



Novel business models and mechanisms for the sustainable supply of and payment for forest ecosystem services

WP 2 – Stakeholder interaction and dissemination
Task 2.1 – Multi-actor involvement of stakeholders
Deliverable 2.3: Dissemination plan



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1 Abstract

The NOBEL Dissemination Plan aims to ensure to maximize the visibility of the project and that the project creates awareness for its objectives, activities and results throughout the targeted stakeholder and user groups. It also aims to ensure that the project identifies the relevant target audiences and addresses them with suitable methods and contents. In general four groups of stakeholders and potential users of NOBEL findings have been identified: (1) the regional stakeholders in the five pilot demonstrations, (2) the supranational stakeholder representatives including NGOs and policy makers, (3) the scientific community, and (4) the wider public. A mix of communication means will be used to specifically address these groups and specific stakeholders within them. These include fact sheets, newsletters, the public project website, information of mass media, contributions to the Forest Value Newsletter, scientific presentations and articles, workshops for regional end-users of practical project output. The Action Plan as integrated component of this deliverable lists the communication means, the responsible actors, timing as well as means of verification. To link project internal activities as tightly as possible to the dissemination processes a Publishing Plan will be updated at least twice a year. The Action Plan lists the communication means, the responsible actors, timing as well as means of verification. This Deliverable D2.3 will be complemented by the “Stakeholder Engagement Plan” (D2.1).

2 Introduction

This deliverable report describes the planned dissemination activities of the NOBEL project. Dissemination is understood as communication with internal and external stakeholders with the primary goal of making the project visible to targeted stakeholders and communicating project findings to potential users. It focuses on the processes and means of communication with regard to the identified target groups of the project. The project website is one of the central channels for communication. Stakeholder interaction with particular focus on participative involvement of the stakeholders in the five pilot demonstrations is dealt with in detail in deliverable D2.1.

3 Objectives

The purpose of this Dissemination Plan is to ensure that the NOBEL Project:

1. Creates awareness and communicates project results and benefits to widest possible audience.
2. Targets specific audiences that will benefit from the results:
 - a. Forest resource managers (regional),
 - b. Landscape architects (regional),
 - c. Policy Makers, both national and European,
 - d. Researchers and Educators,
 - e. Scientific community,
 - f. The wider public (regional, national).
3. Uses a variety of techniques as appropriate for the content to be delivered to the target audience.

With communication we here refer to all written, spoken and electronic interaction with our target groups. Communication comprises the so called external communications such as media relations, management of project website, publications and events. The project also has internal communication such as the internal communication platform (MS sharepoint) site, project meetings etc. All the NOBEL partners are encouraged to be involved in the communication activities. Specifically, the partners are prompted to present the project results at conferences or other events, participate to workshops in order to allow more detailed discussions on the results and take possible feedback from other experts, prepare papers for conference proceedings or journals, prepare articles for professional journals in different languages and provide news items for the NOBEL website.

4 Target groups

The main target audiences of the NOBEL project have been identified, as well as different groups of stakeholders connected to the project. Considering the characteristics and needs of the target audiences, the Communication plan will ensure that the appropriate and most effective methods of communication and dissemination will be used.

4.1 Internal communication

4.1.1 Project Partners

Effective internal communication is a prerequisite for successful dissemination activities to external stakeholders and end-users of project findings. Therefore all partners of NOBEL need to be aware of the progress of the project. Important and relevant issues are for example, project status, technical issues and work planning. Partners may also be aware of relevant news and information about

milestones or products and relevant policy developments at the European level and when relevant in the Member States as relevant context information for their own specific research within NOBEL.

Communication between project partners is active and continuous. Internal communication will be maintained through project meetings, telephone, video and e-mail communication, regular progress reports, and the internal project website (sharepoint). Project results, deliverable reports, minutes of project meetings, and work package (WP) meetings and other news will be published on the internal project site. The Project management will develop templates for project reporting, organisation and documentation of meetings.

The NOBEL partners will meet once a year in general project meetings which serve as project progress report meetings for all partners. A special general assembly session will be organized to decide on the management issues. Minutes made by the overall managing co-ordinator will be made available to all partners. Furthermore, additional meetings at Work Package level may be organized to foster interaction in operational tasks.

4.2 External communication

Among others NOBEL engages in five pilot demonstrations throughout Europe which represent a wide variety of European forest types as well as socio-economic contexts. The role of these pilots within NOBEL is important because the work to be established within these regions will provide the direct contextual framework for the interaction with regional stakeholders. The interaction with stakeholders and decision makers on regional level will be implemented through stakeholder panels in each of the exploratory focus regions. The stakeholders to be involved in these focus regions include, i.a., forest owners, forest manager, representatives of sawmills, pulp and paper as well as bioenergy plants, transport and harvesting entrepreneurs, forest administration representatives, hunting representatives and others. Main part of communication between researchers and stakeholders will take place in these focus regions, thus communication there has significant importance.

