

ForestPaths

Co-designing holistic forest-based policy pathways for climate change mitigation

D7.1 Communication Plan (CP), Plan for the Exploitation and Dissemination of Results (PEDR)

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Table of contents

Key takeaway messages	4
Summary.....	4
List of abbreviations	4
1 Introduction	5
1.1 Communication.....	6
1.2 Dissemination	7
1.3 Exploitation	8
2 Stakeholder groups (<i>who</i>).....	8
3 Knowledge output (<i>what</i>).....	11
4 Tools and channels (<i>how</i>).....	12
4.1 Promotional materials.....	12
4.2. Infographics	12
4.3 Videos and podcasts	12
4.4 Newsletters.....	13
4.5 Press releases.....	13
4.6 Social media	13
4.6.1 Social media platforms	13
4.6.2 Social media resources	14
4.6.3 Social media campaigns	15
4.7 Project website	16
4.8 Scientific publications	16
4.9 Attendance at events.....	17
4.10 Practice abstracts	17
4.11 Policy briefs and story maps.....	17
4.12 Training activities.....	17
4.13 Stakeholder engagement	18
4.14 Synergies building	18
4.15 European services.....	18
5 Implementation plan (<i>when</i>)	19
6 Outlook	22
7 References	23

Key takeaway messages

- D7.1 streamlines ForestPaths communication, dissemination and exploitation activities.
- The deliverable is comprised of target audiences (Chapter 2), project outcomes (Chapter 3), tools and channels (Chapter 4), and an implementation plan (Chapter 5).
- ForestPaths' implementation plan is divided into three stages and the initial D7.1 identifies Key Performance Indicators for the project's first stage (Chapter 5).
- Table 5 maps the correlation between the project's communication, dissemination and exploitation tools and its stakeholder groups and Key Performance Indicators.
- ForestPaths' CP and PEDR will be updated in project months 24 and 36.

Summary

D7.1 represents a concise plan to guide the project's dissemination, exploitation and communication (DEC) activities. Communication, dissemination and exploitation are a vital part of ensuring ForestPaths' impact and are envisioned as three lines of outreach activities, which work in synergy to enhance the project's influence. ForestPaths' Communication Plan (CP) and Plan for the Exploitation and Dissemination of Results (PEDR) have been established during the starting phase of the project and will be updated in M24 (updated D7.1) and in M36 (D7.2) to reflect ForestPaths' progress.

After outlining the main goals and scope of the project's communication, dissemination and exploitation, the CP and PEDR identifies the project's main stakeholder groups and suggests a key message for each group developed based on a consortium-wide questionnaire. It then lists the expected knowledge outputs of the project. Based on that, D7.1 describes the main communication, dissemination and exploitation tools and identifies their relation to the different target groups. Lastly, a specific implementation plan is elaborated for the project's first stage of development, alongside suggested indicators for actively monitoring the actions' effectiveness.

List of abbreviations

EU	European Union
EC	European Commission
CBS	Climate- and Biodiversity-Smart
CP	Communication Plan
DEC	Dissemination, Exploitation, Communication
DMP	Data Management Plan
DG	Directorate-General
KER	Key Exploitable Result
KPI	Key Performance Indicator
PEDR	Plan for the Exploitation and Dissemination of Results
UN	United Nations
WP	Work Package

1 Introduction

An essential part of maximising the impact of Horizon-funded research projects and ensuring long-lasting knowledge exchange consists of establishing a comprehensive outreach plan as early on in the project as possible. Such a plan should define the target audiences and key messages, as well as identify the correct means and timetables to promote the action (communication), share results with potential users (dissemination) and enable their concrete use (exploitation). Although there could be an overlap between dissemination, exploitation and communication (DEC), these represent three lines of outreach activities, each with a specific scope and objective, working in synergy to enhance a project's impact. They build on the already established ForestPaths' branding and visual identity, which ensures that the project consistently creates on-brand messages (more information in *D7.3 Visual identity, project branding and website*).

Keeping that in mind, ForestPaths streamlined its DEC activities in the current *D7.1 Communication Plan (CP) and Plan for the Exploitation and Dissemination of Results (PEDR)*. Prior to elaborating these plans, ForestPaths conducted a two-step consortium-wide consultation process, which, together with the project's description of action, served as the CP and PEDR foundation. Project members were first approached during the Kick-off meeting in project month 1 where they identified potential communication, dissemination and exploitation channels, as well as specified where and how they plan to promote ForestPaths. As a second step, a comprehensive questionnaire containing 22 questions was circulated to partners in month 3 to obtain information about the communication, dissemination and exploitation needs of the project and about ForestPaths' expected research results and impact. Project members filled in the survey providing insight into the audiences they aim to reach, their expected results, and their preferred dissemination and exploitation routes. They also identified in what roles they would like to support ForestPaths' communication, dissemination and exploitation activities.

Building on that information, and in line with the Grant Agreement, the CP and PEDR identifies target audiences ('*who*'), project research activities and outcomes ('*what*'), tools and channels employed ('*how*'), and the envisioned timeline for implementation of these activities ('*when*'). It serves as the foundation of the project's future DEC activities and as a management tool for evaluating how effectively ForestPaths' progress and results are shared with stakeholders and target audiences.

