



D5.2: Plan for the dissemination of results

Abstract: This Dissemination and Communication Strategy defines the dissemination and communication objectives and includes key messages, target audiences and channels for the project's dissemination and communication activities

Lead beneficiary for the task: Luke

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Efficient forestry for sustainable and cost-competitive bio-based industry

Dissemination and Communication Strategy

16 November 2016

Contents

1. EFFORTE project objectives	4
1.1. Dissemination and communication of the project	4
2. Visual identity elements	5
2.1. Logotype and emblem	5
2.2. Slogan	5
3. Dissemination and communication objectives.....	6
3.1. Key messages in supporting the long-term goals of the project.....	6
3.2. Tone of communication.....	6
4. Target audiences and tools for dissemination and communication	7
4.1. Internal communication	7
4.1.1. Internal communication objectives	7
4.1.2. Internal communication audiences	7
4.1.3. Internal communication tools	7
4.2. External dissemination and communication	8
4.2.1. External dissemination and communication objectives.....	8
4.2.2. External communication audiences	8
4.3. External communication tools.....	10
5. Monitoring and evaluation of dissemination and communication activities.....	11
6. Risks	11
7. Responsibilities	12
8. Information on funding	12
9. Timeline	13
Annex 1. Dissemination plan	14
Annex 2. Communication plan	15
Annex 3. Visual identity	
Annex 4. EFFORTE Yearly Planner 2017	

1. EFFORTE project objectives

EFFORTE is a research and innovation project providing the European forestry sector with new knowledge and knowhow that will significantly improve the possibilities of forest enterprises to assemble and adopt novel technologies and procedures.

The project aims at enhancing the efficiency of silviculture and harvesting operations; increasing wood mobilization and annual forest growth; increasing forest operations' output while minimizing environmental impacts; and reducing fuel consumption in the forest harvesting process by at least 15%. The project is based on three key elements of technology and knowhow:

- 1) Basic understanding of fundamentals of **soil mechanics and terrain trafficability** is a crucial starting point to avoid soil disturbances, accelerate machine mobility and assess persistence of soil compaction and rutting. The key findings and recommendations of trafficability related to EFFORTE can immediately be adapted in all European countries.
- 2) Due to decreasing cost-competitiveness of manual work and maturity of technology it is now perfect time to realize the potential of **mechanization in silvicultural operations**. EFFORTE pursues for higher productivity and efficiency in silvicultural operations such as tree planting and young stand cleaning operations.
- 3) 'Big Data' provides a huge opportunity to increase the efficiency of forest operations. In addition it adds new possibilities to connect knowledge of basic conditions (e.g. trafficability), efficient silviculture and harvesting actions with demand and expectations from forest industries and the society. EFFORTE aims at achieving substantial influence to the **implementation and improved use of Big Data within Forestry** and through this increase cost-efficiency and boost new business opportunities to small and medium size enterprises (SME) in the bioeconomy.

1.1. Dissemination and communication of the project

This Dissemination and Communication Strategy defines the dissemination and communication objectives and includes key messages, target audiences and channels for the project's dissemination and communication activities.

The aim of the project dissemination and communication activities is to support the project in reaching its objectives. The dissemination and communication strategy focuses on the following goals:

- Raising awareness through communication, by informing the stakeholders, the scientific community and the general public about the outcomes of the research activities within the project
- Informing industries, forest operators, forest owners' associations and decision/policy makers about the implementation actions and innovations reached during the project
- Supporting the realization of the project's objectives through dissemination and communication activities based on concrete and unified messages.

All communication activities are based on a two-way communication and dialogue, both internally among project partners, and externally, engaging stakeholders and enabling interactions with all interested parties.

2. Visual identity elements

Please see Annex 3 for EFFORTE visual identity.

2.1. Logotype and emblem

The project's visual emblem was designed in September 2016 according to the project emblem guidelines used in the coordinating organisation. The emblem includes the project acronym in capital letters, with project specific elements depicting the project's working area and objectives: forest trees, logging operations, big data, information technology and industry. On a coloured background, the project emblem can be used as a negative.



The colors used are:

 CMYK: M60 Y100 / RGB: R255 G130 B0 / Web: #ff8200

 CMYK: C65 Y100 / RGB: R120 G190 B32 / Web: #78be20

The logotypes for the project are:

- Printed materials: Accura
- Office software (and other occasions): Arial
- Website: Titillium (headings) and Ek Mukta (paragraphs).

