

# Securing Sustainable Dendromass Production with Poplar Plantations in European Rural Areas

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Deliverable

## D6.2 Dissemination and Communication Plan

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<b>2.0</b>	28.03.2019	Sandra Liebal	Final version based on comments and suggestions of the 1 <sup>st</sup> review meeting

## List of Abbreviations

Abbreviation	Denotation
BSc	Bachelor of Sciences
D4EU	Dendromass4Europe
EAB	External Advisory Board
IPC	International Poplar Commission
IPS	International Poplar Symposium
M	(project) month
MSc	Master of Sciences
NBBM	New bio-based materials
NGO	Non-Governmental Organisation
SRC	Short Rotation Coppice
TUD	Technische Universität Dresden
WP	Work package

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## 1 Role and relevance of the deliverable within the project

One aim of Dendromass4Europe (D4EU) is to communicate and disseminate the project activities and results as widely as possible, targeting all actors in the dendromass area, including policy makers and regulators, industry and associations as well as the scientific community. Doing so, D4EU strives after awareness rising about the need of strong European bio-based industries.

Dissemination, communication and exploitation are key activities for success of the Dendromass4Europe project. The work package 6 (WP6) manages the corresponding activities. All consortium partners are aware of and committed to ensure good dissemination and communication of the results during and after the course of the project to achieve its sustainable impact.

This deliverable summarizes dissemination activities in the first six months of the project and provides a plan for these activities during the remaining first period of the project (M1 – M30). On the one hand, this deliverable will enable strategic planning. This makes it possible to see which partners are communicating about specific topics, which communication channels they use and which messages are sent. Thus, a detailed planning helps to check whether all partners are involved as far as possible and whether all relevant topics and channels are addressed to the optimum extent.

On the other hand, this deliverable will be an important monitoring tool. Only through concrete planning can it be checked whether the desired communication tools and channels have also been realized. Due to the permanent availability of the plan on our internal communication platform (SharePoint), delays or deviations from the plan can be recognized by all project partners at any time and be reduced in their scope by suitable replacements (e.g. through other publications or events).

The plan for dissemination, communication and exploitation of project results will be further developed during the project including a plan for activities beyond the lifetime of the project. Therefore, a continuously updated table for realized and planned dissemination and communication activities has been set up on our internal workspace on SharePoint.

## 2 Strategy for knowledge management and dissemination

All dissemination, communication and exploitation activities within Dendromass4Europe will follow the guidelines and recommendations for communication given by the BBI-JU. Thus, as a first step on the way from ad-hoc to strategically planned communication, important target audiences (see chapter 3) as well as objectives, key messages and appropriate tone (see chapter 4) have been compiled. For rising the recognition value of D4EU, an own Corporate Design which affects every communication tool has been considered (see chapter 0).

To target a broad audience, a mix of different communication tools is used. This includes a project website, social media accounts, poster, leaflets, panels, rollups, press releases, media clips and television and radio contributions (see chapter 5). For optimization of the communication in social media, a dedicated social media strategy has been made up for internal use. As mentioned, the planning and monitoring of all dissemination and communication activities is continuously updated during the project runtime. WP6 aims to remember and supervise these updates in order to optimize the activities planned by the project partners.

AGROPARTNER (which is a contractor of IKEA Industry in this project) will further support project activities with non-financial measures by providing access or knowledge and relevant data to the project partners. They will also provide support to students that are preparing their educational theses (BSc. or MSc. candidates) within topics relevant to D4EU, thereby training future regional professionals that are specifically skilled in the field of dendromass cropping, bio-based or agro-industries. To increase visibility of the project, information panels will be put up at the demonstration sites giving information about the D4EU project, poplar crops and their use in bio-based industries. In addition, project flyers will be available at the plantations and during events.

### 3 Target audiences for dissemination and communication

#### 3.1 Internal communication

The internal communication objectives for D4EU are:

- to promote collaboration and dialogue between the D4EU project partners, the External Advisory Board (EAB), 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 communication activities will be planned and executed within Work Package 7 (Project Management) in cooperation with the European Project Centre.

The internal communication audiences consist of the D4EU project partners, the External Advisory Board and the Bio-Based Industries Joint Undertaking programme office. The tools for communication are the project meetings, mailing lists within the programme (e.g. for the Management Group or the EAB) and digital networking, including with the BBI Joint Undertaking Programme Office (e.g. online blog posts like Twitter funded by BBI Joint Undertaking will be linked to the D4EU social media accounts when applicable). A D4EU SharePoint workspace has been set up as restricted access area (password-protected). In the internal workspace the consortium members have access to important project documents such as minutes of meetings, Consortium Agreement, templates, corporate design manual, contact lists, literature and guidelines as well as the fields monitor, a calendar and all finalized deliverables. For more information please look at Deliverable D7.2 "Project Management & Knowledge Management Tool".

#### 3.2 External dissemination and communication

The target audience for communicating the results and future impact of the project is the bio-based industries, in particular furniture manufacturers and packaging industries, but also farmers, land owners and public authorities. Communication will also be targeted at the general public, in particular local residents around the plantations. From the very start, dissemination of the project's concept, developments and expected results to potential users, stakeholders and partners are carried out in order to

involve them in the conceptual and development process and collect valuable feedback. A stakeholder analysis has identified the following target audiences for dissemination and exploitation activities:

- Bio-based industries that can potentially use poplar wood and/or bark in their products. Such industries include furniture manufacturers, wood-based panel industry, packaging companies, construction materials producers, chemical industry, pulp mills, particle-board factories, classic biomass industry and 2nd generation bio fuel refineries;
- Farmers and land owners that can benefit from establishing SRF plantations by achieving a higher income and creating additional jobs;
- Rural communities and inhabitants of villages near SRC;
- the interested public;
- Associations e.g. for landowners, on regional and European level;
- The community of plantation operators in Europe and the world, such as Pein und Pein, Probstdorfer Saatzucht, Greenwood Resources, Biopoplar or Alasia New Clones, SPI, Rayonier;
- Environmental NGOs and state nature conservation agencies to ensure compliance of new plantations with environmental standards;
- Logistics companies;
- Authorities and administration municipalities in order to identify further (marginal) lands for replication of the poplar plantations;
- Agricultural land use policy makers;
- Manufacturers of technical equipment (harvesting techniques, production lines in plants etc.) and
- the scientific community of poplar research (International Poplar Commission) / of wood material sciences.