The key communication, dissemination and exploitation actor within ForestPaths is WP7, while the project's stakeholder engagement process is led by WP6. In that context, WP7 and WP6 (T6.1.1: Stakeholder Mapping, T6.1.2 Launching the Policy Engagement Forum, T6.1.3 Continuous stakeholders' engagement activities and T6.4.3 Policy recommendations) work in close collaboration to maximise their synergies and further strengthen the project's outreach and impact. Their activities are thoroughly supported by the entire consortium which has the role of a dissemination actor, actively participating in the organised activities and contributing to the coherent distribution of project results. The project's specific DEC tools and channels, along with their target audiences and Key Performance Indicators (KPIs) are outlined in Table 5.

1.1 Communication

As the broadest of the DEC activities, communication efforts in ForestPaths started from the beginning of the project and will continue beyond its lifetime. They aim to inform, promote and ‘translate’ project results, making them understandable and appealing to the wider audience, including the general public, media and non-scientists, and providing opportunities for engagement and dialogue. The project engages stakeholders beyond its scope to raise awareness of the importance of improving the climate mitigation potential of European forests and the forest-based sector.

To communicate its activities and results, ForestPaths employs a variety of materials, formats and channels tailored to the needs of each specific target group. Communication should be bi-directional, so the project encourages its partners to use their personal and institutional channels, as well as to reach out and seek potential knowledge exchange with the following organisations, networks and projects:

Projects:

- [ALIGNED](#)
- [Eco2adapt](#)
- [EuropaBON](#)
- [ForestNavigator](#)
- [FORWARDS](#)
- [HoliSoils](#)
- [LIFE Climark](#)
- [PathFinder](#)
- [RethinkAction](#)
- [RESONATE](#)
- [SUPERB](#)

Organisations:

- [Silva Mediterranea](#)
- [Timber Construction Europe](#)

Networks:

- [Biodiversity and Ecosystem services in a Changing Climate](#)
- [Copernicus Network Office Forest](#)
- [EnergyVille](#)
- [European Bioeconomy Alliance](#)
- [European Network INTEGRATE](#)
- [European Network on Climate Smart Forestry](#)
- [FOREXT forest extension services network](#)
- [University of Edinburgh’ Centre for Sustainable Forests and Landscapes](#)

ForestPaths will also approach established contacts in a variety of large media, newsrooms and message outlets, such as partners’ newsletters, the AREALE newsletter, the Bello Mondo podcast, the Foresight – Deep into the Future Planet CMCC podcast, the Conversation, Forest

Information Billboard, Bioeconomy.fi, UNECE Billboard, EurekAlert!, AlphaGalileo, ScienceDaily, Phys.org and the Guardian.

1.2 Dissemination

ForestPaths' dissemination efforts aim to make its results as available as possible to potential users and the rest of the scientific community. These activities should be kickstarted as soon as results become available through a combination of traditional and innovative approaches. The project uses various uni- and bi-directional dissemination channels to ensure stakeholders such as authorities, industry, practitioners, policymakers and civil society can learn from its results.

In terms of uni-directional channels, ForestPaths has an open access policy for its scientific publications, tools, and maps where possible. It uses gold or green open access, aiming to publish in high-impact open access journals and depositing publications in acknowledged and trusted public repositories. The models developed and improved in the project already exist and ForestPaths will respect their access and use tailored policies for each one. In addition, where possible, the datasets resulting from the project are to be made available either with the related publication or separately in existing repositories. More information on ForestPaths' data management practices can be found in *D7.5 Data Management Plan (DMP)*. The scientific community will benefit from tutorial videos on the project's tools and model usage. ForestPaths will also consider the possibility to open a project collection in an open access journal in order to broaden the reach of its scientific outputs and facilitate their use by the scientific community. Additionally, the forest-based industry will receive hands-on materials such as podcasts and videos demonstrating ForestPaths' LCA tools and models.

As for bi-directional methods, ForestPaths applies a tailored approach to reach specific targeted audiences. To exchange best practices and increase visibility, the project establishes synergies and collaboration with networks, initiatives and intergovernmental bodies through joint activities such as workshops, webinars, press releases and social media support. Policymakers are approached with concrete recommendations in the form of policy briefs and story maps. Short webinars are also to be organised for policymakers to transparently explain the project's integrated assessment framework (WPs 3-5). Trainings are planned for LULUCF experts on the project's next generation forest models and forest disturbance data (WPs 2 & 3). The forest-based industry will be engaged in dedicated online training sessions where ForestPaths will demonstrate its LCA tools, data and models to ensure their use beyond the project. Additionally, practitioners will be engaged in field workshops, taking place in the project's Demo cases.

The project's CANOPY decision support platform is a central part of ForestPaths' dissemination efforts. It will remain available beyond the project, enabling policymakers and all other relevant stakeholders to access and explore the co-designed policy pathways, as well as their supporting evidence in an interactive manner. The platform will be launched in a hybrid event in order to maximise the dissemination of the pathways to policymakers and relevant regional and national authorities responsible for forests and forestry.

