

D6.6 COMMUNICATIONS MATERIALS (V3) OPERATIONAL SUSTAINABLE FORESTRY WITH SATELLITE-BASED REMOTE SENSING

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Project Coordinator	Julia Yagüe GMV mjyague@gmv.com
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DOCUMENT STATUS SHEET

Version	Date	Pages	Changes
v1	28/12/2018	33	First version of the document

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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 logo.
- Chapter 3, looks into the project's written documentation template.
- Chapter 4, describes the project's graphic presentations template.

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

Acronym	Full term
CFRI	HRVATSKI SUMARSKI INSTITUT
CNPF	CENTRE NATIONAL DE LA PROPRIETE FORESTIERE
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.

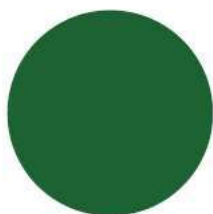
Table 3-1. MySustainableForest Logo features

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.





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	 My Sustainable Forest Earth observation services for silviculture
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 assure that the stakeholders' voices are heard and contribute to the participatory approach of the project. Regional news, events and any other relevant information is 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, project brochure, case samples, 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 makes it very easy to find specific events. Then, by clicking on each event a full description of it is 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:

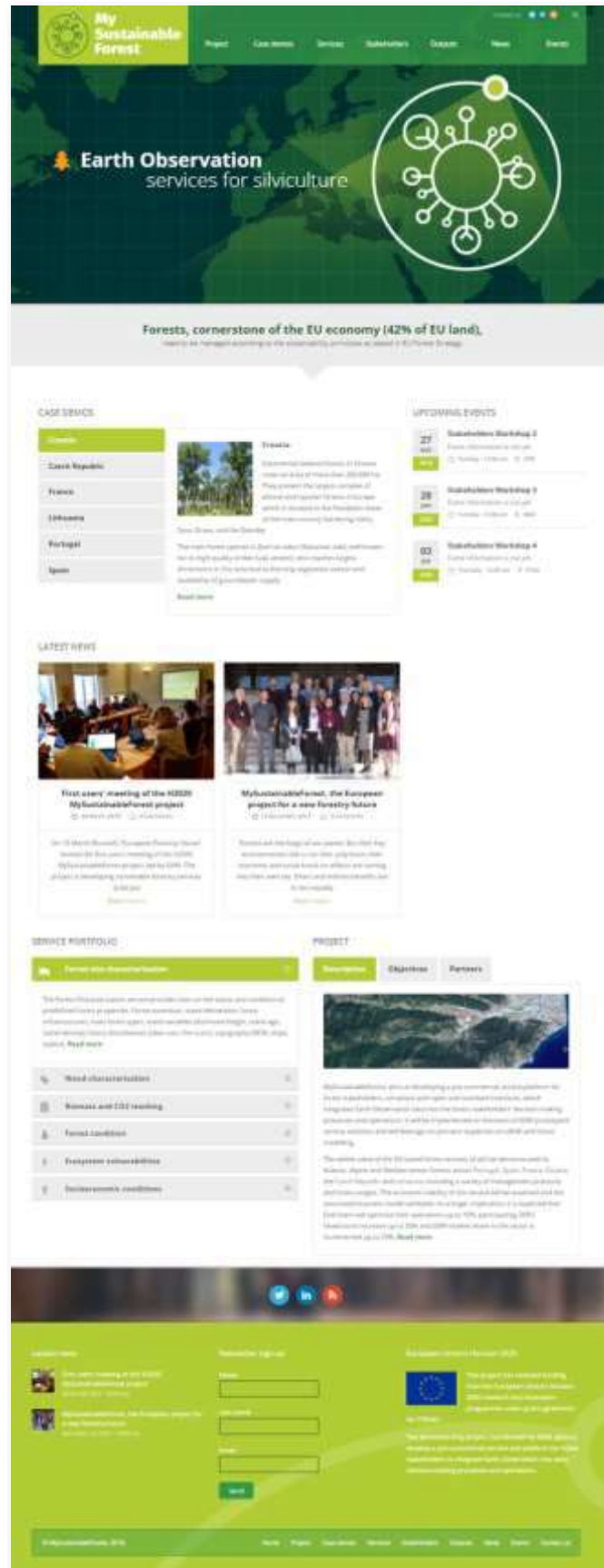


Figure 4-1. MySustainableForest homepage

4.5. NEW SECTIONS

4.5.1. SAMPLE CASES

During several project meetings, the partners have stressed out the need of samples. They have met with stakeholders that have asked for samples of the products that the project services will deliver. In the aim of fulfilling this gap, we have created a new section in the website: [Sample cases](#).