4.2.1 Regional stakeholders

Forest resource manager and practitioners

Forest resource manager and practitioners are among the key target users of the NOBEL project results. Forest practitioners will be directly contacted in the pilot demonstrations through a continuous stakeholder involvement process and thematic workshops. Here, focus will be on dissemination and communication activities. Targeted dissemination activities are proposed in NOBEL, so that the results achieve the highest possible impact, including the option to organize workshops to apply the guidelines and principles to be produced by NOBEL. Project results will be communicated to forest practitioners through articles in professional journals and these will be published in all languages that are represented by the broad partnership of NOBEL.

Forest owners

Ultimately forest owners are a potential key stakeholder group of NOBEL. The rationale is that interests and expectations of owners towards science strongly determine the usefulness of scientific knowledge. On the other hand this imposes a substantial challenge on NOBEL as the project inherently has a strong basic research component and efforts will have to be dedicated to make the findings applicable in practical forest management. One of the NOBEL success factors is to be able to reach out and inspire the individual forest owners to adopt knowledge on payments for ecosystem services in forest management to cope with future drivers of change. These drivers could be energy policy or societal demands on wood production and non timber forest goods and services from forests, or climate change as well. The regional stakeholder interaction processes will address

regionally relevant issues and portfolios of ecosystem services, which makes it possible to reach forest owners and raise interest in the NOBEL results amongst them.

Forest administration and extension services

Forest administration services and extension services of chambers and other associations are among the key end-user groups as they are the link to small-scale forest owners which themselves usually do not have professional expertise in forest management. Departments for nature conservation within administrative services are important as well. Other stakeholders along the forestry wood chain are mainly relevant in terms of feedback and opinions on future directions in forest management. Directly affected by potential changes in the provision of forest ecosystem services are, for instance, harvesting entrepreneurs which may have to adjust machinery and processes depending on forest composition.

Nongovernmental organizations

Nongovernmental organizations (NGO) give interesting aspects to discussion about maintaining forest biodiversity, thus communication with these organizations is important and broadening the scope of NOBEL. Activities of these organizations are related to forest, like conservation, recreational use, hunting, etc. If they do not belong to stakeholder panels, targeted dissemination activities are proposed in NOBEL, so that the results could achieve the highest possible impact. This would include executive summaries and fact sheets for nongovernmental organizations.

Regional policy makers

NOBEL aims at providing decision support to policy makers at the regional level, where land use policies and the implementation of bio-energy policies will be of particular importance. Thus, policy makers will be approached either via the regional stakeholder panels or directly at individual level.

Regional media

Some general news and articles will be published in regional news papers during the project, especially at the start of plot establishment and in later stages about the results of NOBEL. Personal contacts to journalists are valuable in order to get news items through for regional journals and news papers. Awareness of payments for ecosystem services will be raised up in media through this kind of contacts to journalists in case study regions. Publishing in professional journals will be of particular importance to NOBEL in reaching forest practitioners. The partners will publish thematic and instructive papers in professional journals in English and other languages. The partners will enable and commit each other to translate relevant papers into the languages covered, thereby multiplying the impact and exposing literally tens perhaps hundreds of thousands of forest owners and other stakeholders and decision-makers to the results of NOBEL.

4.2.2 Supranational stakeholders

Related EU funded projects

Communication with NOBEL related projects (e.g. Sincere) and research teams is essential to make wider scientific community aware of developments and results in the project. Continuing discussion over interesting issues will be done in the discussion forum or in scientific events. Scientific publications and conference papers will stimulate the debate amongst the academic community.

Public and private owner associations

At the European level the interaction and dialogue with associations of public and private forest owners. International environmental and forestry organisations will be used as channels for

European as well as global dissemination. These organisations should not only be aware of results of NOBEL, but we expect them to utilise these results in their own work:

- International Family Forestry Alliance,
- CEPF - The Confederation of European Forest Owners,
- EUSTAFOR - European State Forest Association,
- NSF - Bureau of Nordic Family Forestry.

Policy makers at national and European levels

Policy makers at the European and national levels are important target users for NOBEL results, because the project intends to support them in developing and implementing future policies on nature conservation, climate change and adaptation as well as bio-energy policies. NOBEL will produce targeted information material designed for policy makers, including for example Policy Briefs about the relevance of PES schemes with regard to European forests.

