph. On the top, a search function will make it very easy to find specific events. Then, by clicking on each event a full description of it will be available, including the organiser, venue, contact details, map, price, programme and registration link.

4.4. DESIGN

The website has been built using one of the most popular and widely used content management systems on the market. Therefore, it is fully responsive and it adapts to any device: desktop, mobiles and tablets. The top navigation menu makes all pages accessible on one single click and its simple structure helps to get the wished content without getting lost.

The colour palette used is based on the visual identity created during the first quarter of the project and it combines several green colours with white and grey. The look and feel is very fresh and modern, and the use of visuals, icons, photos, maps, sliders and dynamic modules helps the reading and to get a better understanding of the activities carried out by the project.

See the homepage design on the next page, including top navigation menu, body and footer:

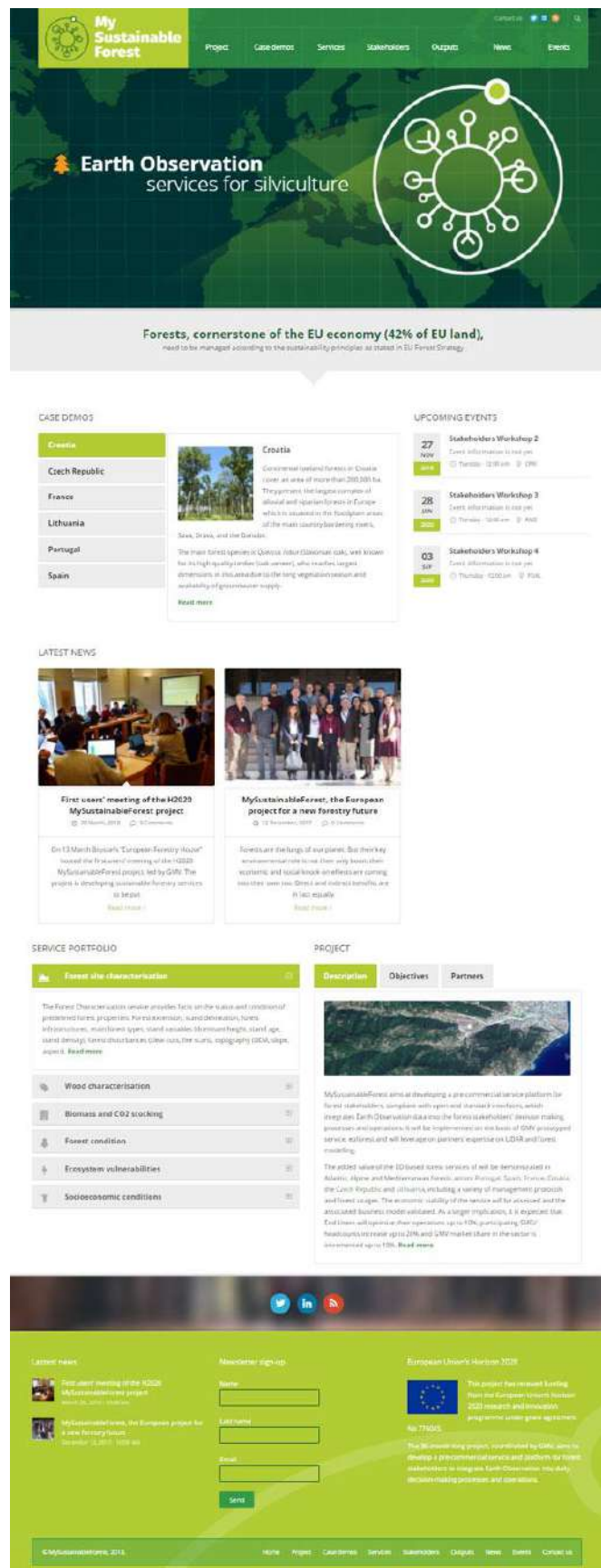


Figure 4-1. MySustainableForest homepage

5. DOCUMENT TEMPLATES

The following templates aim to ensure homogeneity across MySustainableForest related-publications. Consortium partners are encouraged to use the project document template and branding for all dissemination materials, both internal and external to the project.