1.3 Exploitation

Once research results become available, exploitation will focus on making concrete use of them for commercial, societal, and policy support purposes. To increase the exploitation of the project's results, ForestPaths maintains a continuous and in-depth dialogue with stakeholders involving them in a co-design process and eliciting their unique expertise. This is achieved through the project's Policy Engagement Forum, Policy Labs and Demo cases. Target groups are invited to interact with and review ForestPaths' results via online working groups, workshops, webinars and other project events. Additionally, CANOPY will feature an interactive analysis tool for policy planning and evaluation, showcasing the implication of the project's alternative policy pathways and ensuring their use for societal and political purposes.

To maximise exposure of project results and their exploitation, the project plans to apply for the exploitation opportunities offered by the European Commission, such as publishing results on the Horizon Results Platform and Open Research Europe, enhancing exploitation activities through the Horizon Results Booster, and publishing a project-dedicated success story on the Research and Innovation success stories page. These platforms could serve as a bridge towards policymakers and researchers, giving access to the project's prioritised results with a high potential value. A preliminary list of results can be found in Chapter 3. Lastly, the project's DEC efforts will culminate in its final conference (month 53) where the established synergies and collaborations will be solidified.

2 Stakeholder groups (*who*)

To ensure that the project's DEC activities are as tailored as possible, ForestPaths needs to first consider the target audiences for its activities. Therefore, early in the project, the following preliminary stakeholder groups, subgroups and key messages (Table 1) were identified. They were initially defined in ForestPaths' description of action and were subsequently enriched and grouped along the lines of the stakeholder mapping conducted in WP6 by project partner Prospex (the provided abbreviations are used in Table 1, Table 2 and Table 5):

- **Policy and governance (P)**
 - Parliaments and elected councils. For example, European Parliament, national parliaments, elected regional and local councils, committees, and working groups, such as the European Union's Climate Change Committee Working Groups 2 and 5.
 - Executive government and administration. For example, European Commission, European Commission Directorates-General (DGs) (CLIMA, ENER, AGRI, ENV), national, regional, and local governments and executive departments, government cabinets, ministries responsible for forestry, agencies, commissions, and committees. Confirmed support by the Dutch Ministry of Agriculture, Nature and Food Quality; the Finnish Ministry of the Environment; and the Romanian Ministry of Environment, Waters and Forests.
 - Competent and regulatory authorities. For example, directorates, offices, departments, institutes, forest extension services and LULUCF experts in GHG inventories. Confirmed support by the Forest Extension Services network, the Finnish Forest Centre, FoReSTAS Regional Forest Agency of Sardinia.

- Other political actors. For example, political parties, other committees, boards, councils, assemblies, and delegations.
- **Forestry and related practitioners (FP)**
 - Forest owners (public and private). For example, regional and national governments, individuals, families, churches, industry companies, national and regional forest owner associations and other related associations, such as the Confederation of European Forest Owners, the Central Union of Agricultural Producers and Forest Owners, the European State Forest Association, the State Forest Services, and the Federation for Forest communities.
 - Natural Park administration bodies.
 - Forest and wildlife managers and practitioners. For example, forest, area, site managers and organisations.
- **Forest value-chain and economic actors (FA)**
 - Wood-based industry and services. For example, nurseries, sawmills, timber, pulp and paper, biomass, fibre production, woodfuel production, processing and trade and industry associations, such as the European Panel Federation, the Confederation of European Paper Industries, the European Man-Made Fibres Association, Bioenergy Europe and the Forest-based Sector Technology Platform. Confirmed support by Lenzing AG (Austria), the European Organisation of the Sawmill Industry and the European Confederation of Woodworking Industries.
 - Non-wood industry and services. For example, food-based and agroforestry products and services, recreational, leisure and cultural services, ecosystem services protection, control and provision.
 - Certification bodies for forest management. Confirmed support by the Forest Stewardship Council and the Programme for Endorsement of Forest Certification.
 - Users of wood products. For example, architects, designers.
 - Investors and other financial actors. For example, forest financing and investment, insurance, carbon finance, consulting, and other relevant businesses.
- **Research and academia (A)**
 - Research and Innovation projects. For example, relevant EU or other research and innovation projects.
 - Research bodies and actors. For example, universities, networks of research institutes and societies across Europe, centres, panels and platforms, such as the Intergovernmental Panel on Climate Change and the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services.
- **Civil society (CS)**
 - Forest, environmental and other organisations and networks. For example, lobbying, advocacy groups, other non-state actors and society organisations, such as Climate Action Network Europe, WWF, Friends of the Earth Europe, Generation Climate Europe. Confirmed support by FERN.
- **General public (GP)**
 - Laypeople
 - Educational bodies and actors. For example, schools, and general and relevant professional education institutions.

- Science news agencies. For example, AlphaGalileo, EurekAlert!, ScienceDaily, Phys.org.
- European and local media outlets to which ForestPaths' participants maintain links. For example, the Guardian.