## 4 Communication strategy

### 4.1 Objectives

The objectives for all communication activities are:

- supporting the transition of land use by informing and providing the local public with knowledge,
- inform public policy and consumers about the 4 new bio-based materials and how they can be used,
- raise public awareness of the 4 new bio-based materials and their economic and ecological added value,
- constantly inform affected stakeholders of each step of the project.

### 4.2 Key messages

The following overarching messages will be used as the basis for communication:

- To farmers interested in poplar plantations/ SRC projects:



Farmers can actively take part in the adaptation of their farming and shape their environment. D4EU will turn at least 2.500 ha of current marginal land into cultivated land with SRC. A large number of farmers and rural land owners will directly benefit from the diversification and increase of revenues through their involvement in D4EU. Based on the impact of D4EU plantations for the farmers' income, the creation of new primary agricultural jobs can reliably be predicted.

- To Public authorities, municipalities and stakeholders:  
The safety, quality and purity of new bio-based materials will be in line with EU legislation and have been proven to meet the end-market requirements in order to facilitate future market access and commercialisation. There is documented evidence from bio refinery investors in building industrial assets near the new feedstock supply. D4EU will contribute to the Key Performance Indicators that are targeted by Strategic Research and Innovation Agenda SIRA of the BBI JU (BIC 2017).

Key questions to be answered are:

- Which mission does D4EU have?  
Dendromass4Europe (D4EU) has the mission to establish sustainable, Short-Rotation Coppice (SRC)-based regional dendromass cropping systems on marginal land that feed into bio-based value chains and create additional job opportunities in rural areas. The activities of the industrial partners in D4EU will generate profit for the rural economy on a regional scale because the value adding processes and marketing will allow access for the bio-based products to specific consumer markets.
- Which problems is D4EU trying to solve?  
How can sustainability principles applied to the valorisation of marginal land and its future persistent use to boost a regional bio-based society that should connect with a European-wide or global market.
- How will D4EU solve these problems?  
D4EU will demonstrate the market introduction and the application of four new Bio-Based Materials (NBBM) linked to the establishment of 4 new bio-based value chains based upon separately adding higher value to the wood and the bark of the poplars. The poplars will be grown on 2500 ha in short rotation on marginal or on currently unused agricultural land in rural areas.
- What will be the final product/outcome of the project?  
The outcome of the project will be threefold: 1) 2500 ha of short rotation poplar plantations, 2) Demonstration of the market introduction and the application of 4 new Bio-Based Materials (NBBM) linked to the establishment of 4 new bio-based value chains, 3) Reduction of dendromass costs through the adaptation and optimisation of innovative harvesting and storage systems.

### 4.3 Tone of communication

The tone of all D4EU-related communication is factual and positive; polite but not too formal; non-political; highlighting the profits of sustainable managed SRC on marginal land for the environment, the industry and European economy.

## 5 Communication and dissemination activities

Communication with the interested public is a high priority for D4EU. Several measures to maximize the outreach of the project have been taken, including the creation of dissemination material, a public website, a public mailing list, presence on social media platforms, and press releases. In December 2017, D4EU was present with a booth at the first BBI Stakeholder forum in Brussels. The specific communication activities are summarized in Table 1. So far, every communication tool was ready to start before their scheduled project month. Everything will be updated on a regular basis.

**Table 1: Communication activities in the D4EU project**

Platform	Expected use	Target audience	Lead partner	Project month
Public project website	Provide up-to-date project information, attract attention for the project, provide contact information, distribute dissemination material	General public including potential users, research organisations, industry; Professionals	TUD	05 - regularly updated
Public project mailing list	Provide up-to-date project information, attract attention for the project	General public including potential users, research organisations, industry; Professionals	TUD	07
Social media	Provide up-to-date project information, attract attention for the project, distribute dissemination material	General public including potential users, research organisations, industry; Professionals	TUD	05 - regularly updated
Press release	Provide up-to-date project information, attract attention for the project, provide contact information	General public including potential users, research organisations, industry; Professionals	TUD	On a regular basis
General Project Flyer	Provide project information, attract attention for the project, provide contact information	General public including potential users, research organisations, industry; Professionals	TUD	05 - regularly updated
Technical Project Flyer	Provide scientific information about certain aspects of the project, attract attention for the project,	potential users, research organisations, industry; Professionals	TUD in cooperation with	19-23 - regularly updated



	provide contact information		certain partners	
General Project Poster	Provide project information, attract attention for the project, provide contact information	General public including potential users, research organisations, industry; Professionals	TUD	05 - regularly updated
Technical Project Poster	Provide scientific information about certain aspects of the project, attract attention for the project, provide contact information	potential users, research organisations, industry; Professionals	TUD in cooperation with certain partners	19-23 - regularly updated
Project Rollup	Awareness rising on exhibitions/ fairs	General public including potential users, research organisations, industry; Professionals	TUD	06 - regularly updated
Panels for the plantations	Provide project information and special information about SRC, attract attention for the project, provide contact information	General public including potential users	TUD	12

## 5.1 Project visual identity elements

Dendromass4Europe has its own Corporate Design, which includes the abbreviation D4EU, a logo, dedicated colours and fonts.