Currently, we have published ten samples from five different locations:

- Attica, Greece
- Slavonia, Croatia
- Cadiz, Spain
- Navarre, Spain
- Karlovac, Croatia

Each of these samples, has the following details:

- Product showcased
- Location
- Baseline satellite data and source
- Product description
- Two images

The two images of each case sample are set within a *comparison slider*. This feature gives users the flexibility to see two overlapped images at the same time. There is a bar in the middle of the images that can be moved to the sides. This bar acts like a curtain allowing the user to choose what percentage of each image wants to see. Since both images show very different statuses of the forest, it allows the users to easily compare and analyse them.

The products showcased in this new section are:

- Burnt scars
- Stream network
- Forest / No forest mask
- Forest mask
- Main forest type

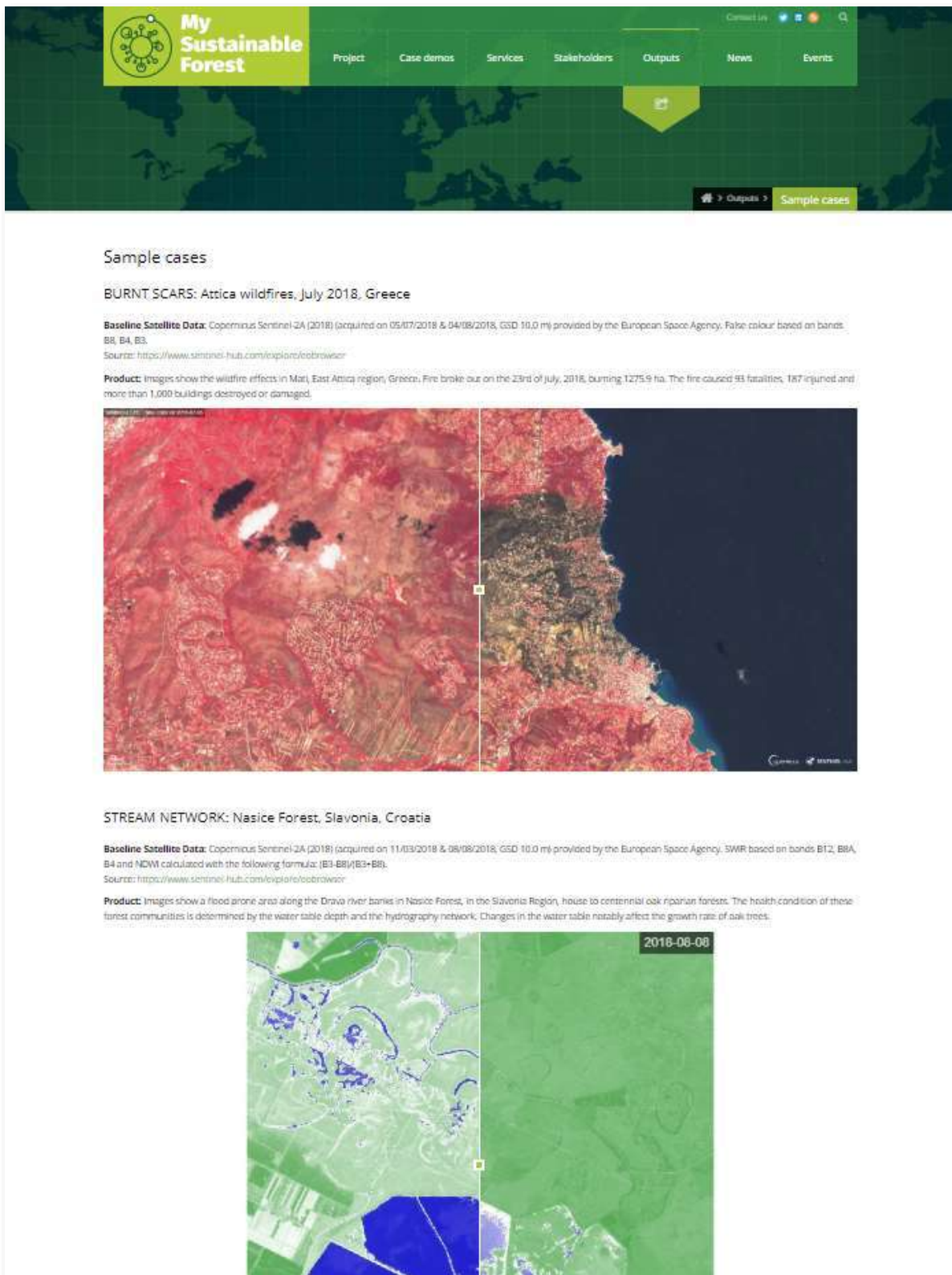


Figure 4-2. MySustainableForest Sample cases section

5. BROCHURE

As described in the Outreach and dissemination plan, a generic brochure has been produced. It includes general information about the project for broad distribution to wide potential audiences.

The brochure includes six information blocks:

- Description of the project
- Definition of the main objectives
- Description of services
- Case demos' locations and examples of products to be tested
- Consortium composition and project partners involved
- Contact information and EU acknowledgement

The brochure has been developed in English but project partners are encouraged to translate it into their own regional/national languages to maximise the dissemination.

In addition, the brochure is available in two versions:

- **Print:** this version has been designed to be printed, in a print house or in office. The design has had into consideration office printers' margins and has accommodated the layout to avoid the need of cutting margins after the printing.
- **Screen:** this version has been designed to be shared by e-mail or other digital means (i.e. social media). The size of the file is reduced compared to the print version and the layout makes easier the reading in a screen.

Both versions of the brochure can be downloaded from the [website](#).

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.