Table 1: Key messages and relevant stakeholder groups

Key messages	Stakeholder groups
ForestPaths will engage with you to co-design, quantify and evaluate forest-based policy pathways to meet climate change mitigation and biodiversity targets. The pathways will be holistic, reliable and consistent and support decision-making at the local, regional and national levels, as well as across Europe.	Main group: P Other relevant groups: A, FP, GP
ForestPaths will provide you with information on Climate and Biodiversity-Smart forest management options to strengthen the resilience of your forests under climate change, including the future climate risk to which forests are exposed.	Main group: FP Other relevant groups: FA, P, A
ForestPaths will demonstrate the climate change mitigation potential provided by wood products and wood use. The project will offer open access Life-Cycle Analysis data and tools, and training in their use, to support effective mitigation actions by wood use.	Main group: FA Other relevant groups: A, P
ForestPaths will estimate the climate change mitigation potential from forest-based mitigation actions that aim to protect, manage or restore forests, or rely on wood use. It will provide a holistic assessment that covers all the relevant carbon pools and fluxes of forest ecosystems, wood products, avoided emissions through material and energy substitution, as well as any leakage and rebound effects along with their development. Moreover, ForestPaths will provide open access to new forest and LCA data and tools.	Main group: A Other relevant groups: CS, FA, P
ForestPaths will provide you with insights into Climate and Biodiversity-Smart forest management options and where these options will lead us.	Main group: CS Other relevant groups: FA, FP, P
ForestPaths will help meet Europe's climate and biodiversity targets by providing clear policy options that enable European forests and the forest-based sector to contribute to climate change mitigation, while conserving their biodiversity and sustaining the services they provide to people.	Main group: GP Other relevant groups: CS, P

These stakeholder groups will be further developed by WP6 which will deliver its comprehensive stakeholder mapping in month 8 identifying and analysing all groups relevant to ForestPaths. Based on said stakeholder mapping, further insight into the project's stakeholders will be provided in the PEDR update in month 24.

3 Knowledge output (*what*)

ForestPaths will leave a legacy of Climate- and Biodiversity-Smart (CBS) management options, policy pathways, enhanced models for forest ecosystems and management, LCA tools, and maps, as described in Table 2. Knowledge output table.

Table 2: Knowledge output table

Output	Type	Deliverable	Available in	Potential users
Maps with spatial representation of forest management approaches	Data, map	D1.1	Month 13	A, FP, P
Factors influencing practitioner's decision making	Report	D1.2	Month 18	P
Decision rules and parameters for modelling	Data, script	D1.3	Month 22	A
CBS management options	Report	D1.3	Month 22	A, FA, FP, P
Pan-European forest disturbance map	Data, map	D2.1	Month 12	A, GP, P
Pan-European forest composition and structure maps	Data, map	D2.2	Month 24	A, GP, P
Model for forest disturbances in Europe	Script	D2.3	Month 24	A
High conservation value forests in Europe	Data, map	D2.4	Month 30	A, P
Guidance to the correct use of map products	Report	D2.5	Month 24	A, GP, P
Improved simulation models	Software	D3.1-D3.4	Month 27 & Month 30	A
Material flow analysis	Data	D4.1	Month 24	A
Improved tools	Software	D4.2	Month 24	A, FA, P
Database with substitution and biodiversity factors	Data	D4.3	Month 36	A, FA, P
Database with the new impact assessment method	Data	D4.4	Month 48	A, FA, P
Database with simulation results from all models	Data, map	D5.1	Month 42	A, FA, P
Model simulation results	Data, map, report	D5.2-5.4	Month 46	A
Co-designed, quantified and evaluated forest-based policy pathways	Report	D5.5, D6.3	Month 50 & Month 39	All
Synthesis of policy and stakeholder requirements	Report	D6.2	Month 12	All

Policy recommendations	Report	D6.4	Month 52	CS, P
CANOPY policy support platform	Software	D7.8	Month 53	All

When updating the CP and PEDR in M24, ForestPaths will complement Table 2 by specifying the project's Key Exploitable Results and their most suitable means of exploitation, based on a survey distributed to all partners (MS17).

4 Tools and channels (*how*)

ForestPaths aims to maximise its impact by utilising a diverse mix of uni- and bi-directional tools and channels to share the forenamed outcomes with the identified project stakeholders. The project relies on established good practices in the field of science communication, while considering newly emerging opportunities and continuously monitoring and updating its toolbox of DEC activities.

4.1 Promotional materials

In order to present its aims, objectives and progress to stakeholders, ForestPaths plans to create numerous promotional materials written in popular language, such as an introductory presentation, brochure, poster, and a roll-up banner. These support the awareness-raising efforts of the project, ensuring that its activities are presented to stakeholders in a concise and visually impactful manner. Furthermore, such materials facilitate the communication and dissemination of the project since partners can distribute them among their networks, use them to present ForestPaths at events and meetings or share them on social media.