Nongovernmental organizations

Nongovernmental organizations will widen aspects of PES in forest management at the European level. Through organizations for protection and environmental and social justice and activities, NOBEL results will be further disseminated:

- World Wildlife Fund: European Policy Office,
- PEFC,
- FSC,
- IUCN,
- DIVERSITAS.

Scientific community

Communication is essential with related projects and research teams to make wider scientific community aware of developments and results in the NOBEL project. Interaction with other projects focusing on forest ecosystem services and research teams promotes new ideas and joint efforts to develop business models as well as mechanism for PES. The scientific events offer channels for continuing dialogue over NOBEL issues. Scientific publications and conference papers will also be written to stimulate the debate amongst the academic community and to ensure quality control of the work made within NOBEL.

An open science conference is planned to be organized in collaboration with other related European research consortia at the end of the NOBEL project. It will ensure that the knowledge gained within NOBEL as well as unresolved questions identified by the project will be communicated effectively to the scientific community. This may lead to proposals for future research programmes in the field of forest ecosystem service provision.

IUFRO

International Union of Forest Research Organizations (IUFRO) is a non-profit, nongovernmental international network of forest scientists, which promotes global cooperation in forest-related research and enhances the understanding of the ecological, economic and social aspects of forests and trees. Its Special Project on World Forests, Society and Environment (IUFRO-WFSE) network shares existing scientific knowledge and participates actively in forest related policy processes. Through its open network of researchers and experts from around the world the IUFRO promotes the exchange of multi-sectoral and cross-sectoral research results and scientific knowledge. Through the participation in IUFRO conferences the outreach of NOBEL can be increased.

Education

Many of the NOBEL consortium partners are actively involved in educational and training programmes at European universities. This ensures that NOBEL results will be integrated into teaching programmes and seminars in forestry and related subjects. As PES and its consequences are an important topic of relevance to European society, suitable learning materials for school education are planned to be provided by NOBEL Table 2 lists targeted

external stakeholders and end-users of NOBEL findings.

Table 1: Targeted external stakeholders and end-users of NOBEL findings.

External stakeholder group	Potential interest in NOBEL findings/ relevance for the project
Forest resource manager	Promote the application of new knowledge on the effects of PES schemes on forest management and on the provision of ecosystem services;
Forest owner	Raise awareness about new knowledge on the effects of PES schemes on forest management and on options to increase the portfolio of incomes;
Forest administration services	Promote the application of new knowledge on the effects of PES schemes on forest management and on the provision of ecosystem services;
Forest extension services	supportive in spreading new knowledge, Promote the application of new knowledge on the effects of PES schemes on forest management and on the provision of ecosystem services;
Nature and biodiversity conservation NGOs	Inform about new knowledge; supportive in spreading new knowledge;
Regional policy maker	Raise awareness about forest ecosystem services ;
Regional public media	Raise awareness about potential benefits of PES among wider public
Regional professional media	Raise awareness about potential benefits of PES among wider public, increase visibility of NOBEL
European Commission	Inform ongoing policy processes (e.g., post Kyoto negotiations, CBD, Natura 2000, adaptation to climate change (e.g. green paper)
National and European policy maker	Inform ongoing policy processes (e.g., post Kyoto negotiations, CBD, Natura 2000, adaptation to climate, forest strategy)

4.3 Communication means

The project will focus on the following main techniques:

- Reports for internal circulation within the project and documenting the work done;
- Presentations at conferences and seminars;
- Workshops activity for project partner organisations and other contributors;
- Publications, articles, posters and other literature that communicate the detailed activities, results and benefits of the project to the scientific community;

- Education and training initiatives that support the successful exploitation of the project outcomes;
- Newsletter interested stakeholders;
- Policy briefs for policy makers;
- The NOBEL public web site (during the project life);
- Face-to-face meetings with selected decision makers and policy makers.

4.3.1 Visual Identity

The visual identity of NOBEL contributes to the overall perception of the project and its consistent image. The identity is important in ensuring that NOBEL products and services are recognizable at a glance. The visual identity includes elements that will represent the project in a distinct and consistent way (logos, colours, templates, photos, etc.). Some elements are already available and others will be produced and provided in the course of the project. Available at the moment:

- Logo,
- Presentation template.

All materials are available on the Internal Communication Platform (Sharepoint) of NOBEL website.

