

Securing Sustainable Dendromass Production with Poplar Plantations in European Rural Areas

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D6.3 Dissemination and Communication Report (M1-M30) and Plan for M31-M60

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List of Abbreviations

Abbreviation	Denotation
BSc	Bachelor of Science
D4EU	Dendromass4Europe
EAB	External Advisory Board
IPC	International Poplar Commission
IPS	International Poplar Symposium
M	(project) month
MSc	Master of Science
NBBM	New bio-based materials
NGO	Non-Governmental Organisation
R&I	Research & Industry
SRC	Short Rotation Coppice
TP	Technical Poster
TUD	Technische Universität Dresden (Technical University 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 the dissemination activities in the first 30 months of the project and provides a plan for these activities during the remaining half of the project (M31 – M60). 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. It is the basis of controlling, if the desired communication tools and channels have been realized. All project partners can recognize delays or deviations from the plan at any time due the internal communication platform (SharePoint), and arrangements to reduce their negative impacts or other suitable actions can be taken immediately.

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. For that reason, 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. Therefore, 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 5.1).

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). An internal social media strategy helps to optimize the communication in social media. 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 enhance 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 graduate 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. Information panels, giving information about the D4EU project, poplar crops and their use in bio-based industries, next to the demonstration sites increase the visibility of the project. In addition, project flyers will be available 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.

Work Package 7 (Project Management), in cooperation with the European Project Centre, plans and executes the internal communication activities.

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 are 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 and 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 are used as the basis for communication:

- To farmers interested in poplar plantations/ SRC projects:
Farmers can actively take part in the D4EU value chain by the adaption 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, so it boosts 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 four 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 production 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
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
Image film and short video clips	Provide project information, attract attention for the project, provide contact information, awareness rising on exhibitions/ fairs Image film as starting material for shorter video clips for social media	General public including potential users, research organisations, industry; Professionals	TUD	31 – with some short video clips following

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.

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 e.g. of the project progress or results. This portal is meant to attract the attention of the public to the project. For this reason, the website is multilingual. The languages are English, German, Slovakian and Hungarian.

All public deliverables and a selection of general presentations are placed on the public web site and available for download. 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. Due to this, it will facilitate inter-activity 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 initial 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 certificated as https. In addition, there is an internal area, the project SharePoint, which is not hosted on the same server and to protect it from unauthorized access an individual username/password combination is required.

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

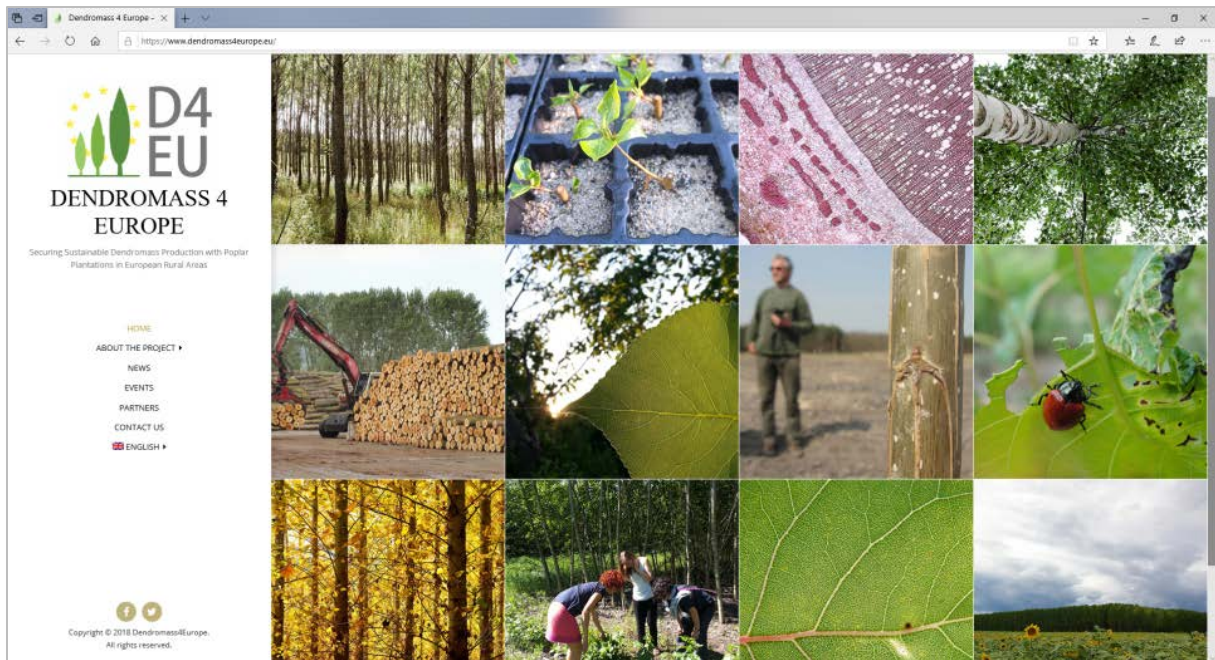


Figure 2: Screenshot of upper section of D4EU homepage



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

The D4EU website is our core element of the communication channels and it will present the D4EU vision, its objectives, approaches and partners. It also includes a download section. The download page is divided in four sections: poster and leaflets, publications, deliverables, and thesis and information. 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.

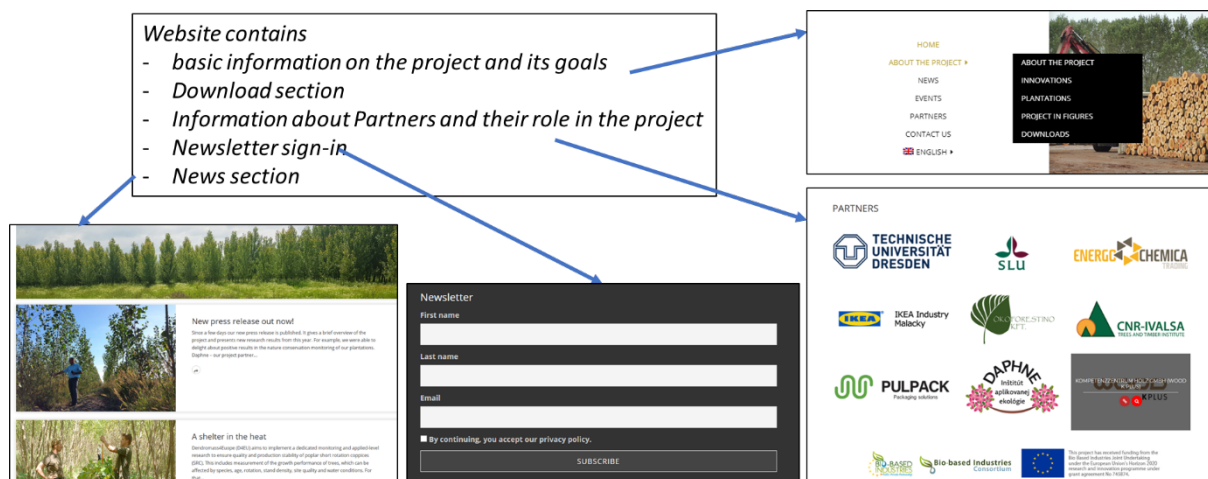


Figure 4: Screenshots of implemented features at the D4EU website

Every communication tool (poster, roll-up, leaflet) is equipped with a QR-Code, linked to the project website.