The Corporate Design is defined in the Dendromass4Europe - Corporate Design Manual.



Figure 1: D4EU logo

For the logo as well as for all other design elements colours as defined in the following have to be used.



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**Table 2: D4EU colours**

colour	Colour code	RGB code (red-green-blue)
Dark green	#558b2f	85 – 135 - 47
Middle green	#7cb342	124 - 179 - 66
Bright green	#9ccc65	156 - 204 - 101
Dark yellow	#ffeb3b	255 - 235 - 59
Bright yellow	#fff176	255 - 241 - 118
Yellow-orange	#e89d0c	232 – 157 - 12
Dark grey	#757575	117 - 117 - 117
Bright grey	#bdbdbd	189 - 189 - 189
Very bright grey	#ebebeb	235 – 235 - 235
Bright blue	#64b5f6	100 - 180 - 246

## 5.2 D4EU website and Social media

### 5.2.1 Project website

One of the main dissemination and communication channels is the D4EU public website. It is used for providing general information on the project as well as for dissemination. This portal is meant to attract the attention of the public to the project.

All public deliverables and a selection of general presentations are placed on the public web site. It will also provide information about the importance of the project for the region, e.g. safety for the land management due to long-term contracts, or protection and creation of jobs. With growing knowledge and results from the project, the D4EU web site will become increasingly useful and an important source of information for the stakeholders. By this it will facilitate interactivity among scientists, while enhancing public awareness for the topic. The web site will be continuously updated and maintained for at least one year beyond the end of the project. The D4EU website contains basic information on the project, its partners and their role in the project, a news area and the possibility to register for a newsletter. To ensure a secure data transmitting when using of the contact form, the website is certified as https.

The website is available since November 2017 at: <https://www.dendromass4europe.eu/>

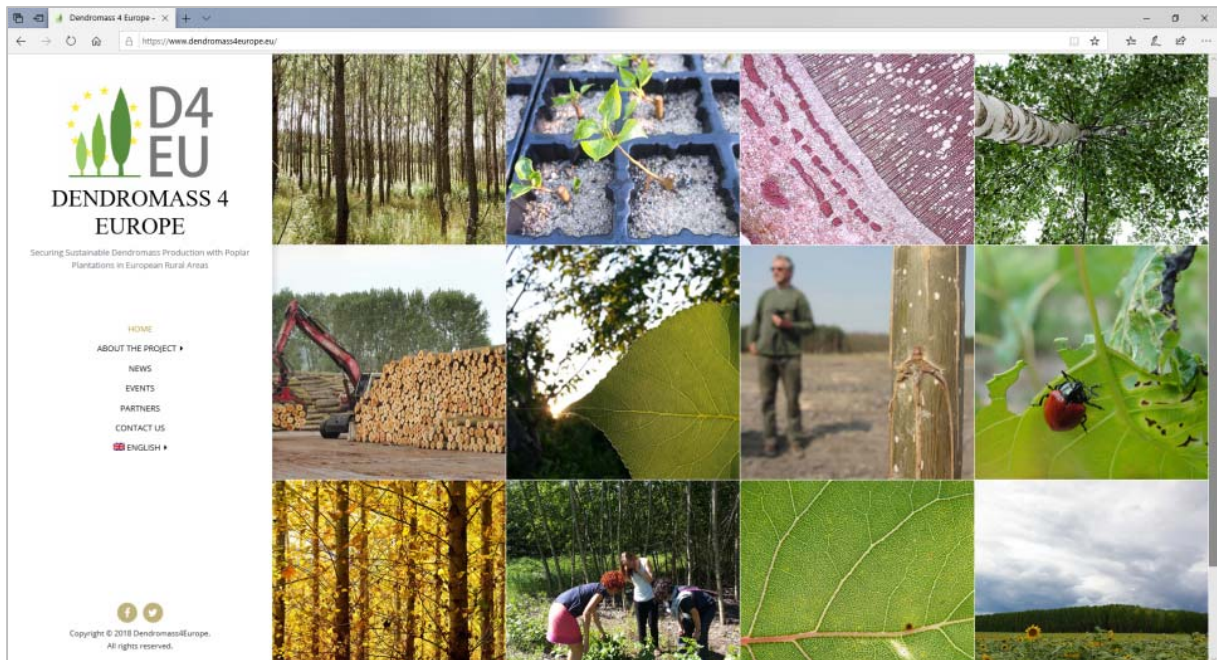


Figure 2: Screenshot of upper section of D4EU homepage



Figure 3: Screenshot of the lower section (footer) of D4EU homepage

The D4EU website will be the most effective communication tool and will present the D4EU vision, its objectives, approaches and partners. It also includes a download section. Over the course of the project, the web site will reflect the achievements of the project and will be continuously updated with project documentation (including public deliverables) and links to other communications (e.g. published articles). An event overview with a mailing list service will provide information about the demonstration events and other events at which D4EU results will be presented, such as conferences, workshops and fairs.