4.3.2 Website

The website is used as a window for the scientific teams, in order to discuss and present the NOBEL results, project related publications and other outputs to the wider public. It also features a password-protected section accessible to project partners only: the Internal Communication Platform (ICP). The ICP includes, inter alia, structured document libraries, project calendar and email functions as well as deliverable-tracking and monitoring of tasks specific for the Work Packages of NOBEL. The dissemination of information through the project website will not only include relevant news and information about milestones or products, but also relevant policy developments, at a European level and in the Member States. Finally, the website serves to alert interested parties on progress, new developments and milestones and provide downloadable intermediate and final project results.

The NOBEL website has been launched on 31st December 2019. Details and guidelines for the use of the website and the ICP are available.

4.3.3 Promotional materials

Promotional materials include:

- Forest Value Newsletter
- Fact sheets

A Newsletter presenting key information in non-technical terms will be produced by the Forest Value office and used to promote the project. Factsheets will be produced on specific themes. The first Factsheet has been launched to introduce NOBEL in the five pilot demonstrations. Summaries in form of Factsheets of overall NOBEL results will be produced for specific target audiences (for forest practitioners, school education, sectoral stakeholders, nongovernmental organisations).

4.3.4 Media relations

Project partners will collect media contacts in their local regions and to utilize the services of the communication units in their own institutes. If partners have personal contacts to journalists, they are encouraged to utilise those contacts in order to raise awareness on the topic of the relevance of PES for the provision of ecosystem services. Suitable printed media will be identified in order to

publish articles about the NOBEL project and its results. This will include articles in local and professional media.

Examples for regional and national professional media are listed below:

- ☒ Skogen (Sweden),
- ☒ Allgemeine Forst Zeitung, Holzzentralblatt (Germany),
- ☒ Österreichische Forstzeitung (Austria),
- ☒ Montes (Spain),
- ☒ Silva Lusitana (Portugal),
- ☒ Revue Forestière Française (France).

A good method to formally promote NOBEL is through the publication of official press releases that coincide with major achievements and/or events. The press releases outline what NOBEL is, what it does, who it targets, its benefits etc. Consortium members are invited to dedicate resources and publish one or more press releases during the project lifetime, especially in the pilots. Press releases concerning the project at large will be written mainly in English but to maximize their impact, partners will undertake translations in other languages.

4.3.5 Participation in International and National Conferences and Workshops

Project results will be presented at various international and national conferences and workshops. To maximize the impact a qualified selection of appropriate conferences to participate in will be required. In addition, several project partners are actively involved in ongoing COST Actions which may offer an excellent opportunity to present NOBEL results related to the specific COST Action topics (e.g. CLIMO). The NOBEL website will publish invitations to conferences and workshops as service to all partners.

4.3.6 Workshops

Here workshops with external stakeholders and potential end-users of NOBEL findings are addressed. Workshops can be a very effective means of communication and dissemination of knowledge. Prerequisite is a clearly defined target audience, and a well prepared workshop programme. Within NOBEL it is planned to organize workshops in the pilots to address consumers and buyers directly in a practice-related setting. The number of end-users which can be realistically addressed by this approach is limited to about 20-25 persons per workshop.

4.3.7 Face-to-face meetings with selected decision makers and policy makers

Whenever feasible selected decision makers and policy makers in the pilots or at international level will be approached and briefed in face to face meetings. This dissemination means is judged as very efficient but labour intensive.

5 Implementation of the Dissemination Plan

For successful implementation of the dissemination plan the following key principles must be considered:

- Based on the tentative list of stakeholders and potential users of NOBEL knowledge flexibility must be secured to enhance and modify the list of clients in interaction with the regional stakeholder panels.

- NOBEL is a project with a focus on basic research as well. Identifying and communicating useful knowledge for end-users is a challenge which implies transferring results from WPs 1-5 into general guidance on the implementation of business models for ecosystem service provision and management-related issues throughout biogeographic zones in Europe. To achieve this goal requires monitoring of NOBEL deliverables, outputs as well as informal knowledge AND identification of stakeholder information needs. Blending both components will drive the design and continuous update of the NOBEL publishing plan.
- Each WP should draft a publishing plan (till May 2020), coordinator will synthesis a first version of the project publishing plan (June 2020) which will be continuously updated.
- it encourages any partner to contribute with own national/ regional activities, inform WP2 about new findings and potential formal output, use joint templates, etc.
- Pilot demonstration managers are responsible to translate and transfer factsheets, information etc. to regional stakeholders.
- Pilot demonstration managers are responsible to inform local press about activities on site.
- All scientist communicate results to WP2 and the coordinator whenever something is published/ has interesting results (to be published at least on web-site/blog), summarize results in an understandable form for non experts, give regular press releases in local language to your institutes press office and regional stakeholders and users of NOBEL knowledge. Consider publishing papers as well in national journals if they are higher frequented by national stakeholders.