4.2. Infographics

Besides creating overarching promotional materials presenting ForestPaths as a whole, the project aims to also create infographics dedicated to specific topics. These help stakeholders better understand complex project results through a combination of text and visual aids such as charts, graphics and diagrams to illustrate otherwise abstract concepts. Among the topics identified as suitable for infographics are the project's CBS management options, the next generation European forest disturbance map, wood substitution impacts and the effectiveness of different mitigation measures.

4.3 Videos and podcasts

ForestPaths will produce a number of short videos and podcasts. These represent an innovative communication and dissemination tool which allows researchers to engage the wider audience in science communication. They also facilitate the learning process and can be used as a supporting instrument which illustrates the project's results and their usage. Some of the topics considered for videos and podcasts include LCA tools, models, disturbance mapping and CBS management options.

4.4 Newsletters

ForestPaths distributes a bi-annual e-newsletter. Besides being a useful tool to inform stakeholders about the latest project news and progress, it can also be an engaging way of reinforcing ForestPaths' identity beyond the project's scope. Thus, the project shares its updates, educates about its results, highlights successes and announces upcoming milestones through a branded e-newsletter, which follows the established graphical identity and is easily recognisable to the reader.

4.5 Press releases

In order to generate increased public attention around its major news and updates, ForestPaths distributes press releases to two major science news portals: EurekAlert! and AlphaGalileo. These serve not only as a communication tool informing about the project but also support dissemination efforts since they transmit the project's results to a wide audience of potential users. Potential topics for press releases include the project's high-impact scientific publications, the release of improved models, data and tools, as well as CBS management options, and the organisation of policy labs, webinars and workshops.

4.6 Social media

The European Commission considers social media to be a suitable tool for both communication and dissemination activities surrounding EU-funded R&I projects (EC, 2020, p.4). Therefore, a social media strategy has been developed for ForestPaths, mapping out how the project plans to use different social networks. It focuses on engaging relevant stakeholders in the project's activities, while also disseminating results as soon as they become available in order to maximise their uptake.

4.6.1 Social media platforms

ForestPaths established its mix of social media platforms, not aiming to be everywhere, but rather to carefully select the networks, which maximise its outreach the most. Choosing the correct social networks is not an easy task since there are numerous options available and a variety of considerations to account for. Therefore, when selecting the project's platforms, the following questions were considered:

- Are project members active on this social network?
- Are stakeholders active on this social network?
- Does this channel have a large, active audience?
- Do we have the expertise to maintain an account on this channel?
- Can we reasonably measure and report results for this channel?

Based on that, ForestPaths shortlisted two networks, which satisfy all the above-mentioned requirements:

- Twitter: @forestpaths_eu
- LinkedIn: ForestPaths Project

The project also contemplated the respective pros and cons, which should be considered for each channel (described in Table 3).

Table 3: Social media platforms pros and cons

	Pros	Cons
Twitter	<ul style="list-style-type: none"> Join or start discussions in real-time High number of users Short, fast, easy communication Easy way to follow news & events and interact Ability to schedule the publishing of tweets 	<ul style="list-style-type: none"> Big amount of content, including spam Requires ongoing content sharing Easy for tweets to go unseen Limited character and media space Tweets are subject of attention for a limited amount of time
LinkedIn	<ul style="list-style-type: none"> Primarily focused on professional topics Ability to target ads based on job title Suitable for thought-leadership-focused content Ideal for targeting industry and private sector stakeholders 	<ul style="list-style-type: none"> Part of the accounts use it only for job search Difficult to build a following for a company page Requires time and effort to build a brand Fewer interaction types such as polls or games

A “ForestPaths Project” was also created on ResearchGate in order to allow project members to collaborate and share their relevant work, thus presenting project results in context and disseminating them to the scientific community. Additionally, the project will consider the need to create a corporate profile on other social networks, such as YouTube, once suitable materials for them are developed.

4.6.2 Social media resources

Social media represents a useful tool for monitoring relevant news and events in the project’s field. Therefore, ForestPaths follows and engages with not only the institutional and personal profiles of its members, but also other relevant profiles outside the project, such as The Intergovernmental Panel on Climate Change, the EU Climate Action Director General, the EU Directorate General for Environment, UN Environment, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, the International Union for Conservation of

Nature, the IUCN's Forest and Grassland Team and the United Nations Environment Programme.

ForestPaths follows a list of pertinent EU-funded research projects identified in the project's description of action and further developed via a partner's survey and a search on the CORDIS website using the call HORIZON-CL5-2021-D1-01 and keywords relevant to the project:

- [Biomonitor](#)
- [ClimbForest](#)
- [eLTER PLUS](#)
- [ForestNavigator](#)
- [Forgenius](#)
- [FORWARDS](#)
- [Gentree](#)
- [HoliSoils](#)
- [Informa](#)
- [PathFinder](#)
- [Resonate](#)
- [SUPERB](#)
- [Treemort](#)

The project also identified the “Forest Management & Wood Sourcing” group on LinkedIn as relevant and monitors its content.