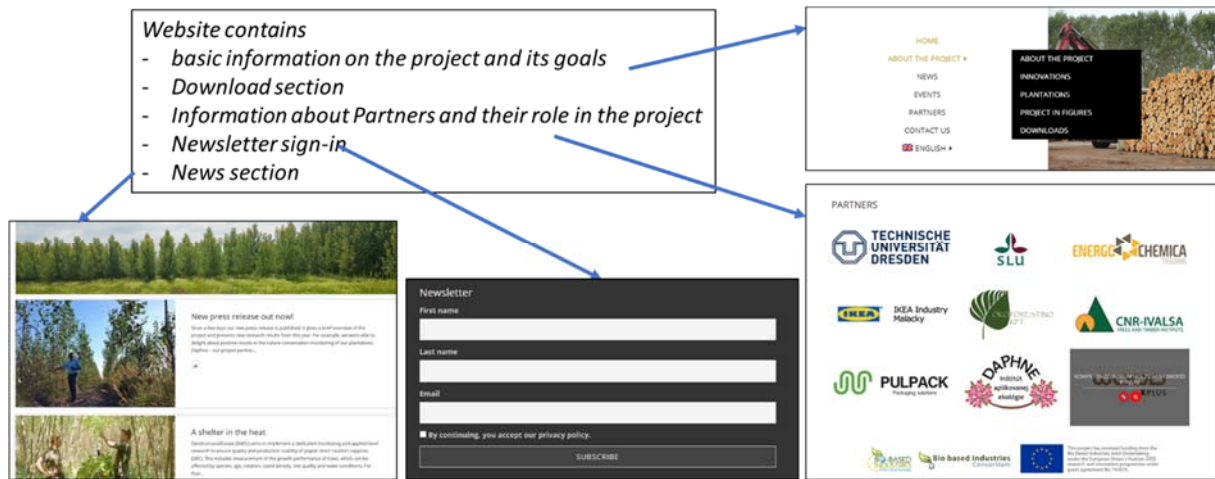


Figure 4: Screenshots of implemented features at the D4EU website

Every communication tool (poster, roll-up, leaflet) is equipped with a QR-Code, linked to the project website. Links to the website of Dendromass4Europe will be established on the websites of each of the institutions forming the consortium.

### 5.2.2 Social media

Besides the project website social media channels are used to enable real-time releases and communication with target groups. The platforms Facebook (site: Dendromass4europe) and Twitter (name: D4EU\_project) have been chosen as the most suitable ones for the project. These channels provide the opportunity to publish real-time information on the project, like e.g. feedback to poster presentations or lectures at the occasion of scientific conferences or publication of articles in newspapers/scientific journals. For providing information for the scientific community, D4EU also has a project post in ResearchGate. For an optimized strategic planning and monitoring a dedicated social media strategy has been made up.

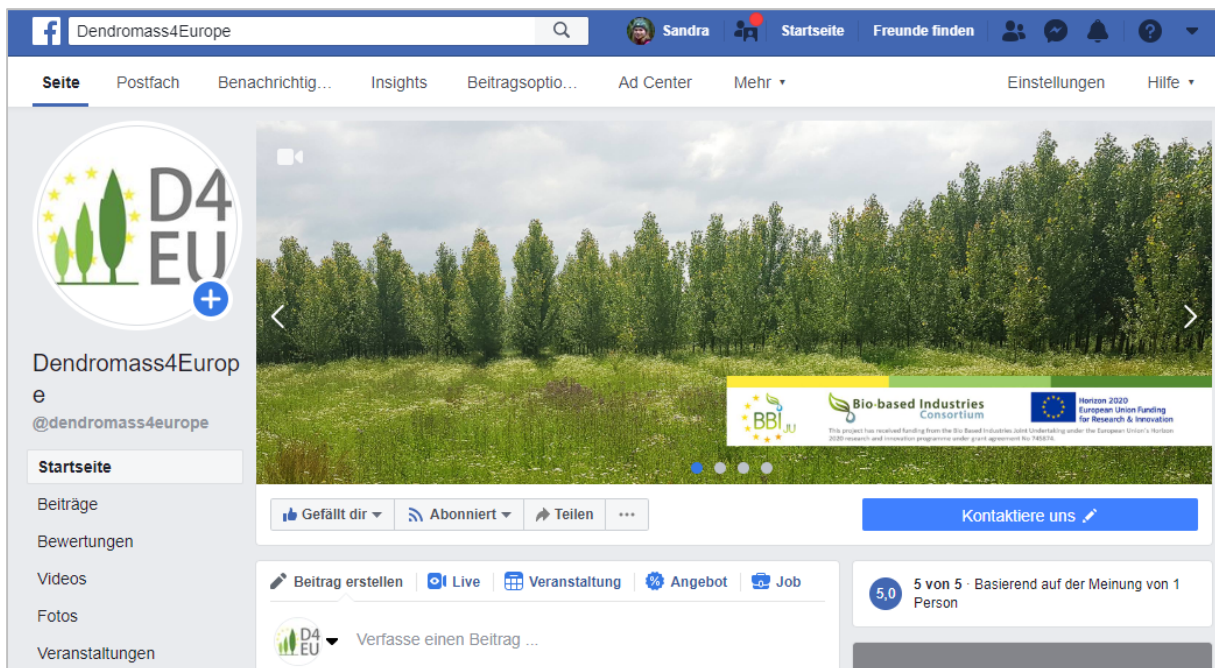


Figure 5: Screenshot of D4EU's Facebook account



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Figure 6: Screenshot of D4EU’s Twitter account