A just recently added part is the farmers’ section, which went online February 2020. This section will provide landowners, as potential partners, a wide range of information. Because of the geographical location of the existing and potential plantations, the language for this section is Slovak.



Figure 5: Screenshot of farmers’ section

Everything regarding to the website can be found in the explanatory paper of deliverable D6.1 Public Website, which is available at the project website.

5.2.2 Social media

Besides the project website, social media channels are used to enable real-time releases and communication with target groups. Three platforms were selected: Facebook, Twitter and Research Gate. Each Social media platform highlights different messages and different user groups. For instance, Facebook, used by lots of middle aged and even older people, concentrates on persons. While Twitter

lays more emphasis to current issues and actions and has become an important and maybe the most relevant Social media channel for policy and bio-economy in recent years. Since politicians and decision makers are a very important target audience for D4EU, Twitter could be an efficient way to reach this target audience. With using Hashtags, it also provides the possibility to create D4EU driven issues, which lead to discussions, set terms or forms opinions and meanings in a positive way. Research Gate provides more information about the skills and publications of a scientific person and their user group represents the target audience of scientists and students, who can be directly addressed with this channel. It is considered as a mixture of a self-promotion platform for researchers and a knowledge hub.

Table 3: Overview about Social media platforms used by D4EU and recommended contents

CONTENT // PLATFORM	Facebook	Twitter	Re- search Gate	D4EU Homepage Newsfeed and Newsletter
Publications (scientific)		X (link)	X	X
Publications (non-scientific)	X (link)	X (link)		X
General information (e.g. project description, features of poplars and SRC)	X	X		X
Current activities (e.g. events, meetings, trials)	X	X		(x)
Project results	X	X	X	X
Educational materials	X (link)	X (link)		X

Table 4: Reachable target audiences via the used Social media platforms

TARGET AUDIENCE // PLATFORM	Facebook	Twitter	Research Gate
Bio-based industries and companies	(x)	X	
Farmers and land owners as well as their associations and community	X	X	
Decision-makers		X	
Rural communities and inhabitants of villages near SRC	(x)	(x)	
the interested public	X	X	
Scientific community of poplar research / of wood material sciences		(x)	X
Environmental NGOs and state nature conservation agencies	(x)	X	

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.