Figure 5.1 Cover and back cover of the brochure (print version)



Figure 5.2 Interior pages of the brochure (print version)



My Sustainable Forest

• Earth observation services for silviculture.

About the project

MySustainableForest provides Earth Observation (EO) geo-information products across the wood sector to support the production chain from sustainable forest management procedures to wood quality entering sawmills, pulp mills or other wood transforming industries.

MySustainableForest leverages Copernicus Data and Information Access Services (DIAS), namely Sentinel data, and heterogeneous local data sets provided by users. The data is transformed into modular processing components such as LIDAR models, satellite models, wood quality models and socio-economic models that are accessed through a user-friendly web platform.

EO products support forest users' decision-making relative to site and wood characteristics, biomass and CO2 stocking, forest health, sustainability and sustainable accounting of forest and wood resources. Users include forest owners and managers, transport fleets, sawing mills and quality industries. By providing timely, high-quality geo-information about forests, forest products provide the "holistic" forest view of forest management, forest the multiple benefits of forests, mitigate natural and external forest policy issues, and address the whole forest value chain. © Forest Strategy, 2018.

Objectives

Facilities enable communication devices to operate globally, providing geo-information and geo-localisation capabilities. **MySustainableForest** integrates satellite data across the silvicultural chain, deriving valuable information on forests and wood quality from satellites, LIDAR, and wood users to serve the wood industry realm. **MySustainableForest** tackles challenging technological, commercial, societal and political objectives.

- Support forest managers with state-of-the-art geo-information products derived from satellites, LIDAR, meteorological and in-situ data, together with to structural forestry models.
- Provide the products in an easy-to-access manner through a web-based platform.
- Demonstrate the quality, usability and cost benefits of products across the broad community of wood stakeholders in Europe.
- Contribute recommendations for policy makers to support EU forest sector and wood transformation industries.