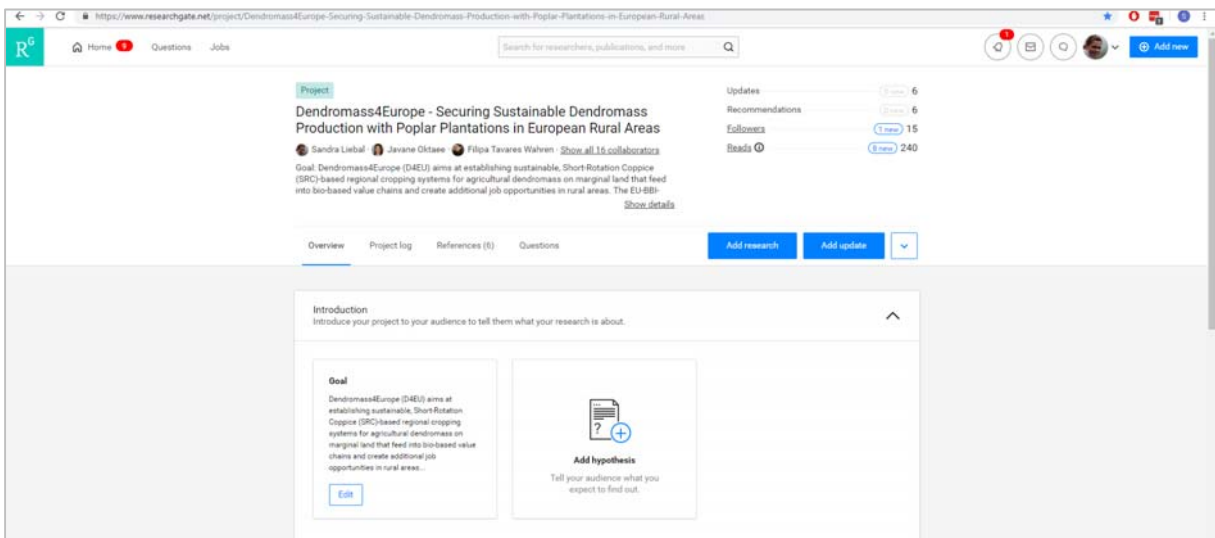


Figure 7: Screenshot of D4EU’s account on ResearchGate

While Twitter is used mainly for short information and pictures, our Facebook page includes also Links (e.g. fairs where the project was presented), complex texts and videos (e.g. TV report about the project by MDR Sachsen Spiegel).



Figure 8: Screenshots of a contribution in German TV (MRD, 07.10.2017)

It is planned to create Wikipedia entries when the project is in an advanced stage.

## 5.3 Publications

### 5.3.1 Press and media

The Dendromass4Europe partners have well-developed professional links with the media through dedicated knowledge exchange/media relations/publicity offices and are active in producing timely media releases. Press releases will occur mainly through the industrial partners and the TU Dresden to introduce the Dendromass4Europe project at a suitable time after the project has started. A press release is issued when significant results have been achieved or when major events (demonstration event or final conference) take place. We have already initiated contacts to representatives of newspapers and TV in Germany and the Slovakia, respectively, and we encourage all of our partners to permanently search for opportunities to communicate project results to the media. Short video clips will be produced to demonstrate the Dendromass4Europe value chain and its economic potential as support for events, workshops and for the project website.

For media-related activities we make use of the special expertise of the project partners, e.g. of the Marketing Department of IKEA Industry and TU Dresden.

### 5.3.2 Project Poster, Leaflet and Rollup

A Dendromass4Europe project leaflet and poster are available for all project partners on our Share-Point page and will be distributed during the next meeting in January 2018. They will be updated on a regular basis. With further advance of the project we will provide two different options:

- a version directed to a broad audience, summarizing the key project objectives, contributions and project facts;
- a more technical version that includes additional facts or recent results for a target audience with a background in bio-economy, forestry & agriculture and wood engineering.

They will be distributed at events and can be downloaded from the website.

A Dendromass4Europe Rollup aimed to provide information about the project and its objectives at several events, is available for all project partners. A second version, more technically oriented, will follow as soon as results are available.

Information panels, based on the poster, will be developed and set up at the demo plantations to inform local residents and interested stakeholders about the project.

### 5.3.3 Scientific publications

Besides posting publications in mass media and industry newspaper, the project partners will publish papers for a scientific audience.

Publication of papers will be undertaken as part of the project, once an idea is mature and in order to use the traditional route of large and broad dissemination. Especially best practice approaches will be highlighted. It is intended that papers will be submitted to leading journals in the scientific communities (e.g. Journal of Forest Policy and Economics, Agroforestry Systems, Urban Design International; Urban Studies; Computers, Environment, and Urban Systems; Planning Theory and Practice; Ecological Engineering). Those are renowned peer reviewed journals for forest sciences, agricultural science, urban design, architecture and product design. We will also use other channels to disseminate information about the project; e.g. the Newsletter of the International Poplar Commission (Poplar and Willow News, published twice a year).

When deciding for a journal and/or conference for publication of project ideas and results, the D4E consortium will take into consideration reputation and quality (peer review, impact factor) but also offered open access options. However, it might not always be possible to publish the golden way, i.e. publishing immediately in open access mode via a peer-reviewed Open Access Journal as not all top-tier conferences and journals offer such an option. In these cases, we will use green open access that host most of the top-tier conferences and journals of interest in our research domain. Publishing the green way means archiving and depositing of the published article or final peer-reviewed manuscript by the author in an online repository before, alongside or after its publication, depending on the publishers' Open Access policies. The consortium decided to utilize institutional and subject based Open Access Repositories where available. For example, TUD can make use of the document and publication server Qucosa, which is a service of the Saxon State and University Library (SLUB) at Dresden (<http://www.qucosa.de>). If no institutional repository is available, the deposit service of OpenAIRE (<http://www.openaire.eu>) will be used to find a possible repository for publication.

Graduate theses are issued and supervised by the project partners. If possible, minor scientific elaborations (e.g. project work) will be accomplished by students as well.

Table 3 shows the Clipping of all publications (till 12/2017).