Besides following the content of other profiles, ForestPaths takes advantage of another useful social media resource: hashtags. Hashtags not only enhance the reach of posts but also link them to other posts on the same topic, thus providing context and allowing people to easily follow them. ForestPaths uses these hashtags to reach its stakeholders:

- #EUGreenDeal, #EUBiodiversity, #ParisAgreement: policy and governance, civil society, general public
- #HorizonEurope: research and academia, civil society
- #LULUCF, #LCA, #GHG: policy and governance, research and academia, civil society, forest and related practitioners
- #ForestsEU, #ecosystemservices, #biodiversity, #climatechange, #climateneutral, #mitigation, #adaptation: policy and governance, civil society, general public, forest and related practitioners, forest value-chain and economic actors

4.6.3 Social media campaigns

To ensure that ForestPaths' social media activities are focused, tailored and measurable, an editorial calendar with specific social media campaigns has been developed (described in Table 4).

Table 4: Planned social media campaigns

Name	Hashtag	Description	Duration
Meet the project campaign	#MeetForestPaths	This campaign presents the key facts about ForestPaths in order for stakeholders to get to know the project	2 months
Policy context campaign	#ForestPolicy	ForestPaths uses this campaign to explain why forest-based policy pathways are needed	2 months
Previous research campaign	#PreviousResearch	This campaign showcases relevant research conducted by partners prior to ForestPaths	3 months
Faces of the project campaign	#ForestPathsFaces	The campaign introduces project members and their individual expertise	6 months
Demo cases campaign	#ForestPathsDemo	This campaign highlights the characteristics of the project's four demo cases	1 month
Models campaign	#ForestModels	This campaign presents the models which ForestPaths will improve	3 months

As the project evolves, more social media campaigns will be planned and included in the CP and PEDR update in M24.

4.7 Project website

ForestPaths' website (www.forestpaths.eu) serves as a central outreach tool, which stores all the materials produced during the project's lifetime, such as deliverables, project publications, news about project activities, promotional materials, result updates, etc. (more information in *D7.3 Visual identity, project branding and website*). It supports both communication and dissemination activities, as it not only informs and engages interested parties but also ensures potential users have easy access to ForestPaths' results and it will host the project's CANOPY policy support platform.

4.8 Scientific publications

ForestPaths disseminates its research findings by publishing scientific papers in high-impact journals and when appropriate, submitting manuscript preprint versions to preprint servers. Among the targeted high-impact journals are the Journal of EGU/Copernicus, Nature Sustainability, Open Research Europe, PNAS, PLOS Climate, PLOS one, Journal of Open Source Software, Environmental Research Letters, Remote Sensing of Environment, Earth System Science Data, Biogeosciences, Geoscientific Model Development, Forest Ecology and

Management, Climate Change Biology, Global Environmental Change and GCB Bioenergy. Additionally, the project deposits its scientific publications and, where possible, datasets in trusted open access repositories to further enhance their dissemination potential.

4.9 Attendance at events

Participation at international events ensures the project can disseminate its results to the wider scientific community and other interested parties. Therefore, ForestPaths plans to participate in numerous international events and conferences, identified through a partner survey, such as the FAO World Forestry Congress, IUFRO World Congress, Mediterranean Forest Week, IPCC AR7, IFBRA bi-annual meeting, GFBI meeting, European Geosciences Union, ForestSat 2024, Next Scenarios Forum meeting, and the ISIE conference. The type of project representation at each event is to be determined on a case-by-case basis but the possibilities include disseminating project results with oral presentations during relevant sessions, presenting abstracts and scientific posters, delivering an invited talk or engaging interested stakeholders at the event via one-on-one encounters.

4.10 Practice abstracts

As part of its dissemination toolset, ForestPaths intends to make selected results available to stakeholders by publishing them in the form of practice abstracts on the European Innovation Partnership for Agricultural Productivity and Sustainability (EIP-AGRI) platform. Practice abstracts are concise and clear practice-oriented knowledge outputs aiming to adapt scientific results to the needs of practitioners.

4.11 Policy briefs and story maps

ForestPaths will publish easy-to-navigate policy briefs and story maps in order to disseminate the policy recommendations developed in WP6. These are an essential part of ForestPaths' DEC toolset aimed to reach one of the project's most important stakeholder groups – policymakers. They address urgent issues and provide concise evidence-based policy advice by translating scientific findings into insight for decision-makers.

4.12 Training activities

To ensure the maximum uptake of project results, ForestPaths organises training activities, each tailored to the needs of a specific project stakeholder group. Webinars are organised for 1) policymakers to demystify and transparently explain the integrated assessment framework developed in WPs 3-5, and 2) national LULUCF experts in GHG inventories to demonstrate the next generation forest models and forest disturbance data developed in WPs 2 and 3. The forest-based industry is to be provided with podcasts and videos presenting project progress and describing relevant LCA tools and models. These are further popularised by online training sessions. Tutorial videos will also be prepared for the scientific community to illustrate tools and model usage.

These training activities are supported by the other DEC tools and channels, ensuring that as wide an audience as possible has access to them through the project's website and is informed about them through news items, social media posts, press releases and newsletters.