Services

MySustainableForest provides lists of specialised forest or wood quality geo-information products that support sustainable forest management, good forest practices and high standards of wood quality entering the industry. The following six services are offered:

- Forest site characterisation**: Provides information on the status and condition of forest components, such as forest biomass stand estimation, forest infrastructure, main forest types stand statistics, consisting of dominant height, stand age, and stand density. Forest disturbances, including clear cuts and fire scars, and topography, which considers DEM, slope, and aspect.
- Wood characterisation**: Models and maps wood fibre attributes based on the wood product potential and performance such as pulp yield, density, strength and stiffness of lumber.
- Biomass and CO2 stocking**: Estimates the living volume of trees in a forest and its CO2 stock. The above ground biomass and CO2 stock products are key for the biomass industry and carbon accounting.
- Forest condition**: Monitors and measures forest health conditions, identifying increased vegetation due to drought, frost, plague or any other threatening cause.
- Ecosystem vulnerability**: Identifies and infers an array of ecosystem disruptions and disturbances, namely, watershed extent, hydrological network, biodiversity indicators, habitat fragmentation, floods and soil erosion.
- Environmental conditions**: Provides analysis based on the System of Environmental Economic Accounting (SEEA) proposed by United Nations.

Case demos

MySustainableForest's on-line and products are tested across Europe's climatic regions and most representative forest types: temperate natural forests (oaks) and plantations (Pine spp.) in Spain, Mediterranean and temperate deciduous forests (heterogeneous stands of broadleaf predominant oak forests) in Croatia, Mediterranean (deciduous oak) plantations in Portugal, conifer forests in France and temperate continental forests in the Czech Republic and Lithuania.

Case demos represent the diverse and multi-layered nature of geo-information being, the examples below illustrate just a sample of the varied products being tested in each region.

- Croatia**: Forest map, site index, stand density ranking, CO2 stock.
- Lithuania**: A3S, main forest types, burnt areas, clear cuts.
- Czech Republic**: Forest infrastructure, stand height, forest age, pine burnt areas.
- Portugal**: Drought vulnerability, forest stand, burnt damages, frost damages.
- France**: Snow damages, 100m resolution wind patterns, wind damages.
- Spain**: Drought stress, stand density, mortality and physical wood amounts, stand delimitation.



Contact info

EU4 Forestry
 Calle de los Reyes, 11, 28013 Las Gaitas, Madrid, Spain
 +34 912 02 21 00
 eu4forestry@ec.europa.eu
 @eu4forestry
 www.mysustainableforest.com

Partners

MySustainableForest project is composed of 11 European partners. The institutions in partnership represent a comprehensive range of:

- SMEs, academic and research, forest owners associations and large industrial and technological corporations.
- The various forest types across Europe through the chosen AOI sites: Portugal, Spain, France, Croatia, the Czech Republic and Lithuania.

Logos of partners: gmV, RAIZ, CNPF, AARERA, föra, EFI, and others.

The content does not necessarily bear the European Union's endorsement. The views expressed are those of the author and do not represent the EU.

Figure 5.3 Three pages of the brochure (screen version)

6. 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.

6.1. 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 the project visual guidelines.
- A back cover (see 5.4) which includes the project logo, the website address and the EU-funding acknowledgement.