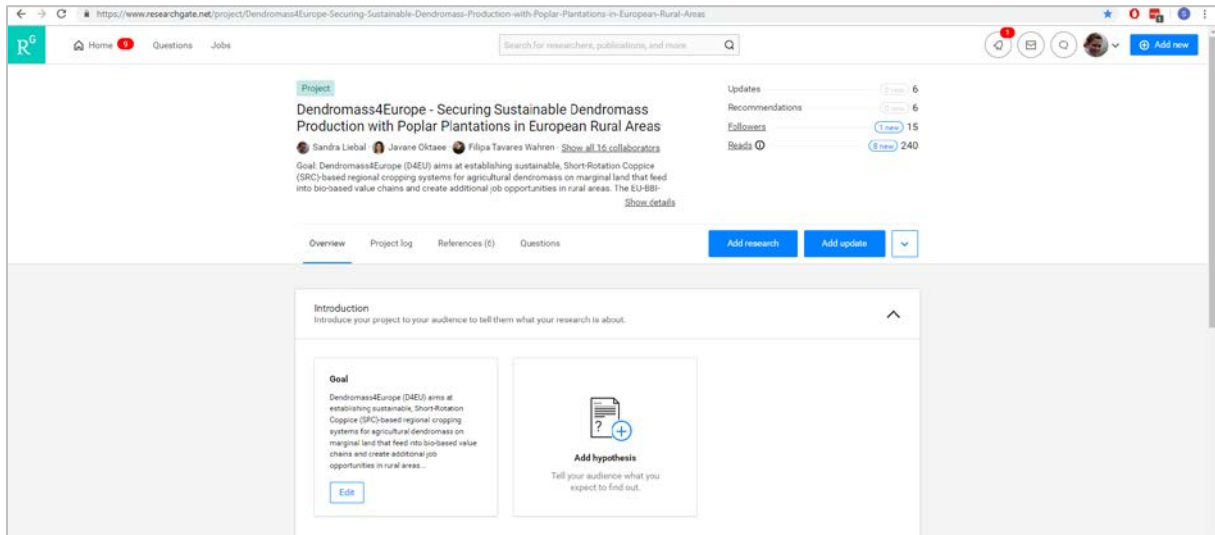


Figure 6: Screenshot of D4EU’s account on ResearchGate

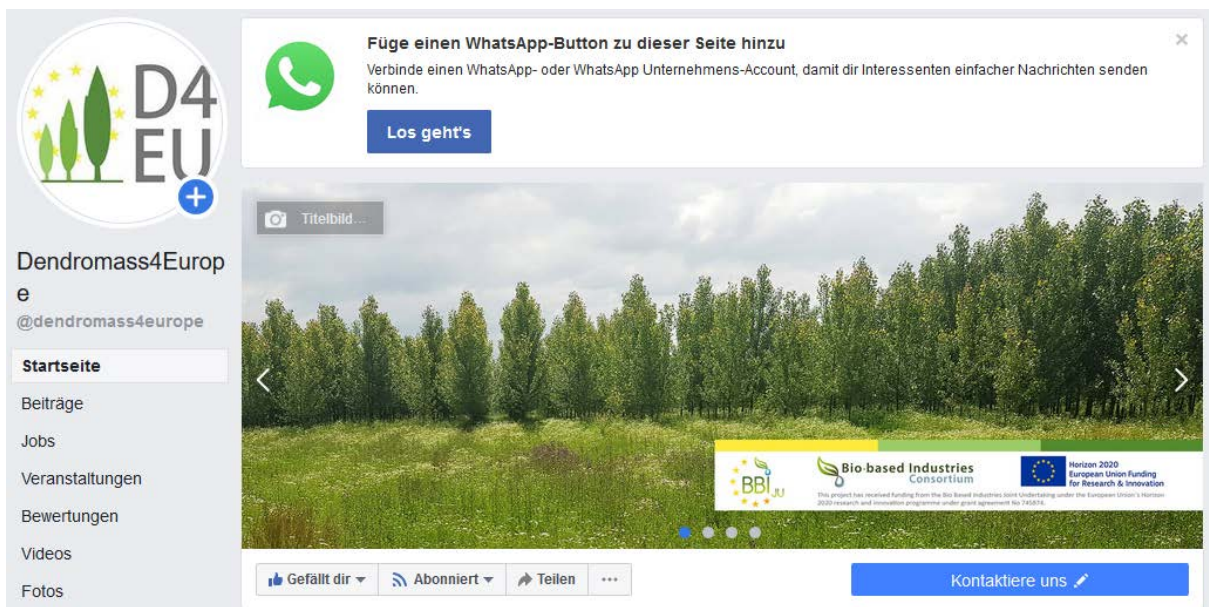


Figure 7: Screenshot of D4EU’s Facebook account

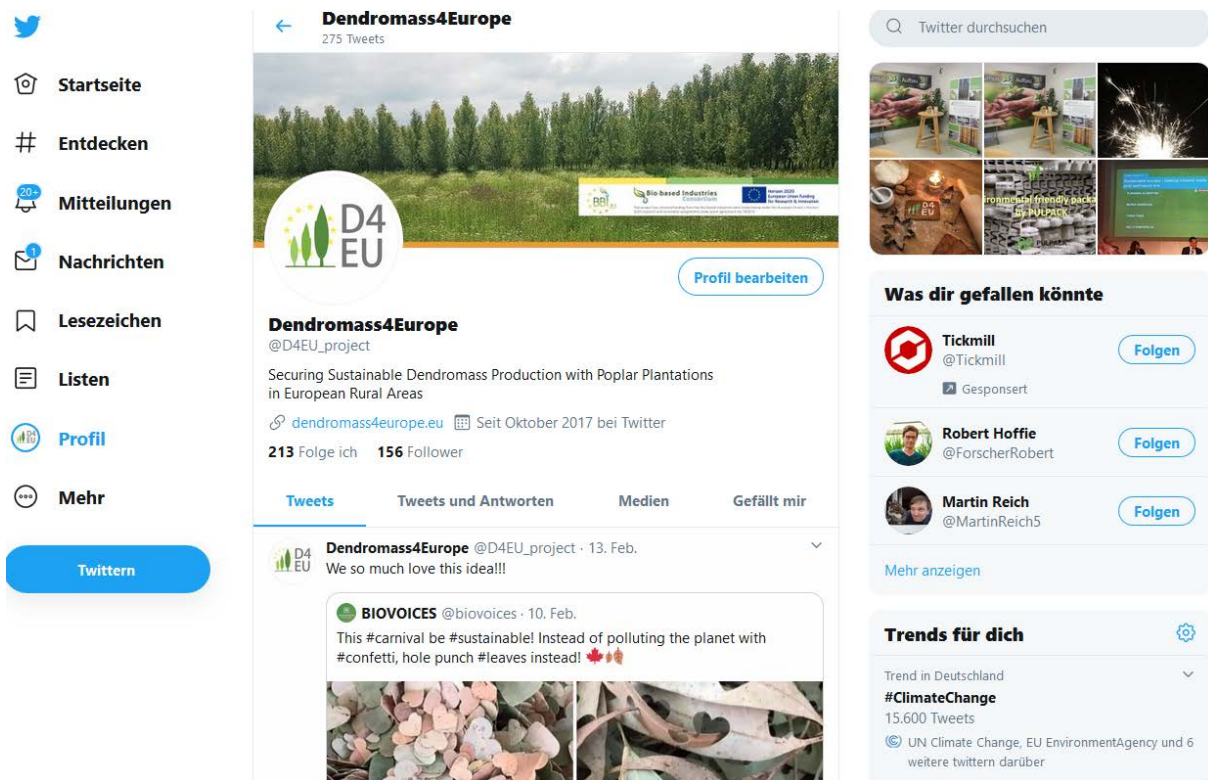


Figure 8: Screenshot of D4EU’s Twitter account

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 Sachsenspiegel).



Figure 9: Screenshots of a contribution in German TV (MRD, 07.10.2017)

For a more effective communication on these social media channels a Social Media Strategy, based on the Social media guide for EU funded R&I project by the European Commission, was developed. It contains for example objectives, target groups and technology, and monitoring and measuring impact and performance. The performance of the social media channels are kept track of with Facebook Insights and Twitter Analytics.

To expand communication about the project, the members of D4EU WP6 are working together with the BBI JU project Biobridges (<https://www.biobridges-project.eu>). A member of WP6 is listed under BioHeroes. This means that she acts as a #BioHeroes advertising agent for the Biobridges project. By

joining #BioHeroes, the participant increases the European visibility of the project. This is done by participating in various activities to disseminate the Biobridges and D4EU projects. For example, one intended activity is to speak at European and national events and political debates. This will improve cooperation and dialogue between those involved in the bio economy R&I and the citizens.

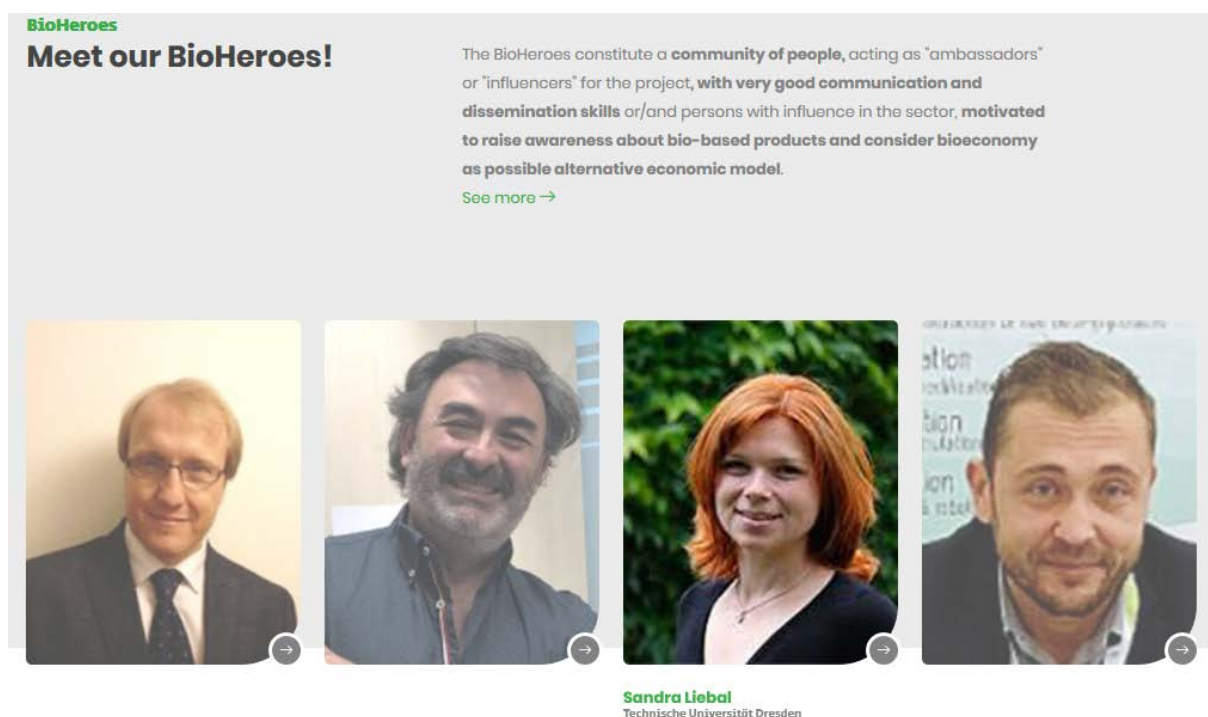


Figure 10: Screenshot BioHeroes

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 inform about the Dendromass4Europe project progress. 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 have been and more 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 Posters, Leaflet and Rollups

A general Dendromass4Europe project leaflet and poster are available for all project partners on our SharePoint page. They are updated on a regular basis. In the course of the project, two different options of posters were provided:

- a version directed to a broad audience, summarising the key project objectives, contributions and project facts;
- several more technical versions (D4EU Technical Posters) that include additional facts or recent results for a target audience with a background in bio-economy, forestry & agriculture and wood engineering.