5.1. WORD TEMPLATE

The Word template is composed by:

- A cover (see 5.1) which includes relevant data of the project, project partners' logos, EU-funding acknowledgement, MySustainableForest logo and title.
- Inner pages (see 5.2) with a header including project's logo, code of the document, date, version and page number; and a footer with the title of the document.
- A collection of styles (see 5.3) to format the paragraphs according to the project visual guidelines.
- A back cover (see 5.4) which includes the project logo, the website address and the EU-funding acknowledgement.

5.1.1. COVER



Figure 5-1. MySustainableForest Word document front page

5.1.2. HEADER AND FOOTER



Figure 5-2. MySustainableForest Word document header



Figure 5-3. MySustainableForest Word document footer

5.1.3. STYLES

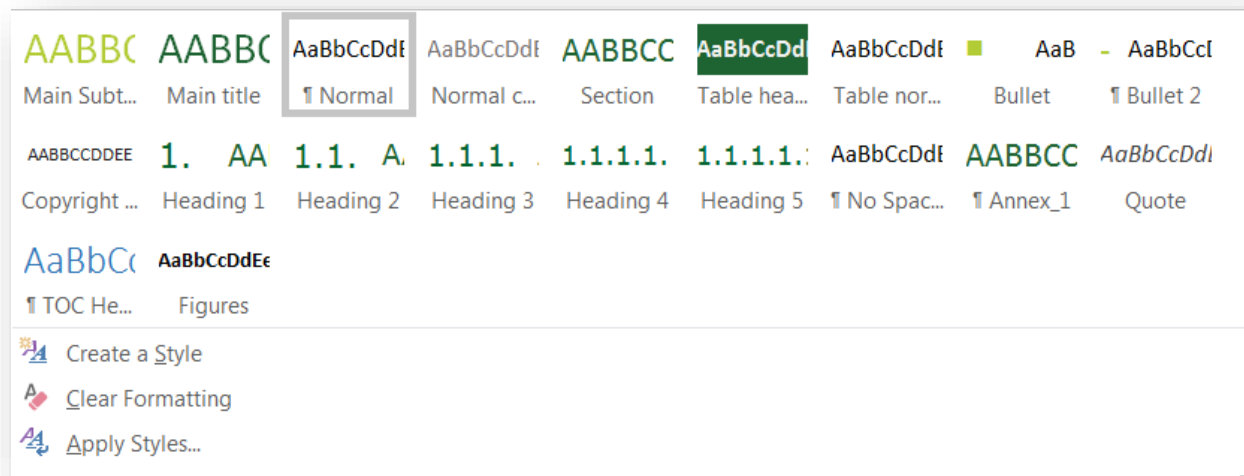


Figure 5-4. MySustainableForest Word document styles

5.1.4. BACK COVER



Figure 5-5. MySustainableForest Word document back cover

5.2. POWERPOINT TEMPLATE

The PowerPoint template is composed by:

- Title slide (see 4.1), including project's logo, EU-funding acknowledgement, website address, and text boxes for title and other information.
- Section header (see 4.2), including project's visual, and text boxes for titles and other information.
- Content slide (see 4.3), including green footer, slide number and different layout combinations.
- Last slide (see 4.4), including project's logo, EU-funding acknowledgement, website address, and text boxes for contact information and any other information.
- Collection of layouts (see 4.5) to adjust and show the content in the best possible way.