**Table 3: List of all publications**

Journal/ Magazine/ Event	Activities	Publication title	Target audience	Lead partner	Project month
Amtsblatt Tharandt	publication	Leichtere Möbel - umweltfreundlich verpackt!	general	TU DD	01
Forstpraxis	Industry publication	Dendromasseproduktion aus Pappelplantagen in ländlichen Gebieten Europa	industry	TU DD	01
Dresdner Universitäts-journal	publication	Leichtere Möbel - umweltfreundlich verpackt!	general	TU DD	01
Sächsische Zeitung - Dresden-Campus	publication	Pappeln statt Plaste	general	TU DD	04
Sächsische Zeitung - Freital	publication	Holz statt Plaste	general	TU DD	04
EUWID	Industry publication	EU to assist poplar project with almost 10m	industry	TU DD	05
Super Illu	publication	Die verkannte Baumart	general	TU DD	05
Trend.sk	publication	IKEAs lack of wood	general	none	05
WoodKPlus News	Internal publication	Leichtere Möbel und umweltfreundliche Verpackung aus Pappeln	scientific	WOOD K PLUS	05
1. Erfurter Tagung Schnellwachsende Baumarten	Poster Presentation	General project poster	scientific	TU DD	06
Saxon State Ministry for Science and the Arts	Poster Presentation	General project poster	general	TU DD	06
BBI Stakeholder Forum 2017 Brussels	booth	D4EU	general	TU DD	07
MDR (Sachsen-spiegel)	TV Report	Natürliche Konkurrenz zu Plastik	general	TU DD	05



Table 4 lists currently planned publications till 12/2019.

**Table 4: List of planned publications**

Project partner	Journal/Magazine	Publication title	Target audience	Project month for submission
Wood K plus	Scientific Journal Article e.g. Land Use Policy	Incentives and Barriers on Short Rotation Plantations	Scientists	June 2018 the earliest
HFT	holztechnologie	tba (fungicidal clone selection)	Scientists	mid of 2019
HFT	Holz-Zentralblatt	tba (general information about project)	Industry, Scientists	mid of 2018
TUD-ISSE	Hydrological Processes (?)	model assessment of groundwater recharge under poplar...	Scientists	End 2018
Wood K plus	Master Thesis	Incentives and Barriers on Short Rotation Plantations	Scientists	Mid 2018
Wood K plus	Master Thesis	Incentives and Barriers on Short Rotation Plantations	Scientists	Mid 2018
Ökoforestino			Industry, Scientists	mid of 2019
IPHC	Bioresources / Industrial crops and products	tba (chemical compound of bark material - poplar, etc.)	Industry possible, Scientists	mid till end 2019
CNR IVALSA	Sherwood	Press Release	General	Already submitted
TUD-FPFRE, -MTPG	Holz-Zentralblatt	Article about objectives of D4EU	Wood and Forest Industries, Science	manuscript ready for submission
TUD-MTPG	Thünen Report (5-page contribution to conference proceedings)	The importance of fuel characteristics of poplars and aspens (Populus spp.) from short rotation plantations	Science, Forest Authorities from Russia and Europe	manuscript until 05th of Jan. 2018
TUD-MTPG	Silvae Genetica or equivalent	Clone identity testing in the Genus Populus	Science, Forest Genetics and Genomics	mid 2019

TUD-MTPG	Master Thesis	Poplars in Kyrgyzstan, Middle Asia (draft title)	Forest Science, collabor. with CIGAR World Agroforestry Centre	mid 2018
TUD-MTPG	Scientific or popular scientific journal	clone characteristics (basic physiological phenotyping of the operational clones in D4EU)	Science, plantation operators	mid 2019
TUD-MTPG	Master- or Bachelor Thesis, possibly journal article	Clone differences in the response to sludge fertilization in SRC	Science, plantation operators, wastewater treatment operators, farmers	end 2018
Wood K plus	PhD Thesis	LCA and socio-economic perspectives on SRP value chains	Scientists	end 2021
Wood K plus	Scientific Journal Article	LCA and socio-economic perspectives on SRP value chains	Scientists	mid 2019
Wood K plus	Scientific Journal Article	LCA and socio-economic perspectives on SRP value chains	Scientists	mid 2020
Wood K plus	Scientific Journal Article	LCA and socio-economic perspectives on SRP value chains	Scientists	mid 2021
Wood K plus	Master Thesis	LCA and socio-economic perspectives on SRP value chains	Scientists	mid 2019
TUD-MTPG	Scientific Journal Article	Rooting capacity of different poplar varieties	Scientists	end 2019
TUD-MTPG	Master/ and or Bachelor Thesis	Rooting capacity of different poplar varieties	Scientists, plantation operators	end 2019

## 5.4 Conferences and other events

Participation in conferences, symposia and trade fairs will also be a significant part of the project's work. The WP6 team permanently screens information about forthcoming scientific and political meetings that might be relevant for D4EU and forwards the information to the partners (see table 4). Whenever possible, the D4EU project partners will accept invitations to present posters or give a speech in addition to accepted research papers and at exhibition booths. In this way, contact to the worldwide community and dissemination of scientific and technological results will be ensured.

Participation in the Short Rotation Woody Crops Operations Working Group in the USA is planned in order to identify working practices for short rotation crops in the USA and bring their benefits to Europe. This will promote collaborative efforts in developing needed operations for plantings that comply with the principles of economic viability, ecological soundness, and social acceptance.