6.1.1. COVER



Figure 6-1. MySustainableForest Word document front page

6.1.2. HEADER AND FOOTER



Figure 6-2. MySustainableForest Word document header



Figure 6-3. MySustainableForest Word document footer

6.1.3. STYLES

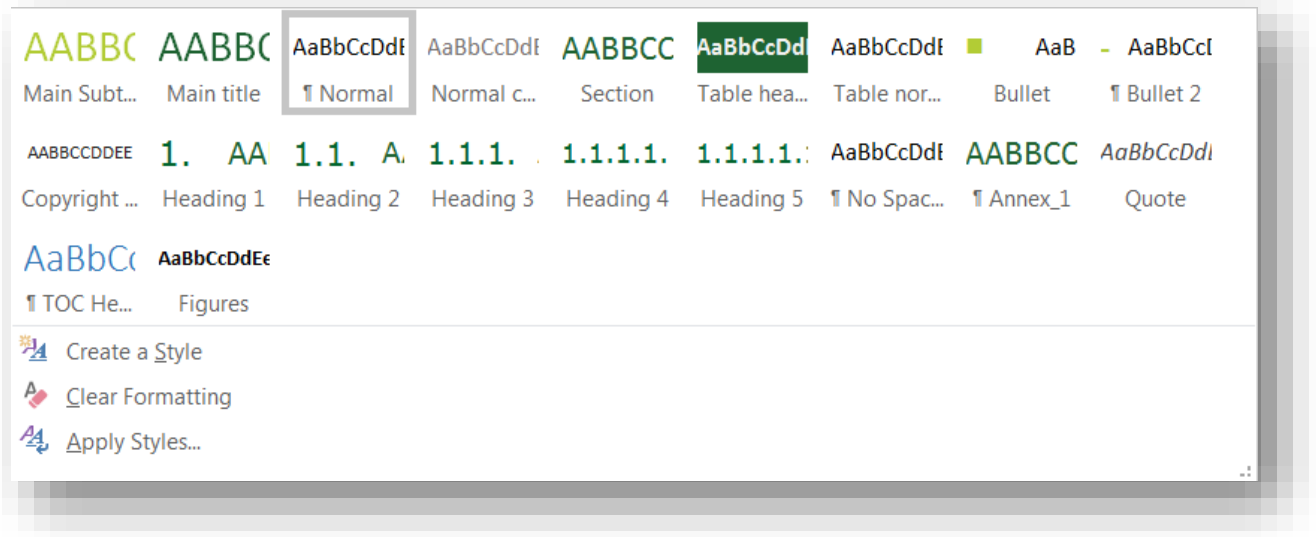


Figure 6-4. MySustainableForest Word document styles

6.1.4. BACK COVER

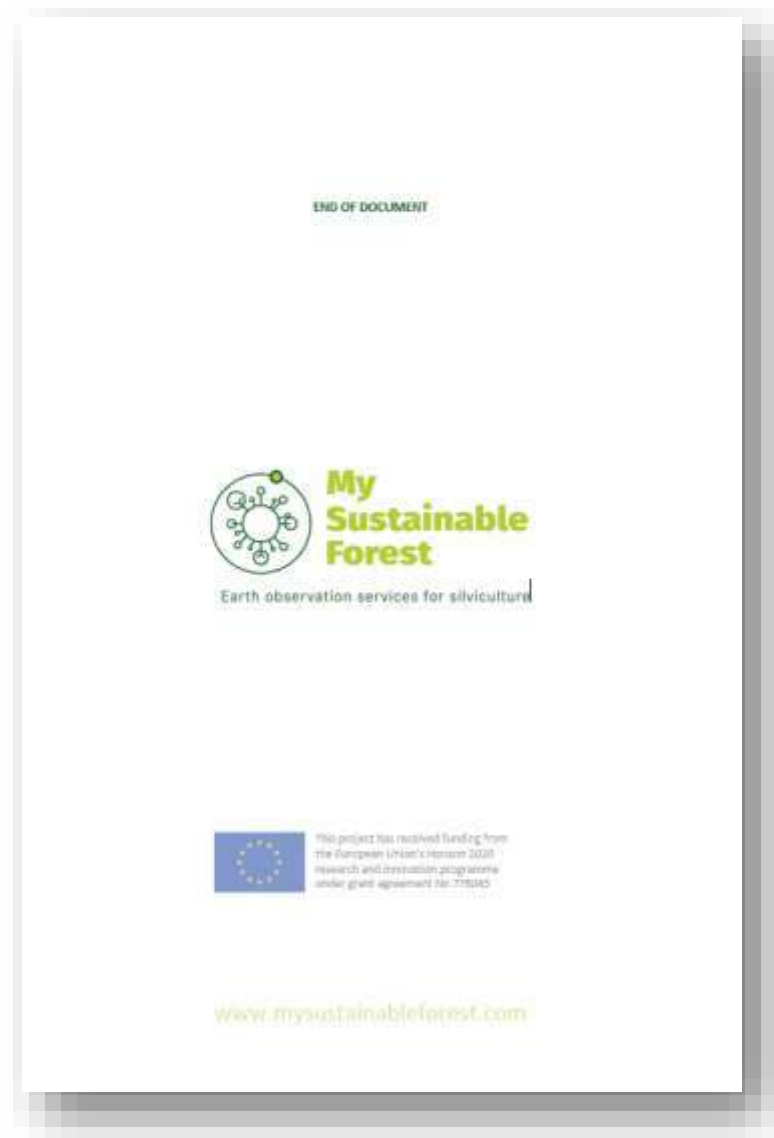


Figure 6-5. MySustainableForest Word document back cover

6.2. 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.