There are three Dendromass4Europe Rollups aimed to provide information about the project and its objectives at several events. Another version, more technically oriented, will follow as soon as results are available.

All materials are available as professional print version for all project partners on our SharePoint page and for the broad public (as Pdf-file) at the download section of the project homepage.

Information panels, based on the poster, have been developed and set up at the demo plantations to inform local residents and interested stakeholders about the project. Therefore, the language is Slovak.



Figure 11: D4EU Information Panel

5.3.3 Image Films and video clips

In addition to the above-mentioned communication tools, image films and short video clips have been developed and more are planned. IKEA Industry Malacky introduced their image film for a poplar plantations in October 2019, while a general D4EU film will be realised in March 2020 and another one in the end of 2020. The IKEA image film is available in English, Slovak and Hungarian. Films are published on our communication channels, but also at fairs, conferences or other dissemination events. Besides these image films shorter video clips are used for our social media platforms. To host the rising number of videos and films an own YouTube channel is planned.

Table 5: List of all films/videos until 12/2019

Description	Date	Project Month
Video clip – 3D printing with bio composites	05/2018	M12
Video clip – PoplarStars1 – Greenhouse Measurements	07/2018	M14
Video clip – PoplarStars2 – Harvesting Trials	12/2018	M19
Image Film – IKEA Industry Malacky SRC	10/2019	M28
Video clip – Visiting Pulpack – fungicide Packaging	12/2019	M30

5.3.4 Scientific publications

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

Publication of papers are 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. Biomass & Bioenergy, 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 D4EU 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 hosts 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 6 shows the Clipping of all publications (until 02/2020).

Table 6: List of all publications until 12/2019

Institution	Type of Activity	Short Description (Relevance for D4EU)	related WP	Date	Project Month
TUD-FPFRE	Press release	Press information about the kick-off meeting of Dendromass4Europe	WP6	06/2017	M01
TUD-FPFRE	Non-scientific and non-peer-reviewed publication (popularised publication)	Tharandter Amtsblatt - Leichtere Möbel - umweltfreundlich verpackt!	WP6	06/2017	M01
TUD-FPFRE	Non-scientific and non-peer-reviewed publication (popularised publication)	Forstpraxis - Dendromasseproduktion aus Pappelplantagen in ländlichen Gebieten Europa	WP6	06/2017	M01
TUD-FPFRE	Non-scientific and non-peer-reviewed publication (popularised publication)	Dresdner Universitätsjournal - Leichtere Möbel - umweltfreundlich verpackt!	WP6	27/06/2017	M01
TUD-FPFRE	Non-scientific and non-peer-reviewed publication (popularised publication)	Sächsische Zeitung - Dresden-Campus - Pappeln statt Plaste	WP6	18/09/2017	M04
TUD-FPFRE	Non-scientific and non-peer-reviewed publication (popularised publication)	Sächsische Zeitung - Freital - Holz statt Plaste	WP6	19/09/2017	M04
TUD-FPFRE	Flyer	Provide project information, attract attention for the project, provide contact information	WP6	since 10/2017	M05
TUD-FPFRE	Social Media	Facebook, Twitter, Research Gate: Provide up-to-date project information, attract attention for the project,	WP6	since 10/2017	M05

		distribute dissemination material			
TUD-FPFRE	Website	launch of project website - Provide up-to-date project information, attract attention for the project, provide contact information, distribute dissemination material	WP6	since 10/2017	M05
TUD-FPFRE	Other	general project poster - Provide project information, attract attention for the project, provide contact information	WP6	since 10/2017	M05
DAPHNE	Other	Communication with State Nature Conservancy representative - clarification of potential impact of SRP fields to nature and planning of monitoring tasks	WP1	10/2017-12/2017	M05
SLU	Non-scientific and non-peer-reviewed publication (popularised publication)	Preparation and contribution of article to IPC Newsletter	WP6	10/2017-12/2017	M05
TUD-FPFRE	Non-scientific and non-peer-reviewed publication (popularised publication)	EUWID - EU to assist poplar project with almost 10m		10/2017	M05
TUD-FPFRE	Non-scientific and non-peer-reviewed publication (popularised publication)	Super Illu - Die verkannte Baumart	WP6	10/2017	M05
TUD-FPFRE	Video/Film	MDR - Sachsenspiegel	WP6	10/2017	M05
IKEA	Non-scientific and non-peer-reviewed publication (popularised publication)	Trend.sk - IKEAs lack of wood		10/2017	M05
TUD-FPFRE	Other	Project Rollup - Awareness rising on exhibitions/ fairs	WP6	since 11/2017	M06

DAPHNE	Website	web application of gathered data from monitoring of SRC fields	WP1	since 11/2017	M06
TUD-FPFRE	Other	Public project mailing list - Provide up-to-date project information, attract attention for the project	WP6	since 12/2017	M07
CNR	Non-scientific and non-peer-reviewed publication (popularised publication)	Pannelli e imballaggi a basso impatto ambientale, Raffaele Spinelli & Fabio De Francesco; Tecnico & Pratiko N. 132 December 2017 - Compagnia delle Foreste	WP6	12/2017	M07
WOOD	Non-scientific and non-peer-reviewed publication (popularised publication)	Ranacher, Lea (2017): Innovative Produkte aus Pappelholz. In: Wood K Plus NEWS, 214. Issue, p. 3	WP5	12/2017	M07
TUD-MTPG	Other	Contacting National Focal Point for ABS (Access Benefit Sharing, genetic resources) of the Slovak Republic	WP1	01/2018	M08
TUD-FPFRE	Other	Asare Akoto, Dorothy (2018): Optimizing the Governance of Smallholder Forest Plantation Schemes for Forest Landscape Restoration. master thesis	WP6	01/2018	M08
SLU	Non-scientific and non-peer-reviewed publication (popularised publication)	Article "New project aiming at the use of poplar for producing lighter furniture and environmentally friendly packaging" in the Newsletter of the International Poplar Commission (IPC) "Poplar and Willow News", Issue N° 8, February 2018	WP6	02/2018	M09
TUD-FPFRE	Other	Meyer, Nora (2018): Die Agrarstruktur der Slowakei. Term paper and oral presentation	WP6	04/2018	M11