In the visual communication it is also possible to use the elements extracted from the emblem.



2.2. Slogan

The slogan for the project was formulated partly already in the proposal and refined when producing the communication materials for the kick-off meeting (e.g. rollup and presentation). The slogan is: "Efficient forestry for sustainable and cost-competitive bio-based industry"

3. Dissemination and communication objectives

3.1. Key messages in supporting the long-term goals of the project

Measures to reach the objective	Key message	Dissemination and communication activities
Better knowledge on soil properties, in particular soil mechanics	Better understanding of how soil properties can be predicted	Workshops by WP 1, Newsletter
Accessories and tools to minimize rutting and soil compaction	Intelligent use of accessories reduce ground pressure and environmental burden to soil	Workshops by WP 1, Newsletter
Improving efficiency in silviculture	Increased growth of single stands by precision planning	Workshop by WP2, Newsletter
Improved systems for planting and pre-commercial thinning	The use of mechanised planting and pre-commercial thinning procedures will help forest operators perform the work more efficiently	Workshop by WP2, Newsletter
Develop planning systems which will help to reduce damages to soils and waters	Improved timing of harvesting operations according to soil moisture sensitivity will help bio-based industries enhance their efficiency, increase wood mobilization and minimize environmental impacts.	Workshop by WP3 and WP4, Newsletter
Modern tools to increase efficiency of forest operations	Utilization of data collected by forest machines reduce driving distances, environmental burden and post-harvest field work	Workshop by WP3 and WP4, Newsletter
Decision tools and support to improve planning as well as performance aiming at efficiency in the whole forestry process	Forest operators and planning agents need to take on new and improved tools to support their planning activities in order to maximize the efficiency and minimize the environmental impacts.	Training courses and workshops by WP3 and WP4

These project objectives and key messages form the basis for the project dissemination and communication activities.

3.2. Tone of communication

The tone of all EFFORTE-related communication is factual and positive; polite but not too formal; non-political; highlighting the profits of sustainable forestry for the environment, the industry and European economy at large.

4. Target audiences and tools for dissemination and communication

This strategy includes plans both internal and external communication and dissemination activities.

4.1. Internal communication

4.1.1. Internal communication objectives

The internal communication objectives for EFFORTE are

- to promote collaboration and dialogue between the EFFORTE project partners, as well as with the Bio-Based Industries Joint Undertaking Programme Office
- to develop and maintain common project messages based on the project's objectives
- to encourage the project partners to promote the distribution of information acquired in the work packages to the defined target audiences
- to contribute to the BBI JU Programme's communication objectives.

The internal communications activities will be planned and executed within Work Package 5 (Management) in cooperation with the EFFORTE Management Board.

4.1.2. Internal communication audiences

The EFFORTE project partners

The EFFORTE project, consisting of 23 partner organisations, is the main target audience for internal communication activities.

The Bio-Based Industries Joint Undertaking programme office

The BBI consortium and BBI Joint Undertaking Programme Office are considered an internal communication audience, as the Programme Office will be kept informed about all project proceedings and both internal and external communication activities.

4.1.3. Internal communication tools

Project meetings

Project meetings will be held approximately every six months either virtually or face-to-face. Project meetings including all partners will be organized at least once a year in connection of General Assembly meetings. The Management Board will meet every three months and when required.

Restricted access area

A password-protected Sharepoint workspace available for all partners upon registration: <https://vyvi-some4.vy-verkko.fi/luke/efforte>

In the internal workspace the consortium members will have access to important project documents such as minutes of meetings, Consortium Agreement, templates and instructions for reporting, as well as the participant list with contact details and all finalized deliverables.

Mailing lists within the programme

- Management board
- All partners

- Work package team lists

Digital networking, including with the BBI Joint Undertaking Programme Office

- Online blog posts and publications related to the project themes and/or other projects funded by BBI Joint Undertaking will be linked to the EFFORTE website when applicable
- News sharing within the BBI JU's newsletter

A list of communication officers at partnering organisations

- To distribute the messages via the partnering organisations' PR/communication departments to their own communication channels
- To get information on distribution of the project messages in the partners' in-house magazines/newsletters, media interviews and articles, etc.