5.2.1. TITLE SLIDE



Figure 5-6. MySustainableForest PowerPoint document title slide

5.2.2. SECTION HEADER

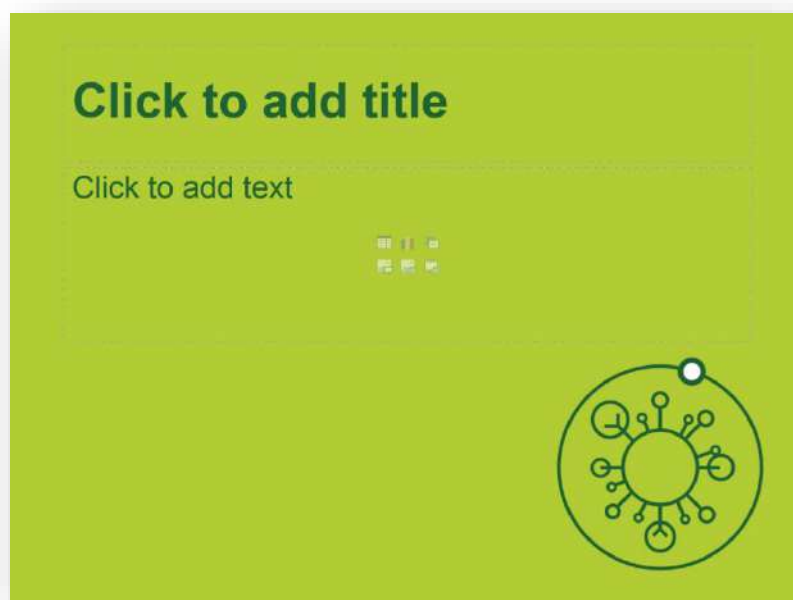


Figure 5-7. MySustainableForest PowerPoint document section header

5.2.3. CONTENT

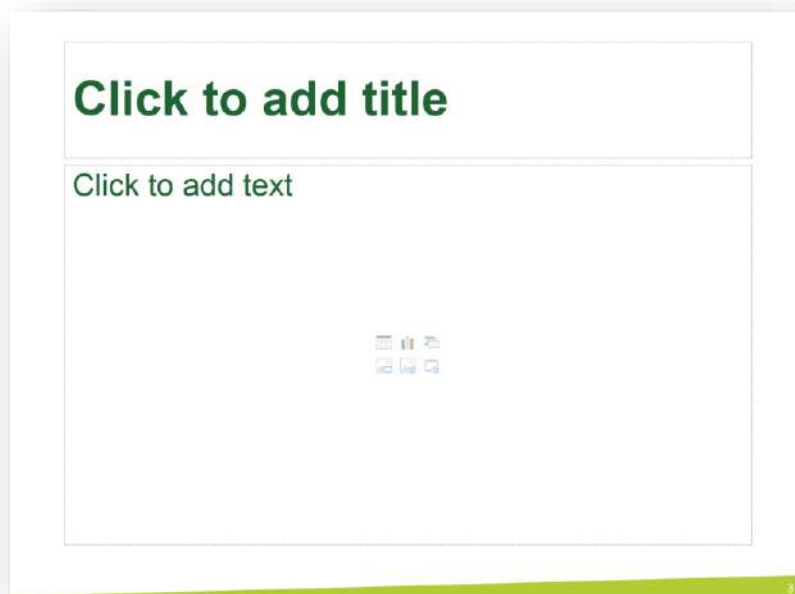


Figure 5-8. MySustainableForest PowerPoint document content slide

5.2.4. LAST SLIDE



Figure 5-9. MySustainableForest PowerPoint document last slide

5.2.5. LAYOUTS

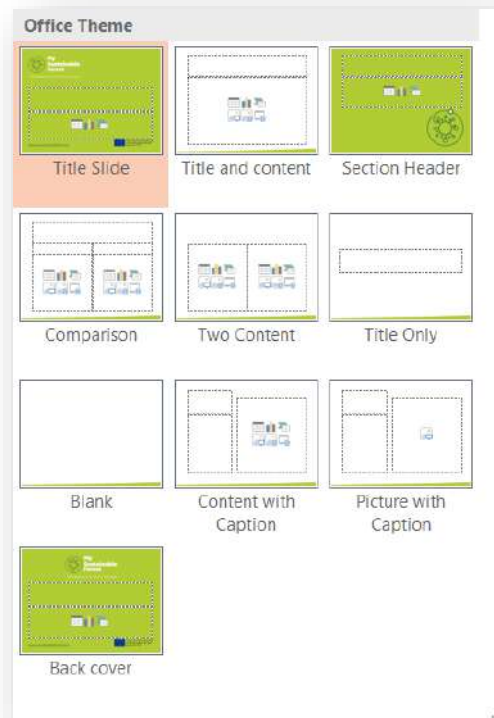


Figure 5-10. MySustainableForest PowerPoint document layouts

6. NEWSLETTER

MySustainableForest will produce a newsletter twice a year, including updates on project activities and promoting upcoming events.

The newsletters will be designed, produced and disseminated using a marketing automation platform. A mailing list is being 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.

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

6.1. STRUCTURE

The newsletter has a very simple structure, helping the users to extract the content they are interested in easily and quick.

On the top, below the MySustainableForest News header, there will be the main article of the newsletter with a full width photograph. After it, there will be several other less-relevant news items. All will include a photo, title, first paragraph and a link to read the full article on the project's website.

After the news section, there will be two modules featuring one case demo and one service. Each newsletter will focus on one different country and one specific service, in order to promote them and generate more traffic on the website. Once the readers click on the read more button, they will be redirected to the website where they will be able to keep reading but also will have access to the other case demos and services.

At the bottom, there will be a module featuring the next upcoming event. Again, a link to the website will make all important information available to the reader; venue, organiser, agenda, map, and much more.


The footer of the newsletter include links to MySustainableForest social media, the EU-funding acknowledgement, a disclaimer and links to subscribe/unsubscribe to the dissemination list.