TUD-FPFRE	Other	Klode, S.; Heinrich, J.; Kowal, L. (2018): Multifunctional dendromass plantations: Mission impossible or land use of the future? Term paper and oral presentation	WP6	04/2018	M11
TUD-FPFRE	Other	Hoff, Larissa (2018): Potentials of innovative dendromss-based products in the bioeconomy in Germany. Term paper and oral presentation	WP6	04/2018	M11
TUD-FPFRE	Non-scientific and non-peer-reviewed publication (popularised publication)	Meyer, Matthias (2018): Chancen ungenutzter Landpotenziale erschließen. In: Holz-Zentralblatt 16 (2018), p. 374-375	WP6	04/2018	M11
TUD-FPFRE	Other	Dinter, E. (2018): Actual research programmes and projects on new bio-based materials on lignocellulosics in Europe: A comparative analysis. Term paper and oral presentation	WP6	04/2018	M11
TUD-FPFRE	Press release	Title: Wunderbaum Pappel: Schnell wachsender Möbelrohstoff und Styropor-Ersatz	WP 6	11/2018	M18
TUD-FPFRE	Non-scientific and non-peer-reviewed publication (popularised publication)	Sächsische Zeitung - Dresden-Nord - Billy-Regal aus Pappeln	WP 6	11/2018	M18
TUD-MTPG	Article in Journal	Landbauforschung - Journal of Sustainable and Organic Agricultural Systems: Variable genotypes at the cpDNA marker locus trnDT in spontaneous rejuvenation of the species complex around the European black poplar (<i>Populus nigra</i> L.) and its relatives collected in Germany.	WP1	12/2018	M19

TUD- FPFRE	Non-scientific and non-peer-reviewed publication (popularised publication)	Dresdner Transferbrief (E-Journal) - Für mehr Bioökonomie: Rohstoffe nachhaltig nutzen und verarbeiten.	WP6	12/2018	M19
CNR	Article in Journal	Croatian Journal of Forest Engineering : Journal for Theory and Application of Forestry Engineering, Vol. 40 No. 1, 2019 - Productivity and Utilization Benchmarks for Chain Flail Delimber-Debarkers-Chippers Used in Fast-Growing Plantations		01/2019	M20
CNR	Article in Journal	McEwan, A.; Brink, M.; Spinelli, R. (2019): Efficiency of Different Machine Layouts for Chain Flail Delimiting, Debarking and Chipping. In: Forests 2019, 10, 126		02/2020	M21
TUD- FPFRE	Other	Schrade, Lauritz (2018): Akzeptanz von Kurzumtriebsplantagen – eine Zusammenschau aktueller Forschungsergebnisse ausgewählter europäischer Länder. Term paper and oral presentation	WP6	03/2019	M22
TUD- HFT, TUD- IPHC	Article in Journal	Einer, D. et al. (2019): Identification of fungicidal components in poplar bark from short rotation plantations. In: holztechnologie 2019, 5, 48-55	WP4 WP4	09/2019	M28
TUD- FPFRE	Non-scientific and non-peer-reviewed publication (popularised publication)	"Bücherregale aus Pappelholz" in Sächsische Zeitung (Beilage), Seite 6	WP 6	10/2019	M29
TUD- FPFRE	Other	Hoff, Larissa: Die Bedeutung der Greening-Komponente der europäischen Agrarpolitik (GAP) für die Etablierung	WP6	11/2019	M30

von Kurzumtriebsplantagen mit Pappeln. master thesis					
TUD-FPFRE	Non-scientific and non-peer-reviewed publication (popularised publication)	"Interview mit Herrn Dr. Matthias Meyer" in https://www.nks-lebenswissenschaften.de/de/2786.php	WP 6	11/2019	M30
TUD-FPFRE, TUD-HFT	Press release	Presentation of D4EU, with emphasis on TUD-HFT activities, in the biggest Saxon Newspaper, Special Supplement Issue on the TU Dresden	WP7, WP4	11/2019	M30
ÖKOF	Non-scientific and non-peer-reviewed publication (popularised publication)	Interview with Bálint Heil (ÖKOF) about the establishment of woody plantations by IKEA, and about EU-subsidies in Hungary for afforestation and establishment of woody plantations (Top-Agrár 2019/11, II/11., pp. 20-21.)	WP1 WP2 WP6	11/2019	M30
ÖKOF	Website	Short interview with Gábor Kovács (ÖKOF) about the establishment of woody plantations by IKEA, and about EU-subsidies in Hungary for afforestation and establishment of woody plantations (https://vps.magyarmezogazdasag.hu/2019/11/22/fiatal-gazdaklub-gazdalkodasi-kockazatok-kezelese?page=3&medium=amierdonk)	WP1 WP2 WP6	11/2019	M30

Table 7 lists currently planned publications until 08/2022.

Table 7: List of planned publications

Institution	Type of Activity	Short Description (Relevance for D4EU)	related WP	Date	Project Month
TUD-ISSE	Scientific peer-review	Hydrological Processes - Soil hydraulic properties in a hybrid poplar plantation on past agricultural marginal lands in Western Slovakia.		12/2019	
CNR	Scientific peer-review	Forests - Harvesting systems for SRF		12/2019	

Daphne	Website	Updating information on the monitoring of biodiversity in www.daphne.sk/d4eu webpage	WP1	04/2020	M35
ÖKOF	Scientific peer-review	Bioenergy Research - Comparison of the initial growth of different poplar clones in Western-Slovakia		08/2020	M39
CNR	Scientific, peer-reviewed	Raffaele Spinelli, Nastacia Magagnotti, Christoph Leibing: SRF poplar harvesting productivity and cost: results from recent trials		12/2020	M43
TUD	Scientific, peer-reviewed	Matthias Meyer, Kristin Morgens-tern, Bálint Heil, Gábor Kovacs, David Heilig, Doris Krabel, Christoph Leibing: Greenhouse trials for assessing the early poplar plant establishment (<i>Populus</i> spp.) under dry spring conditions		12/2020	M43
TUD	Scientific, peer-reviewed	Victoria Riquelme, Filipa Tavares Wahren, Gabriela Fontenla Razzetto, Karl-Heinz Feger, David Heilig, Gabor Kovács, Balint Heil, Stefan Julich: Poplar plantation management effects of soil hydraulic properties		12/2020	M43
Wood	Scientific, peer-reviewed	Lea Ranacher, Barbora Pollakova, Franziska Hesser, Peter Schwarzbauer, Sandra Liebal, Norbert Weber: Incentives and barriers to the adoption of short rotation plantations (SRP) from farmers' perspective: a case study from Western Slovakia		12/2020	M43
TUD	Scientific, peer-reviewed	Javane Oktaee, Martina Bremer, Daniela Einer, Maren Freese, Steffen Fischer, André Wagenführ: Investigating fungicidal properties of poplar bark from SRC		12/2020	M43
Wood	Scientific, peer-reviewed	Daniela Fürtner, Alejandro Perdomo, Lea Ranacher, Franziska Hesser, Peter Schwarzbauer: Stakeholder engagement in the selection of indicators for Social Life Cycle Assessment of bio-based value chains.		12/2020	M43

Wood	Scientific, peer-reviewed	Alejandro Perdomo E., Daniela Fürtnner, Lea Ranacher, Franziska Hesser, Peter Schwarzbauer: Environmental impact category selection for wood-based value chain analysis - Considering the role of LCA models in the view of current environmental challenges		12/2020	M43
Ökoforestino	Scientific, peer-reviewed	David Heilig, Balint Heil,Christopf Leibing, Heinz Röhle, Gabor Kovács: Comparison of the initial growth of different poplar clones in Western-Slovakia		12/2020	M43
TUD	Scientific, peer-reviewed	Björn Günther, Claus-Thomas Bues, Nicole Starke, Armin Meurer, Steffen Fischer, Martina Bremer, Maren Freese: Impact of storage method and storage period on the chemical and physical properties of poplar wood		12/2020	M43
Wood	Website	An abstract of the Doctoral Thesis conducted within task 5.2 is presented on the homepage of the Institute of Marketing and Innovation, University of Natural Resources and Life Sciences, Vienna.	WP 5	planned	
Wood	Website	An abstract of the Doctoral Thesis conducted within task 5.3 is presented on the homepage of the Institute of Marketing and Innovation, University of Natural Resources and Life Sciences, Vienna.	WP 5	planned	

5.4 Conferences and other events

Participation in conferences, symposia and trade fairs has been and will 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 9). Whenever possible, the D4EU project partners 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 is ensured.