4.2. External dissemination and communication

4.2.1. External dissemination and communication objectives

The external dissemination and communication objectives aim at supporting the completion of EFFORTE's objectives. The external communication objectives are:

- To raise awareness by informing the stakeholders, the scientific community, the media and the general public about the objectives and achievements within the project
- To increase knowledge by informing industries, forest operators, forest owners' associations and decision/policy makers about the implementation actions and innovations reached during the project
- To have an impact on attitudes of target audiences by supporting the project's aim of creating a willingness to use the trafficability predictions, precision forestry methods and other new technologies related to sustainable forestry, developed in the project.

The external communications activities will be planned and executed within Work Package 5 (Management) in cooperation with the EFFORTE Management Board and all project partners.

4.2.2. External communication audiences

EFFORTE reaches out to bio-based industries and companies, forestry and silviculture associations, forest operators/contractors and wood suppliers, forest machine developers, forest owners, scientific community, forestry (technic) schools, policy makers, and the media. More precisely, the external target audiences are defined and will be reached as follows:

Bio-based industries / companies

- These include the industrial and SME project partners, as well as their networks. Partners will be responsible for distributing the messages created within the project in their own communication and dissemination channels. Dissemination and communication will also be conducted through the Bio-Based Industries Consortium.

Forestry / silviculture associations / Forest owners

- European: FTP, Forest Based Industries Technology Platform (www.forestplatform.org); CEPF, Confederation of forest owners associations (www.cepf-eu.org); EUSTAFOR, European State Forest Association (www.eustafor.eu)
- Finland: MTK/Forestry (www.mtk.fi) and Forest owners associations (www.mhy.fi)
- Sweden: LRF, The Federation of Swedish Farmers (www.lrf.se); Mellanskog (www.mellanskog.se); Norrskog (www.norrskog.se) and Norra (www.norra.se); Swedish Forest Industries Federation (www.forestindustries.se)
- France: State forest service (ONF www.onf.fr); Union of forest cooperatives UCFF (www.ucff.asso.fr) and the federation of French private forest owners (www.foretpriveefrancaise.com)
- UK: CONFOR – Confederation of Forest owners; ICF – Institute of Chartered Foresters; Forestry Commission – State forest service; Private sector Growers association; Forestry Stewardship Council

Forestry schools

- Universities, colleges and schools providing forest education in each partnering country
 - o Finland: University of Eastern Finland, University of Helsinki; Colleges of Applied Sciences providing forestry education; Forestry schools
 - o Sweden: Swedish university of agricultural sciences, SLU (www.slu.se); Linneuniversitetet (www.lnu.se); Forest machine operator schools
 - o UK: Highlands and Islands School of Forestry – Inverness; Geo-Sciences, University of Edinburgh
 - o France: AgroParisTech – ENGREF (www.agroparistech.fr) and technical education schools (CFPPA)

Governmental forest bodies

- Governmental bodies in each country that advise forest owners, promote forestry and govern forest legislation. These include:
 - o Finland: Metsäkeskus (www.metsakeskus.fi) and Metsähallitus (www.metsa.fi)
 - o Sweden: The Swedish Forest Agency (www.skogsstyrelsen.se)
 - o France: : The French Ministry for Agriculture and Forestry (www.agriculture.gouv.fr), ADEME (www.ademe.fr)
 - o UK: Forest Research – Scotland, England and Wales (Devolved) and CONFOR

Forest contractors

- Finland: Koneyrittäjät ry (www.koneyrittajat.fi)
- Sweden: Skogsentreprenörerna (www.skogsentreprenad.nu)
- France: the French federation of Agricultural, Rural and Forestry Contractors FNEDT (www.fnedt.org); the French federation of sawmilling and wood supply companies FNB (www.fnbois.com) and COPACEL (www.copacel.fr)
- UK: Forestry Contractors Association

Service Providers

- Finland: Tapio (<https://tapio.fi/>)

- Sweden: SDC (www.sdc.se), CGI (www.cgi.se), FORAN (www.foran.se), Metria (www.metria.se)
- France: IGN (www.ign.fr)

Inter-project

TECH4EFFECT, Techniques and Technologies for Effective Wood Procurement (BBI VC2.R5-2015)

Policy makers

- Policy and decision makers on national levels, reached through the partners' contacts towards their national ministries and regional decision-making bodies.
- Policy makers on the EU level, reached through collaboration with the BBI Project Office

Media

- National and international media interested in forestry, sustainability, bio-based industries, efficient forestry
- Partners will be responsible for contacting the media in their geographic and thematic area, making use of their existing contacts and channels

4.3. External communication tools

Website

- The hub of all EFFORTE information is the website www.luke.fi/efforte. The website will contain: general information on the project and the consortium; public deliverables, including technical reports; dissemination activities; newsletters/leaflets and factsheets; video clips. Before publication all content of the public website will be subject to approval of the consortium to avoid disclosure of sensitive information. All information published on the website will be shared also in different audience-specific channels such as newsletters, news releases and social media.