6.2. DESIGN

The layout of the newsletter follows the visual identity guidelines and the website style. The colour palette uses several greens, white and grey. The featured modules use different green colours for the background, to differentiate the services from the case demos and the events. As the website, the look and feel is fresh and modern and helps to have a nice reading.

See the newsletter layout on the next page, including header, news section, featured modules and footer:


06/04/17 May 2018



My Sustainable Forest

Earth observation services for silviculture

News




Earth observation services for silviculture

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse rhoncus varius molestie. Cras bibendum arcu eu erat feugiat, non euismod felis imperdiet. Suspendisse et ante eleifend, blandit nulla sit, tristique dolor.

Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi cursus quam turpis, id scelerisque risus pretium nec. Fusce a lacus et dolor. Etiam eget ante ac lorem cursus rhoncus. Aenean ut risus ac orci feugiat sodales. Ut vitae hendrerit odio. Sed pulvinar sollicitudin ligula.


Read more



Title goes here

In varius condimentum augue, ac mattis metus aliquam eget. Fusce lacinia tortor vitae tellus volutpat gravida. Morbi ipsum sem, pretium eget lorem sed, elementum porttitor enim. Morbi volutpat metus ut, ultrices nunc hendrerit.

Read more



Title goes here


In rutrum porta risus vitae ultrices. In varius condimentum augue, ac mattis metus aliquam eget. Fusce lacinia tortor vitae tellus volutpat gravida. Morbi ipsum sem, pretium eget lorem sed, elementum porttitor enim.

Read more

Featured service: Wood characterisation

Quisque magna lorem, varius quis vestibulum pretium, eget nulla lacus. Sed ut mauris aliquam, faucibus sem nec, convallis ligula.


Read more



Featured case demo: Croatia

Nam aliquam semper orn, sit vehicula turpis. Quisque magna lorem, varius quis vestibulum pretium, eget nulla lacus. Sed ut mauris aliquam, faucibus sem nec, convallis ligula.