Contributions have been done and are further planned to the FAO and IUFRO through the International Poplar Commission (IPC) and the International Poplar Symposium (IPS). 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 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 last IPS symposium had been in Buenos Aires (Argentina) in October 2018 and the next will be in 2020. We 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 8: Dissemination events with D4EU presence until 12/2019

Project partner	Type of Activity	Event	Work Package	Date	Project Month
SLU	Training	Project presentation within SLU course "Biology and Production of agricultural plants", Spring 2017	WP6	06/2017	M01
TUD-FPFRE	Participation to a Conference	FORBIO-Conference	WP6	09/2017	M04
TUD-ISSE	Participation to a Conference	Project presentation, monitoring equipment acquisition planing	WP1	9/2017	M04
SLU	Participation to a Workshop	Project presentation at the annual meeting of the project "Climate-adapted poplar"	WP6	09/2017	M04
ÖKOF	Participation to a Workshop	Presentation about possibilities of woody plantation establishment with EU-funding at 6 workshops of the Hungarian Chamber of Agriculture, in different regions of Hungary (Csorna, Sopron, Győr, Kecskemét, Hajdúböszörmény, Szekszárd)	WP6	09/2017	M04
				10/2017	M05
CNR	Participation to a Conference	FORMEC Brasov (Romania) Forest Mechanization Conference	WP6	09/2017	M04
TUD-MTPG	Training	Project presentation within Seminar of the Institute of Soil and Site Science and Ecology, TU Dresden	WP6	10/2017	M05

CNR	Trade Fair	FORESTALIA - Agriculture and Forestry Fair - Piacenza (Italy)	WP6	10/2017	M05
CNR	Participation in activities organized jointly with other H2020 projects	Macker Fair Rome; Promoted By BLOWAYS (H2020 -BBI) and STAR-ProBio Projects (H2020): the audience is general public and particular focus on Bioeconomy.	WP6	11/2017	M06
TUD-FPFRE	Participation to a Conference	1. Erfurter Tagung Schnellwachsende Baumarten - poster presentation	WP6	11/2017	M06
TUD-MTPG	Participation to a Conference	German-Russian Symposium on Forest Genetics	WP6	11/2017	M06
TUD-FPFRE	Exhibition	Saxon State Ministry for Science and the Arts - poster presentation: „Europäische Mittel und sächsische Ideen – Wir forschen für die Zukunft!“	WP6	12/2017 - 02/2018	M07 – M09
TUD-FPFRE	Participation in activities organized jointly with other H2020 projects	The BBI JU Stakeholder Forum 2017 will bring together the bio-based industries community and facilitate discussion on the strategic direction for the BBI JU programme through constructive and open dialogue with stakeholders by encouraging cross-collaboration between them.	WP7	12/2017	M07
TUD-FPFRE	Training	Konzeption und Umsetzung anwendungsbezogener Forschungsprojekte am Beispiel des EU-Projekts Dendromass4Europe	WP6	12/2017	M07
TUD-MTPG	Training	Project presentation within Seminar of the Institute of Forest Botany and Forest Zoology, TU Dresden	WP6	02/2018	M09
TUD-FPFRE	Training	Oral presentation "Biomasse - Bioenergie - Biotechnologie" within a school project week "green economy" at the Städt. Gymnasium Mitweida	WP6	02/2018	M09

TUD-MTPG	Participation at a Conference	Oral presentation at the (23.) Fachtagung “Nutzung nachwachsender Rohstoffe – Bioökonomie 3.0” by Matthias Meyer. Title: Dendromass4Europe	WP2	03/2018	M10
TUD-HFT	Trade Fair	18. Holztechnologisches Kolloquium	WP4	04/2018	M11
IKEA	Participation to a Conference	Oral presentation at the 18. Holztechnologisches Kolloquium by Christoph Leibing. Title: Material use of short rotation coppice for IKEA’s functional adapted light weight boards	WP1	04/2018	M11
CNR	Organisation of a Conference	6th International Forest Engineering Conference (FEC2018) in Roturua (New Zealand). Intensive presentation of D4EU through poster and handing out leaflets to every participant	WP2	04/2018	M11
IKEA	Participation to a Conference	Oral presentation at the FEC2018 by Christoph Leibing. Title: From the forest to innovative products: the IKEA success story	WP1	04/2018	M11
CNR	Participation to an Event other than a Conference or a Workshop	Dissemination events in Universities: Oral presentations about D4EU at University of Canterbury (New Zealand) and University of Sunshine Coast (Australia)	WP2	05/2018	M12
Wood K plus	Other	Presentation of the project to students of the University of Natural Resources and Life Sciences Vienna in the lecture Market research and Market analysis	WP5	05/2018	M12
TUD-FPFRE	Participation to a Conference	Poster presentation at the 7th International Bioeconomy Conference in Halle/Saale (Germany)	WP6	06/2018	M13
ENERG	Participation to a Workshop	Sharing experience with project implementation supported by	WP4	06/2018	M13

		BBI JU: Presentation of D4EU project (from proposal preparation to implementation, hints, threats, etc...).			
CNR	Participation to an Event other than a Conference or a Workshop	Oral presentation about D4EU at West Virginia University in Morgantown, VA (USA)	WP 2	07/2018	M14
CNR	Participation to an Event other than a Conference or a Workshop	Oral presentation about D4EU in Lisbon (Portugal) for staff members of leading pulp and paper companies	WP 2	08/2018	M15
TUD-FPFRE	Participation to a Conference	Zukunftsforum Simul+ in Radebeul (Germany) /(future workshop of Saxony in Radebeul (Germany)	WP 6	08/2018	M15
TUD-FPFRE	Training	Oral presentation "Biomasse - Bioenergie - D4EU" at the Gymnasium "Herder" in Pirna-Copitz (Germany)	WP 6	09/2018	M16
TUD-ISSE	Participation to a Conference	Poster presentation "Monitoring and Modelling Set-up to Assess Water Availability and the Impact of Short rotation coppices on the Site Water Balance" Internationale SWAT Konferenz (Soil & Water Assessment Tools). 18-21.9.2018. Brüssel	WP2	09/2018	M16
TUD-MTPG	Participation to a Conference	Poster at the German Symposium on Forest Sciences (FoWiTa), Göttingen: "Blattmorphologie und ein cpDNA-Marker in Verjüngung der eurasischen Schwarz-Pappel (Populus nigra L.) und ihrer nicht-einheimischen Verwandten"	WP1	09/2018	M16
CNR	Participation to a Conference	R. Spinelli FORMEC Madrid(Spain) Forest Mechanization Conference, poster describing the project	WP6	09/2018	M16