4.13 Stakeholder engagement

ForestPaths ensures the robustness and practicality of its results by engaging stakeholders in a co-design process, which increases the probability of their uptake and exploitation. This is achieved through the project's Policy Engagement Forum, led by WP6, which combines digital with hybrid and in-person activities. The forum includes four two-day Policy Labs, each with a specific objective, bringing together stakeholders from the project's demo cases (WP1) with key stakeholders from the national and European levels. Stakeholders are also engaged in other innovative activities, such as thematic events, online working groups, workshops and webinars.

4.14 Synergies building

ForestPaths organises and participates in joint workshops, webinars, press releases and other types of exchanges in order to build synergies with existing networks, initiatives, universities, research institutes, intergovernmental bodies and other relevant research projects. Their goal is to promote collaboration, integration and cooperation by exchanging best practices and increasing visibility. The project focuses on the organisations, networks and projects listed in section 1.1. ForestPaths' synergy-building efforts will be solidified through the project's final conference in month 54.

4.15 European services

To maximise the exposure and exploitation potential of its results, ForestPaths will consider the services offered by the European Commission, such as the Horizon Results Booster, Horizon Results Platform, Open Research Europe and the Research and Innovation success stories.

The Horizon Results Platform, whose motto is "Making results matter", serves as a bridge towards policymakers and researchers, facilitating access to the project's Key Exploitable Results (KERs). It allows stakeholders to discover the abundance of EU-funded research results and get in contact with their creator, which enables their exploitation. The Horizon Results Booster will be considered as an exploitation tool, allowing ForestPaths to maximise the impact of its results, by steering them towards the most suitable audiences.

ForestPaths will also contemplate the publication of project results on Open Research Europe, which enables the publication of all aspects of Commission-funded research, thus maximising the value of research projects and accelerating their impact. Lastly, the project will aim to publish a success story in the Research and Innovation success stories collection.

5 Implementation plan (*when*)

ForestPaths' implementation plan (outlined in Table 5) maps the project's communication, dissemination and exploitation tools, the stakeholder groups they aim to reach, and the Key Performance Indicators (KPIs) by which their effectiveness will be measured. It is divided into three stages based on the following considerations:

- 1) the maturity of the project, acknowledging that each stage has a different focus for DEC activities;
- 2) the envisioned CP and PEDR updates (in M24 and in M36) which will allow WP7 to evaluate the DEC tools and channels and identify new KPIs relevant to the next stage of the project's development.

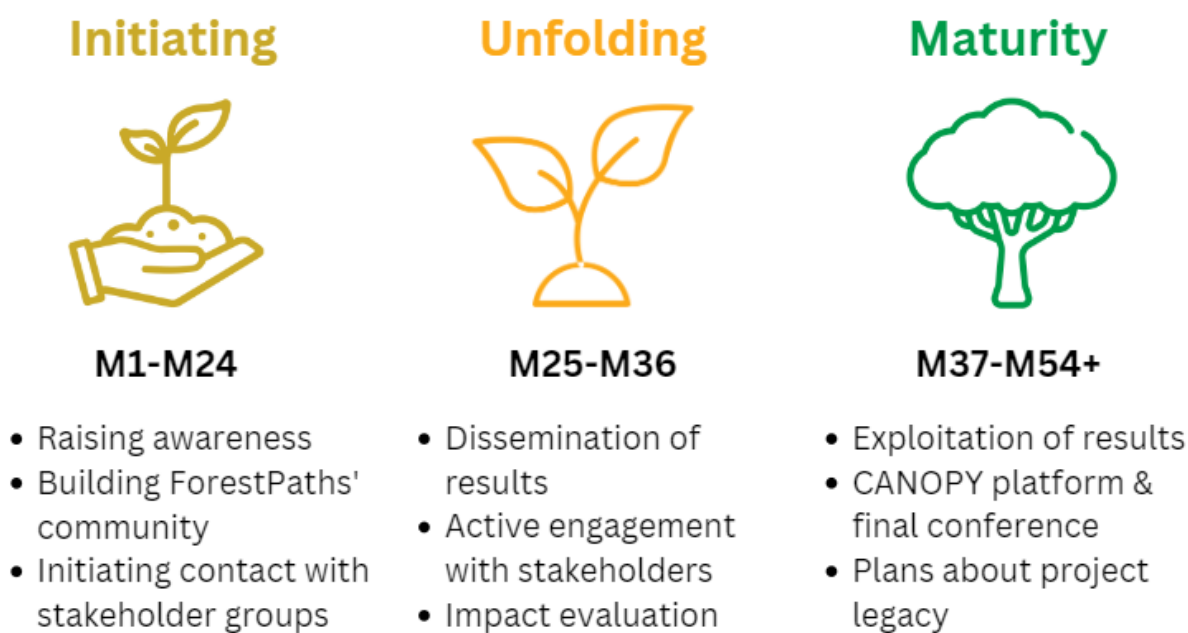


Figure 1: Visual representation of ForestPaths' development stages

The **Initiating (M1-M24)** stage will conclude with the CP and PEDR first update in M24 where the DEC actions will be evaluated and the KPIs will be updated for the next stage. The **Unfolding (M25-M36)** stage's end will be marked by *D7.2 Updated Communication Plan (CP), Plan for the Exploitation and Dissemination of Results (PEDR)*, where the DEC efforts will again be measured and updated. Lastly, at the end of the **Maturity (M37-M54 [and beyond])**, WP7 will submit *D7.4 Report on dissemination activities and achievements*, where it will describe all DEC activities and compare them to the achievements envisioned by previously set KPIs.