Social media

- The project will use extensively the existing Twitter and Facebook profiles of participating research organisations and industrial and SME partners. The hashtag to be used in relation with the project social media activity is #EFFORTE.
- Videos will be uploaded on Luke's YouTube channel and embedded on the EFFORTE website.
- Luke's SlideShare account will be used for sharing public PowerPoint presentations when necessary.

News releases

- Press releases, interviews, feature articles will be released when applicable.

Newsletters

- A web-based newsletter will be created and sent twice a year to stakeholders by email. The newsletter and its contents will also be found on the project website.

Presentations

- Printable fact sheet
- PowerPoint presentation
- Videos
- Project rollup for seminar use

Events

To ensure dissemination of the project results, EFFORTE will arrange external workshops and stakeholder forums in all partnering countries. The events will be regularly collected in a yearly calendar to ensure the effective dissemination and communication to the audiences defined as their targets. The planning document (Annex 4) will be a “living document”; therefore the events indicated here are only tentative.

Scientific publications

At least one peer reviewed international scientific manuscript will be produced in each of the work packages, except management, during the duration of the project. Due to the long publication process in peer reviewed journals, the manuscripts are expected to be published after the duration of EFFORTE project. Scientific dissemination of the project activities will include also PhD and MSc thesis.

Please see Annex 1 for the project’s dissemination plan, including target audiences, estimated amounts and responsibilities.

5. Monitoring and evaluation of dissemination and communication activities

The results achieved through communication activities can be evaluated through monitoring and feedback. The monitoring will be coordinated by the project communication officer in collaboration with work package leaders and country representatives. The monitoring activities include:

- Monitoring of media coverage reports, social media reports and website traffic reports
- Direct feedback from partners and stakeholders
- Face-to-face feedback at meetings and workshops
- Newsletter subscriptions and feedback
- Social media feedback

The results will be analysed regularly, especially in relation to the project’s technical reporting periods.

6. Risks

The project’s risks, defined in the project proposal, include some risks which may be realized in communication and dissemination. The risks have been identified as follows, with the following means to confront the risks and prevent the realization of them.

- Limited distribution of project results due to low impact from project website. All partners need to contribute with news and links to the project website to increase project impact.
- The general public may misunderstand the project’s results regarding the efficiency and environmental impacts of forest operations. Special attention should be directed at the content and communication activities around the reports produced in the project.
- Failure to attract suitable contractors and machine manufacturers to accomplished new planting machine concepts in WP2. Active dialog between partners is needed to find suitable incentives for contractors and manufactures. This also includes active communication.

- Environmental risks regarding field experiments in WP1, WP4. Field trials regarding rutting and compaction will be planned in the way that no additional harm to the soil and water will be caused and this needs to be clearly communicated.

7. Responsibilities

The coordinating partner Luke is responsible for the project's communication planning. It will be executed in cooperation with the partner organisations' communication departments and the researchers involved in the project.

Luke is responsible for communicating about the project and its achievements to the Finnish media, stakeholders and programme partners. The EFFORTE Management Board and the project's communications manager from Luke will give guidelines to the partners and wp teams on communication in the partner countries.

The partners are expected to provide content on the website (short updates and news posts) and share their work package research results. Partners are also expected to make use of their existing and relevant media and stakeholder contacts to spread the EFFORTE messages.

The communications officer will use channels and tools provided by Luke when possible.

8. Information on funding

Any dissemination (Art 29.4) and any communication activity (Art 38) related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

(a) display the JU, EU and BIC emblems and

(b) include the following text:

For communication activities: "This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 720712".

The emblems to be included are:



9. Timeline

2016

- website setup
- communication toolkit, including a PowerPoint presentation, rollup and fact sheet
- communication at the beginning of the project/kick-off meeting: press release, news post to website, newsletter, social media updates and video clips.
- Article going to press in Forestry and Timber News December 2016

2017-2018

- communication on the programme development
 - o quarterly blogs and updates to the website
 - o Newsletter twice a year, back to back with project meetings

2019

- communication on the programme development
 - o quarterly blogs and updates to the website
 - o Newsletter twice a year, back to back with project meetings
 - o Communication activities related to the final symposium

The communication plan will be updated and adopted at each Management Board meeting.