Contributions are planned to the FAO through the International Poplar Commission (IPC) and the International Poplar Symposium. Our EAB Chair Martin Weih is representing the IPC in this project. The IPC is one of the oldest statutory bodies within the framework of the Food and Agriculture Organization of the United Nations (FAO). Its aims are (i) to study and deliver on scientific, technical, social, economic and environmental aspects of *Populus* and other tree genera for production, protection, and utilization purposes, with a view to sustaining livelihoods, land-uses, rural development and the environment; and (ii) to promote the exchange of knowledge, technology and material between researchers, producers and users. Exchange of knowledge, technology and material is organized through working parties with specific themes and during an international conference every four years. The next conference will be held in 2020 (26th Session and 49th Executive Committee Meeting of the International Poplar Commission). Also, the International Union of Forest Research Organizations (IUFRO) regularly convenes international conferences, the International Poplar Symposium (IPS) every four years for the presentation and discussion of the most recent and important scientific findings in *Populus* and *Salix* genetics, molecular biology, physiology, ecology, wood science, etc. The next IPS symposium will be held in Buenos Aires (Argentina) in October 2018. We will use both the conference and working party platforms within IPC and IPS to stimulate the exchange of knowledge, technology and material between the Dendromass4Europe consortium and an international audience of researchers, stakeholders and end-users.

Table 5 lists currently known conferences and events where the D4EU project plans to present ideas and results.

**Table 5: Dissemination events where D4EU presence is planned**

Project partner	Event	Target audience	Date
TUD-FPFRE, MTPG	Sächsischer Biomassetag	Scientists, Industry, Public	16.01.2018
TUD-MTPG	(Symposium renewable resources) Fachtagung Nutzung nachwachsende Rohstoffe – Bioökonomie3.0	Industry, Agriculture, Public Administration, Science	March 2018
TUD-FPFRE, MTPG	3 <sup>rd</sup> Annual Conference and Expo on Biomaterials	International Policy, Industries, governmental organizations and NGO	05.-06.03.2018
TUD-ISSE	EGU 2018	Scientists	April 2018
CNR IVALSA	Forest Engineering Conference	Industries & Science	April 2018
TUD-HFT, TUD-IPHC	18.HolztechnologischeKolloquium	Scientists, Industry	12.-13.04.2018
TUD-FPFRE, Energochemica	11 <sup>th</sup> International Conference on Bio-based Materials	Scientists, Industry, Public, Policy	15.-16.05.2018
TUD-FPFRE, MTPG	7thInternationalBioeconomyConference, "CircularBioeconomy. Bio meets Economy – Science meets Industry", Halle (Saale), Germany	Industry, Agriculture, Science	06./07. June 2018
CNR IVALSA	COFE	Industries & Science	July 2018
SLU, TUD-FPFRE	North American Woody Crops Conference 2018. Joint meeting of Poplar and Willow Council of Canada and Short Rotation Woody Crops Operations Working Group	Scientists, Industry, Public, Policy	23.-27.09.2018
CNR IVALSA	FORMEC Madrid	Science	September 2018
TUD-MTPG	Forstwissenschaftliche Tagung, Göttingen	Science, Foresters, Plantation Operators	24.-27.09.2018
Pulpack	Fasergusstagung(USA)		October 2018
SLU, TUD-MTPG, IKEA Industry Slovakia	International Poplar Symposium 2018 (IPS VII)	Science, Plantation Operators, Intl. Organizations	October 2018
Pulpack	Fachpack (Nürnberg)		October 2018
TUD-MTPG	Agrosym-2018	Scientists, Industry	Oct. 2018
Pulpack	Fasergussymposium PTS		November 2018

CNR IVALSA	EIMA 2018	Industries & General	November 2018
Ökoforestino		Industry	2018
HFT	LIGNA 2019	Industry, Scientists	27.-31.05.2019
TUD-MTPG	Symposium Fast Growing Tree Species (Schnellwachsende Baumarten), Erfurt University of Applied Science	Industry, Agriculture, Public Administration, Science	November 2019
TUD-MTPG	German-Russian Symposium on forest Genetics & Genomics, Tree Improvement and Plantation Forestry, Bashkir State University, Ufa, Russia	Science	autumn 2019
TUD-FPFRE	Dresden NEXUS Conference	Scientists, Industry, Public, Policy	2019
TUD-MTPG	Forstwissenschaftliche Tagung, München	Science, Foresters, Plantation Operators	2020
SLU, TUD-FPFRE	26 <sup>th</sup> Session and 49 <sup>th</sup> Executive Committee Meeting of the international Poplar Commission	Scientists, Industry, Public, Policy	2020
Wood K plus	Scientific Conference tba	Science Industry	?

## 5.5 Stakeholder workshops and trainings

Stakeholder workshops will be used for targeted dissemination of results. Educational training will also be organized on specific topics such as e.g. biological and chemical protection of poplar plantations. These trainings will generate manuals, guidelines and other printed materials that are widely applicable. A number of demonstration events (focused on planting and harvesting) are planned to demonstrate the Dendromass4Europe methods, tools and technology and their benefits. Land owners, local authorities and local residents will be directly informed about the economic and ecological opportunities of the innovative land use with SRF plantations. Besides using the above-mentioned tool of the webpage, e.g. newsletter, we will involve the well-established and active network of the Hungarian Agricultural Chamber and the Association of Hungarian Private Forest Owners.

AGROPARTNER spol. s.r.o. is a contractor of IKEA Industry providing land for dendromass cropping. AGROPARTNER will be used in Dendromass4Europe to establish long term exchange and a contact forum with local farmers and residents in rural Slovakia. Mr. Vladimir Chovan, who is the responsible farm manager of AGROPARTNER, is involved in several activities in European and national agricultural policy, and he has been the Slovak Minister for Agriculture in 2009. Events will be dedicated to a specific technique or a specific practice of the operational plantation management and to the agricultural production for bio-based industries.