TUD-MTPG	Participation to a Conference	Oral presentation at the German Symposium on Forest Sciences (FoWiTa), Göttingen "Dendromass4Europe - Securing Sustainable Dendromass Production with Poplar Plantations in European Rural Areas"	WP2	09/2018	M16
PLPCK	Participation to a Workshop	Oral presentation about D4EU / fungicidal pulp moulded products in Nordhausen (Germany) for staff members of leading packaging companies	WP 4	09/2018	M16
Wood K plus	Participation to a Conference	Oral presentation about Results of T5.1 Incentives and barriers to short rotation plantations/ Jahrestagung der Österreichische Gesellschaft für Agrarökonomie, Vienna, NOV 27-28, 2018	WP5	09/2018	M16
TUD-IPWC	Participation to a Workshop	oral presentation about the project, Colloquium of the national Project "Wood for Industry", Tharandt	WP4	10/2018	M17
TUD-MTPG	Participation to a Conference	Oral presentation "Applied-level research on early poplar root and shoot growth performance for the project Dendromass4Europe – Securing dendromass production with poplar plantations in European rural areas" 7th International Poplar Symposium, Buenos Aires, Argentina	WP2	10/2018-11/2018	M17-M18
TUD-MTPG	Participation to a Conference	Oral presentation "Investigating the taxonomic background of black or hybrid poplars (Populus spp.) sampled in the Republic of Kyrgyzstan" 7th International Poplar Symposium, Buenos Aires, Argentina	WP2	10/2018-11/2018	M17-M18
CNR	Trade Fair	EIMA Energy at EIMA International Agricultural and Gardening Machinery Exhibition in Bologna (Italy)	WP6	11/2018	M18

Wood K plus	Participation to a Conference	Oral presentation about Results of T5.1 Incentives and barriers to short rotation plantations / ELLS Student Conference, Wageningen, Netherlands, NOV 9-10, 2018	WP5	11/2018	M18
TUD-HFT	Participation to a Conference	Poster presentation at the 2nd conference for fast-growing trees in Erfrut (Germany)	WP5	02/2019-03/2019	M21-M22
TUD-ISSE	Other	Colloquium within TUD-ISSE with oral presentation of D4EU and task 1.2	WP1	03/2019	M21
TUD-FPFRE	Participation to a Conference	Poster presentation at conference "ECOinnovations from biomass" in Papenburg (Germany)	WP6	03/2019	M22
TUD-HFT	Participation to a Conference	Poster presentation at the 24th conference "Nutzung nachwachsender Rohstoffe - Bioökonomie 3.0" in Dresden (Germany)	WP5	03/2019	M22
CNR	Participation in activities organized jointly with other H2020 projects	oral presentation at the BBI programme launch (National Info Day) in Rome (Italy)	WP2	05/2019	M24
TUD-HFT	Trade Fair	Booth (Halle 11, Stand F77) at the Ligna 2019 in Hannover (Germany)	WP 5	05/2019	M24
TUD-ISSE	Participation to a Conference	SWAT Conference - Brussels - Poster	WP1	07/2019	M26
TUD-ISSE	Participation to a Conference	DBG Conference - Bern - Presentation	WP1	08/2019	M27
TUD-HFT	Participation to an Event other than a Conference or a Workshop	Jointly organized meeting of TUD HFT (also ERASMUS responsible person) and the TU Zvolen, -FPFRE and Pulpack with scientists and	WP4	09/2019	M28
Pulpack	Participation to an Event other	Presentation of D4EU (Bark fibre / extractives) to the TU Zvolen in Slovakia, Departments of Forest Sciences and Wood Technology	WP4	09/2019	M28

	than a Conference or a Workshop				
TUD-MTPG	Participation to a Conference	Tagung der Sektion „Forstgenetik/ Forstpflanzenzüchtung“ am 16.-18. September 2019 in Dresden, one oral presentation on Populus nigra population genetics / low genetic introgression risk; one poster on short rotation and Populus in Kyrgyzstan	WP 1	09/2019	M28
CNR	Participation to a Conference	FORMEC 2019 - Sopron (HU) - Oral Presentation	WP2	10/2019	M29
CNR	Participation to a Conference	FORMEC 2019 - Sopron (HU) - Poster	WP2	10/2019	M29
CNR	Participation to a Conference	FORMEC 2019 - Sopron (HU) - Official D4EU Poster	WP2	10/2019	M29
CNR	Participation to a Conference	Forestry Conference - Seoul (KR) - Presentation	WP2	10/2019	M29
CNR	Organisation of a Workshop	Forestalia 2019 - Piacenza (I) - Presentation	WP2	10/2019	M29
ÖKOF	Participation to a Workshop	Presentations at 6 workshops of the National Agricultural Chamber (NAK) in cooperation with the Hungarian Association of Young Farmers (AGRYA), with the title "Afforestation and establishment of woody plantations in Hungary"	WP1 WP2 WP6	11/2019	M30

Table 9 lists currently known conferences and events where the D4EU project plans to present ideas and results.

Table 9: Dissemination events where D4EU presence is planned

Institution	Type of Activity	Event / Place / Journal etc. + Title	related WP	Date	
				month/year	Project Month
TUD-FPFRE	Participation to an Event other than a Conference or a Workshop	Stakeholder Forum of the BBI JU in Brussels, Dec. 2019	WP7, all	12/2019	M31
Wood K Plus	Participation to a Conference	CEBC 2020 - Graz - Poster	WP5	01/2020	M32
Wood K Plus	Organisation of a Workshop	Expert Workshop Social LifeCycleAssessment (LCA) in Graz (AT)	WP5	01/2020	M32

TUD-FPFRE	Participation to a Conference	14. Humustage, Ökoregion Kaindorf, AT	WP7, WP2	01/2020	M32
IKEA	Participation to a Conference	14. Humustage, Ökoregion Kaindorf, AT	WP1	01/2020	M32
TUD-MTPG	Training	Oral presentation and workshop about "Highlights of Forest genetics" with special emphasis to trials of D4EU, given by M. Meyer	WP1	01/2020	M32
IKEA	Demonstration Event	Harvesting of poplar plantations		02/2020	M33
TUD-ISSE	Participation to a Conference	Tag der Hydrologie/Potsdam/Poster/Estimation of Transpiration of Short Rotation Coppices - A Comparison between Sapflow Measurements and Soil Hydrological Balance Methods	WP1	03-02/2020	M34 M35
TUD-HFT	Participation to a Conference	HTK 2020 - Dresden - Poster	WP 4	04/2020	M35
TUD-HFT	Participation to a Conference	HTK 2020 - Dresden - Information desk (Rollup, flyer, demonstration material, consultation)	WP 4	04/2020	M35
TUD-HFT	Participation to a Conference	20. Holztechnologisches Kolloquium	WP4	04/2020	M35
	Participation to a Conference	28. EUBCE - European Biomass Conference and Exhibition		04/2020	M35
TUD-ISSE	Participation to a Workshop	Water Partitioning Workshop/Hannover/Poster/Title in preparation	WP1	07/2020	M38
TUD-ISSE	Participation to a Conference	EUROSOILS/Geneva/Poster/The impact of Poplar SRC on the Soil Hydrological Properties and Site Water Balance of Marginal Agricultural Land	WP1	08/2020	M39
TUD-ISSE	Participation to a Conference	FOWITA/Freising/Poster(?)/Title in preparation	WP1	09/2020	M40