Read more



Upcoming event: Stakeholders Workshop 2

Nam aliquam semper orn, sit vehicula turpis. Quisque magna lorem, varius quis vestibulum pretium, eget nulla lacus. Sed ut mauris aliquam, faucibus sem nec, convallis ligula. Nullam odio diam, pellentesque eget quam non, efficitur laoreet urna. In ut sodales ipsum.

More information










The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727665.

Copyright © 2018 MySustainableForest. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of the copyright owner.

Our mailing address is:
 MySustainableForest, 2018-05-30

Printed on 100% recycled paper with soy-based inks. All other materials are recycled and 100% recyclable.

Figure 6-1. MySustainableForest newsletter layout

7. SOCIAL MEDIA

MySustainableForest project partners aware of the importance of social media. Therefore, in order to support the rest of communication actions it will engage with its target audiences mainly through two channels: LinkedIn and Twitter.

The two accounts have been already set up and will start its first campaign once the website is fully operational:

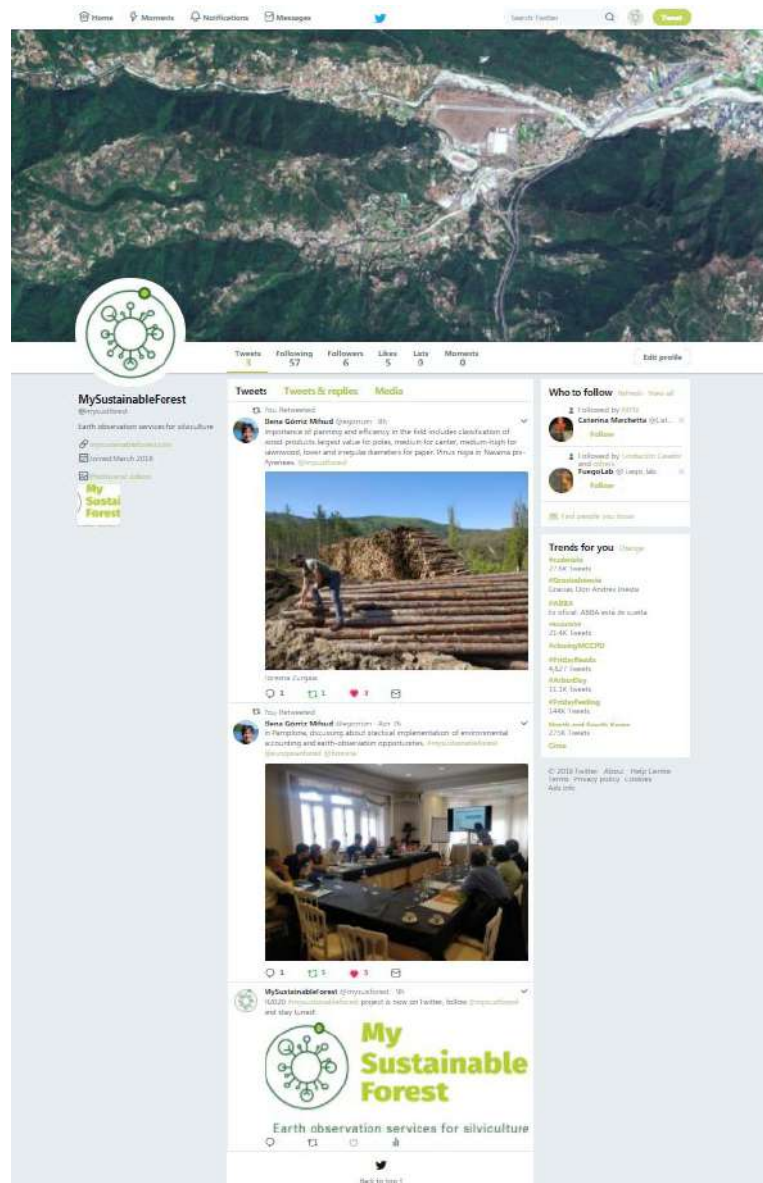


Figure 7-1. MySustainableForest Twitter page

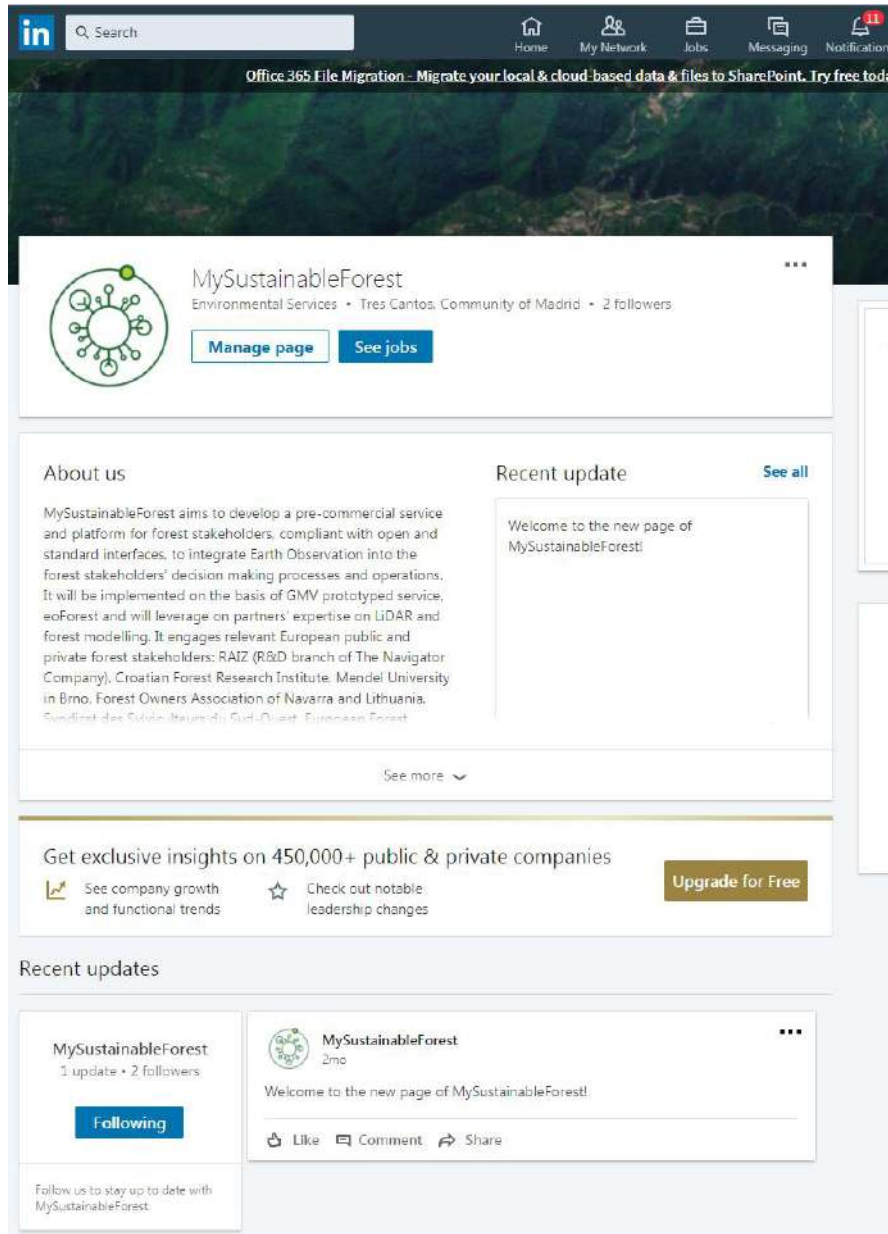


Figure 7-2. MySustainableForest LinkedIn page

END OF DOCUMENT



Earth observation services for silviculture



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

www.mysustainableforest.com