Demonstration of a plantation crop by means of a guided visit can also be integrated in existing farm festivals, touristic or Thanksgiving activities.

## 5.6 External Advisory Board (EAB)

The project consortium works closely with an EAB to ensure wide applicability of the project's results. The External Advisory Board provides advice to D4EU. Information of the results can be directly addressed to the Members of the D4EU External Advisory Board (EAB). The EAB consists of senior experts in the field of plantation management and of specialists for the utilisation of plantations and the production of bio-based materials, who are not participants of the project. They will support D4EU's dissemination effort because they will forward the knowledge they gained in exchange with the project partners. The members of EAB, who will be guided by the D4EU Partner Prof. Dr. Martin Weih (SLU) are:

- PhD Annelie Adler (SweTree Technologies, Sweden)
- Senior Prof. Albrecht Bemann (Technische Universität Dresden)
- Prof. Dietrich Darr (Rhine-Waal University of Applied Sciences)
- PhD Eric Jessup (Washington State University)
- Prof. Michael Müller (Technische Universität Dresden)
- Mindaugas Šilinkas (EUROMEDIENA)
- PhD Jan Weger (Silva Tarouca Research Institute)

A major advantage of the EAB is the active communication and direct feedback from the EAB-members. Since sensitive data will be communicated to them, the Members of the EAB signed a non-disclosure agreement before any information was exchanged.

## 6 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 work package - "Dissemination, Communication and Exploitation" (WP6) in collaboration with work package leaders and the project management. The monitoring activities include:

- Monitoring of media coverage reports (clipping database), 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 analyzed regularly, especially in relation to the project's technical reporting periods.

## 7 Risks

The project's risks, defined in the Grant Agreement, include some risks which may be related to WP6 "Dissemination, Communication and Exploitation". The risks have been identified as follows, with the following means to confront the risks and prevent the realization of them.

**Table 6: Critical implementation risks and mitigation actions**

Risk number	Description of risk	Proposed risk-mitigation measures
1	Defaulting partner	The PMT has to decide how the contract obligations will be fulfilled by the consortium in accordance with the CA.
2	Lack of communication or consensus within the consortium	Within the proposal management procedures have been defined for enabling effective decision making. The project coordinator and the members of the GA have the necessary skills to resolve such conflicts by adequate negotiation. Additionally, it is planned to keep close contact within the consortium by regular telephone conferences and virtual meetings.
3	A deliverable is delayed	The project management will monitor continuously progress of work in accordance to defined work plans by means of technical reports delivered to the coordinator by the WP leaders every nine months. If needed, redistributing of resources and manpower or alternative approaches will be considered to reach deadlines.
4	A key member of staff (WP Leader, project coordinator, etc.) leaves the project	The project management will minimize this risk by setting up regular conference calls and ad-hoc meetings to establish and motivate communication between partners. The CA will be used for the resolution of problems and conflicts. In case a partner would indeed leave the consortium, there is sufficient expertise in the consortium to assign – if needed – the affected tasks to the other partners in the consortium.
5	Dissemination of the project results is not sufficient to create impact	The consortium is strongly determined to create sustaining impact, and the partners have substantial experience in the international R&D business; a dedicated work package for dissemination, exploitation and communication strategies under the lead of the Innovation Manager will plan and execute this.



## 8 Responsibilities

The team of Work Package 6 "Dissemination, Communication and Exploitation" (WP6) is responsible for the project's communication planning. It will be executed in cooperation with the WP7 Project Management. There will be communication about the project and its achievements to the media, stakeholders and programme partners. WP6 provides the project partners with communication tools, like poster and leaflets.

The partners are expected to provide content on the website/ social media (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 D4EU messages.

## 9 Information on funding

Any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results must:

- Display the EU emblem, BBI logo and BIC logo (with appropriate prominence)
- Include the following text:  
"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 745874."

The emblems to be included are:



## 10 Conclusion

It is a key objective of Dendromass4Europe (D4EU) to communicate and disseminate the project activities and results as widely as possible and to strive after awareness rising about the need of strong European bio-based industries. The work package 6 (WP6) manages the corresponding activities. All consortium partners are aware of and committed to ensure good dissemination and communication of the results during and after the course of the project to achieve its sustainable impact.

This deliverable summarizes dissemination activities in the first six months of the project and provides a plan for these activities during the remaining first period of the project (M1 – M30). It highlights the relevance of the deliverable to be an important management tool for the strategic planning and monitoring of all dissemination and communication activities. Thus, the planned and realized activities will



of course be coordinated and supervised by WP6 by use of a regularly updated communication management table on D4EU's internal workspace SharePoint.

To realize the way from ad-hoc to strategically planned communication, important target audiences (see chapter 3) as well as objectives, key messages and appropriate tone (see chapter 4) have been compiled. For rising the recognition value of D4EU, an own Corporate Design which affects every communication tool has been considered (see chapter 0). To target a broad audience, a mix of different communication tools and channels is used. This includes a project website, social media accounts, poster, leaflets, panels, rollups, press releases, presence at diverse conferences and other events, media clips and television and radio contributions (see chapter 5). For optimization of the communication in social media, a dedicated social media strategy has been made up for internal use.

In chapter 6, this deliverable also compiles the different ways of monitoring the impact and success of D4EU's dissemination activities. At the present stage, all of the deliverables and most of the planned communication tools have been set up without any deviations. Furthermore, potential risks as shown in chapter 7 have not occurred yet. Thus, the D4EU project and its dissemination and communication can be run further and lay special emphasis on designing the info-panels, technical posters and on publishing scientific papers.