TUD-MTPG	Participation to a Conference	IPC Session and Conference, Rome, Okt. 2020	WP2	10/2020	M41
SLU	Participation to a Conference	IPC Session and Conference, Rome, Okt. 2020	WP6	10/2020	M41
IKEA	Participation to a Conference	IPC Session and Conference, Rome, Okt. 2020	WP1	10/2020	M41

5.5 Stakeholder workshops and trainings

Stakeholder workshops are used for targeted dissemination of results. Educational trainings are organized on specific topics such as e.g. biological and chemical protection of poplar plantations. A number of demonstration events (focused on planting and harvesting) are planned to demonstrate the Dendromass4Europe methods, tools and technology and their benefits. A first demonstration event on harvesting the poplar plantations was held in Skalica (Slovakia) on the 19 February 2020. At future events, landowners, 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 tools 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. Vladimír 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 support D4EU's dissemination effort because they forward the knowledge they gained in exchange with the project partners. The members of EAB, who are guided by the D4EU Partner Prof. Dr. Martin Weih (SLU) are:

- Senior Prof. Albrecht Bemann (Technische Universität Dresden)
- Prof. Dietrich Darr (Rhine-Waal University of Applied Sciences)
- Prof. Michael Müller (Technische Universität Dresden)
- Mindaugas Šilinkas (EUROMEDIENA)

- PhD Jan Weger (Silva Tarouca Research Institute)

Annelie Adler is not part of the EAB anymore, as she became an employee at the SLU under Martin Weih and for this, is considered as an internal member and not external anymore.

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 activities are 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), scientific paper reports (clipping database), social media reports (Facebook Insights, Twitter Analytics)
- regularly updated communication and dissemination management tables on Sharepoint
- Dissemination and Communication Plans and Reports (D6.2 and D6.3)
- Direct feedback from partners and stakeholders
- Face-to-face feedback at meetings and workshops
- Newsletter subscriptions and feedback
- Social media feedback

The results are analysed regularly, especially in relation to the project's technical reporting periods.

On our website, due to strict privacy regulations, we can only monitor the amount of downloads and the subscription to our project newsletter, as well as the contact with us. So far, we had over 400 contacts via our contact form, which also included interested farmers.

For an optimized monitoring on the social media channels, a Social Media Strategy, based on the Social media guide for EU funded R&I project by the European Commission, was developed. It contains monitoring and measuring impact and performance. The performance of the social media channels is kept track of with Facebook Insights and Twitter Analytics. For this, a monthly overview with the most important performances and facts is created. Those are for example on Facebook Insights: post coverage or post interactions; and on Twitter Analytics: Retweets, Likes or Impressions.

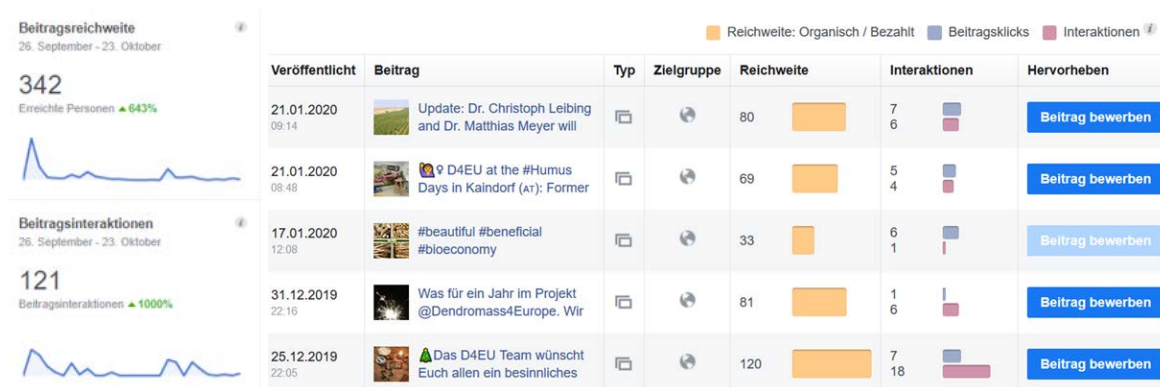


Figure 12: Screenshots of Facebook Insights



Figure 13: Screenshots of Twitter Analytics

Based on the results of the evaluations, e.g. the optimal time for postings can be determined. So far, the number of followers increased continuously over the project duration. The most successful posts were e.g. “D4EU’s Pop(lar) stars: Poplar for better plant pots” or “When our team of site ecologists...”. A lot of attention on Twitter got our Tweet on Wood-Plastic Composites, which is also one of our Pop(lar) Stars..



Figure 14: Screenshot Twitter Analytics: Top-Tweet

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 10: 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.

So far, none of the risks mentioned have occurred and all deliverables were submitted on time.

8 Responsibilities

The team of Work Package 6 "Dissemination, Communication and Exploitation" (WP6) is responsible for the project's communication planning and reporting. It is executed in cooperation with the WP7 Project Management. There is and further 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, film and leaflets, but also with templates for internal and external communication, e.g. minutes, letters etc. It also ensures the synchronisation with the External Advisory Board (see chapter 5.6).

Table 11 provided communication tools (without variations within the tools)

Communication tool	use
Corporate design manual	Internal
Logo	Internal/External
Minutes template	Internal
Letter template	External
Poster template	External
D4EU general poster	External
Technical poster template	External
D4EU TP “Early root and shoot development of poplar clones under dry conditions”	External
D4EU TP “Incentives and barriers for planting SRC”	External
D4EU TP “Designing an optimized harvesting system for SRC”	External
D4EU TP “Monitoring and Modelling Set-up to Assess Water Availability and the Impact of SRC on the Site Water Balance”	External
D4EU TP “Developing Bark-based, Eco-fungicidal Packaging Materials”	External
Presentation template	External
D4EU standard presentation	External
D4EU general Leaflet	External
D4EU general RollUp	External
D4EU RollUp “Innovations”	External
D4EU RollUp “Impressions”	External
Pictures	External
Videos/ Film	External

The communication tools are mostly available in different variations, like the Logo transparent or bright, the presentations in 16to9 or 4to3 dimension or the letters with different fonts.

The partners provide content on the website/ social media (short updates and news posts) and share their work package research results. Partners also 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 thirty months of the project and provides a plan for these activities during the remaining period of the project (M31 – M60). 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. Consequently, WP6 supervises and coordinates the planned and realized activities, through 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 developed (see chapter 5.1). 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 established 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. In consequence, the D4EU project dissemination and communication can lay special emphasis on designing the videos, technical posters and on publishing scientific papers.