Annex 1. Dissemination plan

What	Target audience	Estimated amount	Responsible Participants
Deliverables	Industry, Forest owners, Decision makers, General public	32	All
Promotional materials	Industry, Forest owners, Decision makers, General public	3	Luke, All
Press releases, articles in popular media channels, policy/industry recommendations, newsletters	Industry, Forest owners, Decision makers, General public	15	Luke, All
Website	All stakeholders	1	Luke
Social media communication	All stakeholders	1	
Articles in technical papers and journals	Industry, Forest owners	5-6	All
Peer reviewed scientific papers	Research community	10-15	All
PhD and MSc thesis	Research community	4-6	All
Presentations at scientific conferences	Research community	10-15	All
Presentations at technical conferences and exhibitions	Industry	10-15	All
Workshops	Industry and research community	1	All
Final symposium	Industry and research community	1	Luke, All

This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 720712.





Annex 2. Communication plan

For whom	What / Key message	When	How	Estimated amount	By whom
Industrial partners, forestry professionals, forest owners	The benefits and advanced regimes of utilizing big data sources and precision forestry applications, methodologies, machinery and operations recommendations generated	Throughout the project	<u>Activities:</u> Internal workshops and round tables, extended demonstrations, Networking with professional associations and communities	8-10	Luke, Skogforsk, FCBA, Industrial partners
			<u>Material:</u> Leaflets, presentations and publications, videos, website, articles in professional and popular media	10-15	Luke, Skogforsk, FCBA
Research partners, relevant projects, technology providers	Terrain trafficability measurements, data sources and modeling, efficient alternatives for utilizing Big data sources in decision making practices and applications	Throughout the project	<u>Activities:</u> joint workshops, Online meetings, field demonstrations, conference presentations	8-10	Luke, Skogforsk, FCBA
			<u>Material:</u> presentations, project documents, website, posters	10-15	
EC, governments and policy makers, regional authorities, educational institutions	The potential and importance of efficient use of big data sources, applications and precision tools for improved business, regional development and sustainable forestry	Throughout the project; long-term impact	<u>Activities:</u> Press conferences, direct communication, high level industrial events	4-5	All partners
			<u>Material:</u> website, presentations, policy brief	8-10	
Society at large, general public	More sustainable forest operations and management with less impact to forest environment.	Throughout the project; long-term impact	<u>Activities:</u> News coverage, social media, Fairs	30-40	All partners
			<u>Material:</u> Websites, videos, press releases, popular publications, social media	10-20	



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Visual identity for EFFORTE – Efficient forestry for sustainable and cost-competitive bio-based industry

30 November 2016

1. The emblem

The emblem includes the project acronym in capital letters, with project specific elements depicting the project's working area and objectives: forest trees, logging operations, big data, information technology and industry. On a coloured background, the project emblem can be used as a negative.



In the visual communication it is also possible to use the elements extracted from the emblem.



2. Logotype

The logotypes for the project are:

- Print materials: Accura
- Office software and other occasions where Accura is not used: Arial
- Website: Titillium (headings) ja Ek Mukta (paragraphs).

3. Colours

The colors used are:

 CMYK: M60 Y100 / RGB: R255 G130 B0 / Web: #ff8200

 CMYK: C65 Y100 / RGB: R120 G190 B32 / Web: #78be20

4. Slogan

The slogan for the project was formulated partly already in the proposal and refined when producing the communication materials for the kick-off meeting (e.g. rollup and presentation).

The slogan is: "Efficient forestry for sustainable and cost-competitive bio-based industry"

2017 Year Planner **EFFORTE**

Dissemination and Communication

Last updated: 30 November 2016

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue					
Jan							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
Feb			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28												
Mar			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31									
Apr						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31											
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Jul						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						
Aug		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31										
Sep					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30								
Oct							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
Nov																																										
Dec																																										

GFHN conference in France
ÉCOHYDROLOGIE, et
TRANSFERTS HYDRIQUES EN
MILIEUX POREUX
Manon MARTIN (PhD)

WP 3
Internal
training
(SE)

WP 3
External
worksho
p (SE)

industrial
board on
logging
operatio
ns and
wood
supply

IUFRO 125years conference
All Division 3
Presentations (Luke, FCBA)