6.2.1. TITLE SLIDE



Figure 6-6. MySustainableForest PowerPoint document title slide

6.2.2. SECTION HEADER



Figure 6-7. MySustainableForest PowerPoint document section header

6.2.3. CONTENT

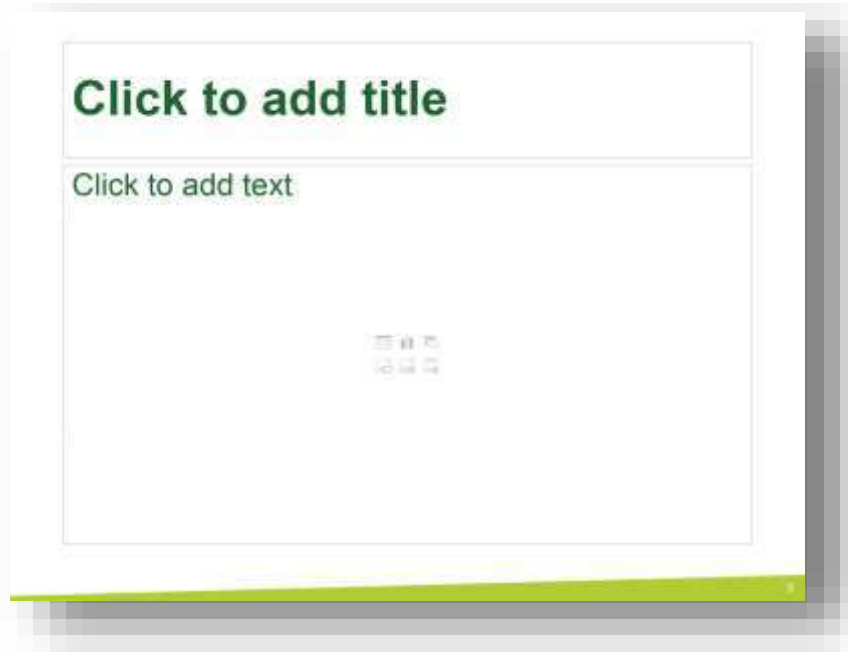


Figure 6-8. MySustainableForest PowerPoint document content slide

6.2.4. LAST SLIDE



Figure 6-9. MySustainableForest PowerPoint document last slide

6.2.5. LAYOUTS

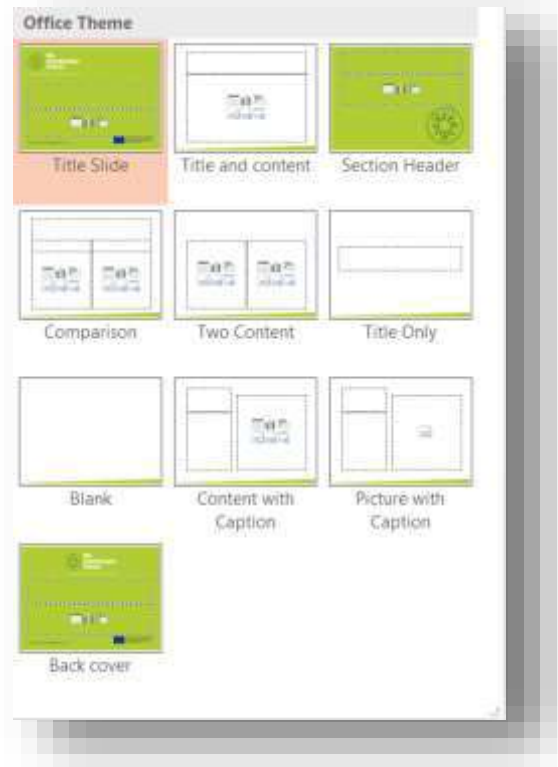


Figure 6-10. MySustainableForest PowerPoint document layouts

7. NEWSLETTER

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

The newsletter is 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 is 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.

7.1. 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 is the main article of the newsletter with a full width photograph. After it, there are several other less-relevant news items. All of them include a photo, title, first paragraph and a link to read the full article on the project's website.