Therefore, the initial D7.1 provides detailed KPIs for the first (Initiating) stage of the project, which aims to successfully launch project activities, raise awareness and build a ForestPaths community. When updating the CP and PEDR, a new table will be added where the relevant KPIs for the next stage will be listed.

A KPI is a value that can be measured to illustrate progress. ForestPaths selected a number of S.M.A.R.T. (Doran, 1981) indicators which satisfy the following criteria:

- Specific: what exactly is the goal?
- Measurable: how do we know the goal is reached?
- Achievable: are resources available to reach this target?
- Realistic: is this goal worthwhile?
- Timely: is there a timeline?

Table 5: Overview of the communication, dissemination and exploitation tools with KPIs for project Initiating stage (months 1-24)

Type of DEC activity	Tool	Stakeholder group	Output KPIs	Outreach KPIs
C	Promotional materials	All	Introductory presentation (IP): 1 Brochure (B): 1 Poster (P): 1 Roll-up banner (RB): 1	Downloads: 150/per item (B, P, IP) Use at events: 15 (IP), 2 (P, RB) Distributed at events: 150 (B)
C & D	Infographics	A, CS, FA, FP, P	Number of infographics: 2	Downloads: 150/per item
C & D	Videos	A, CS, FA, FP, P	Number of videos: 2	Views/video: 100/per item
C & D	Podcasts	A, CS, FA, FP, P	N/A for this stage of the project	
C & D	Newsletters	All	Number of newsletters: 4	Number of new subscribers: 100 Open rate: >35% Link-click rate: >20% Unsubscribe rate: <10%
C & D	Press releases	CS, GP	Number of press releases: 3	Views on EurekaAlert!/press release: 1500 Hits on AlphaGalileo/press release: 1500
C & D	Social media networks Twitter (T), LinkedIn (L)	All	Number of posts: 96 (T, L) Number of retweets: 96 (T)	Number of new followers: 200 (T, L) Number of interactions per post: 13 (T), 7 (L) Number of impressions: 300 (T), 100 (L) Traffic to website: 150 users (T), 100 (L)
C & D	ForestPaths' website	All	News items: 24	Number of users: 2000 Returning visitors: >15%

			Updates of results pages: 3 Uploaded documents: 15	Average session duration: 120s Country distribution: >40 countries from Europe and beyond
D	Scientific publications	A	New publications: 8	Average impact factor of the journal: 2-4 Average citation statistics: N/A for this stage of the project*
D	Attendance at events	A	Number of attended events: >5	Number of attendees > 300
D	Practice abstracts published on EIP-AGRI	FA, FP	N/A for this stage of the project	
D	Policy briefs	CS, FA, P	N/A for this stage of the project	
D	Story maps	CS, FA, P	N/A for this stage of the project	
D & E	Training activities	A, FA, FP, P	N/A for this stage of the project	
D & E	Demo case workshops	FP	Number of workshops: 4	Number of participants: >80
D & E	Policy labs	CS, FA, FP, P	Number of policy labs: 1	Number of participants: ~20
D & E	Joint activities	A, CS, FA, FP, P	Joint events (webinars, conferences): N/A for this stage of the project Joint policy brief: N/A for this stage of the project Joint news item on project websites: 4 Joint publications in scientific journals: 1	Number of attendees at events: N/A for this stage of the project Number of distributed policy briefs: N/A for this stage of the project Number of visits/news item: 500 Average citation statistics: N/A for this stage of the project
D & E	Final conference	A, CS, FA, FP, P	N/A for this stage of the project	
D & E	CANOPY policy support platform	A, CS, FA, FP, P	N/A for this stage of the project	

* ForestPaths recognises the significance of citation statistics as an important KPI. However, their nature is accumulative and requires more than one project stage in order to be accurately

determined. Therefore, for the Initiating stage of the project, the focus has been placed on the average impact factor of the target journals as a metric which is accessible in real-time.

6 Outlook

In order to ensure that ForestPaths' CP and PEDR evolve with the project, they will be updated twice during the project's duration – in M24 and in M36. These scheduled updates safeguard the accurate and timely performance of DEC actions, providing the opportunity to evaluate the activities, implement feedback from stakeholders and adapt appropriately to project progress. Additionally, *D7.2 Updated Communication Plan (CP), Plan for the Exploitation and Dissemination of Results (PEDR)* will include the project's Key Exploitable Results (KERs) and the means for their exploitation, as identified by partners via a survey (MS17).

7 References

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