After the news section, there are two modules featuring one case demo and one service. Each newsletter focuses 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 are redirected to the website where they are able to keep reading but also have access to the other case demos and services.

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

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

7.2. 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 first issue of the newsletter on the next page, including header, news section, featured modules and footer:



Figure 6-1. MySustainableForest first newsletter

8. 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: [Twitter](#) and [LinkedIn](#).

The two accounts have been set up and are already active:



Figure 8-1. MySustainableForest Twitter page

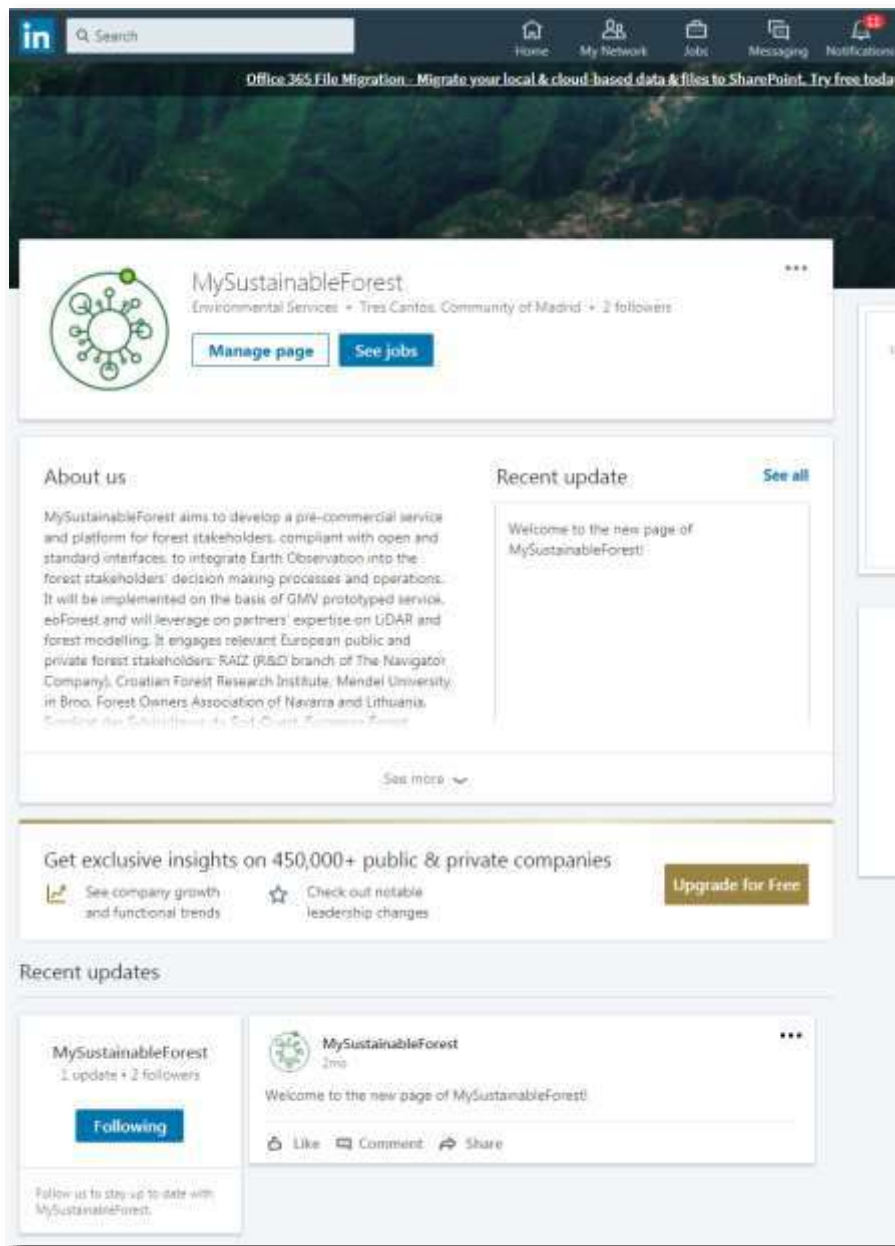


Figure 8-2. MySustainableForest LinkedIn page

END OF DOCUMENT



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www.mysustainableforest.com